

Spotify Project | ScopeOfWork

Data Analyst: Thomas

Client/Sponsor: Spotify –
Sara (Head of Strategy), Mark (Director of Revenue), Olivia (VP of Operations)

Purpose:

By the end of this project, a comprehensive solution will be provided that enables Spotify's leadership to make informed decisions on revenue growth, user engagement, and cost optimization.

Scope / Major Project Activities:

Activity	Description
Explore Data	Spotify Dataset, Google Sheets, Phase 1 Day 1
Define Goals & Objectives	According to Stakeholder Needs, Phase 1 Day 1
Set Key Performance Indicators	According to Stakeholder Needs, Phase 1 Day 2
Design Project Plan	Google Docs, Phase 1 Day 2
Dashboard Development	Spotify Dataset, Tableau, Phase 2 Day 3
Closing Report	Google Docs, Phase 2 Day 4
Recording	Loom, Phase 2 Day 4

This project does not include:

- Collection of additional data not contained within the delivered dataset
- e.g., Data for times outside Q1/2017 – Q1/2023
- Stakeholders other than Sara, Mark, and Olivia

Deliverables:

Deliverable	Description/ Details
<i>Tableau Dashboard</i>	<i>Consider and Serve Stakeholder Needs</i>
<i>Closing report</i>	<i>Describe Outcomes (Insights & Reco)</i>
<i>Recording</i>	<i>Present Outcomes and Dashboard</i>

Schedule Overview / Major Milestones:

Milestone	Expected Completion Date	Description/Details
<i>KPIs & Plan</i>	<i>Tuesday, 22.07.2025</i>	
<i>Dashboard</i>	<i>Thursday, 24.07.2025</i>	
<i>Report & Recording</i>	<i>Friday, 25.07.2025</i>	

***Estimated date for completion:**

Friday, July 25th

Spotify Project | Designplan (Phase 1)

Guiding Questions & Project Goals from Stakeholders:

- *What are growth trends and relevant drivers, top contributors to it? (e.g, premium vs. ad-supported users, Marketing, R&D)*
- *How are revenue streams evolving? How is our profitability per user/subscriber?*
- *Is the business profitable? What are the main factors driving profitability?*
- *What are the main cost drivers? Can we identify cost-saving opportunities?*
- *How is user engagement evolving?*

Defined KPIs:

- *Revenue: Total/ Premium/ Ad + Growth*
- *Profit: Gross Total/ Premium/ Ad + Total Net + Growth*
- *Average MAUs + Growth*
- *Cost Structure (of Revenue/ General/ R&D/ M&S*
- *Per User (Premium/ Ad): ARPU/ LTV/ CAC/ LTV-CAC-Ratio*