

# **Spotify Data Analysis Report**



Prepared by

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# Overview

The data analysis report provides the best song recommendation to the listeners who used to listen song on spotify API. Basically we had done analysis on users data and finding the best result for each individual user having their different taste to listen a song.



## Objectives

The objectives are follows

1. To provide best song recommendation to user based on the there listening preference.
2. To extract best insights from users data



## Strategy

We decide to collect the data from 5 individual who have different music taste. The collected data tabulated in excel in structured form and after that doing analysis in business intelligence tool like tableau and extracting insights from data in pictorial form. Based on the graphs and charts of insights we are making inferences.



## Key Performance Indicators



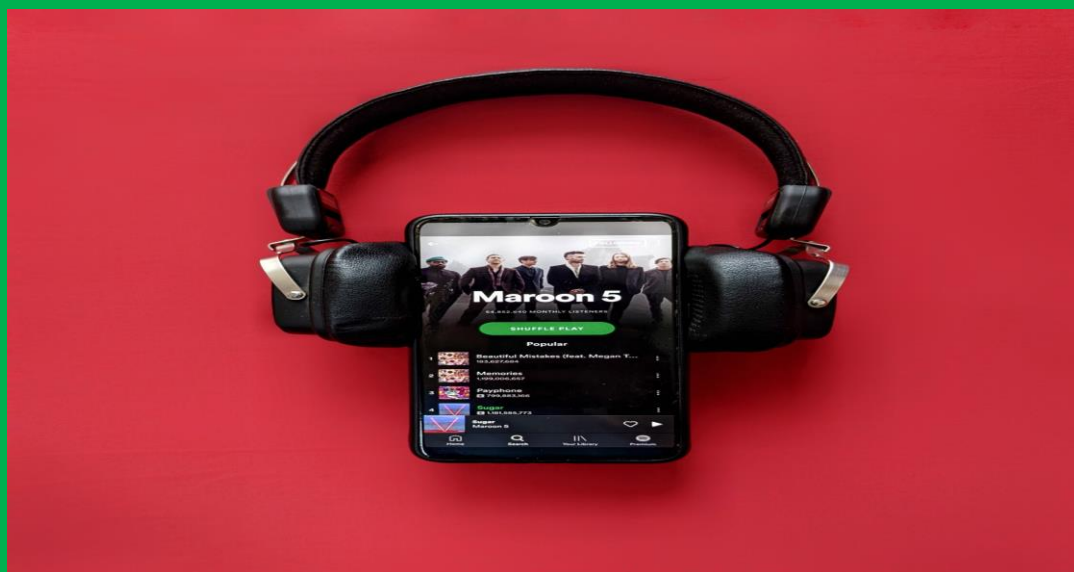
## Findings

1. People prefers to listen a song based on the popularity of song.
2. Artist who sing a song contains high danceability, most of the people listen a song according to their favourite artist.
3. The song having high energy, listener love to listen that type of song.
4. Popularity, danceability, energy, acoustic these are the variable present in the song and these variable are increasing the quality of song.

5. When we used correlation between two variable such as follows  
Energy vs Loud, Dance vs Pop, Energy vs Valence, BPM vs Energy  
having positive relation between them.

So one of the variable is increases other variable is also increases.

6. Other having negative correlation between them, so one of the variable is increases other is decreases and vice versa



## Recommendation

1. User loves to listen song having variable like popularity, high energy, high loudness , high danceability.

2. People prefers songs related to their favourite artist.

3. Most of the people loves to listen song related to genres like pop, rock and metal.

