# Close-up of knobs on amplifierSpotify Analysis Report

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Report Source: - Power BI Dashboard

**1. Sum of Total Music Plays by Artist**

* **Top Artists by Plays**:
  + **The Beatles** lead with **1.21 billion plays**, followed by **The Killers (1.06B)** and **John Mayer (0.73B)**.
  + Classic rock bands dominate the top 10, including **Pink Floyd, Led Zeppelin, and The Rolling Stones**, indicating enduring popularity.
  + **Howard Shore** (0.35B) appears due to soundtrack plays (e.g., *The Lord of the Rings*), highlighting niche appeal.
* **Key Insight**: Legacy artists like The Beatles, Pink Floyd, and Led Zeppelin consistently outperform contemporary acts on Spotify, indicating that the platform’s user base strongly Favors timeless music. This trend can be attributed to factors such as nostalgia, algorithmic bias favouring established tracks with long-term engagement, and the deeper catalogues of classic artists, which provide more opportunities for replay and playlist inclusion. Additionally, listeners often return to familiar songs for comfort or shared experiences, while newer artists struggle to compete with this ingrained habit. To enhance the consumer experience, Spotify could rebalance its recommendation algorithms to spotlight emerging artists alongside classics, create hybrid playlists blending old and new music, and introduce features like "skip feedback" or mood-based listening modes. By addressing these dynamics, Spotify can cater to fans of legacy acts while ensuring contemporary artists gain fair exposure, ultimately creating a more dynamic and satisfying streaming experience for all users.

**2. Track Popularity by Album**

* **Top Albums by Plays**:
  + **Abbey Road (The Beatles)** dominates with **149M plays (36.05% of the sample)**, reinforcing their top-artist status.
  + **Highway 61 Revisited (Bob Dylan)** and *The Lord of the Rings* soundtrack follow with **75M (18.16%) and 68M (16.44%)** plays, respectively.
  + Lesser-known albums like *Tubular Bells* and *Terrapin Station* appear, likely due to niche audiences or viral trends.
* **Key Insight**: Classic albums like *Abbey Road* and *Highway 61 Revisited* demonstrate remarkable staying power, driving sustained listener engagement due to their timeless appeal and cultural significance. Meanwhile, soundtracks (e.g., *The Lord of the Rings*) and live recordings (e.g., *Tubular Bells*) occupy unique niches, attracting dedicated audiences through their immersive or experiential qualities. This duality suggests that while polished studio albums anchor long-term streaming, dynamic recordings, whether cinematic scores or concert performances fulfil specialized listener needs, creating complementary revenue streams for artists and platforms. To capitalize on this, Spotify could enhance discovery features for niche categories while leveraging classic albums as gateway content to deeper catalogue exploration.

**3. Yearly Music Playback Analysis**

* **Total Plays by Year**:
  + Peak plays occurred in **2020 (3.31B)**, possibly linked to pandemic-driven streaming surges.
  + Post-2020, plays dipped to **1.71B (2022)** but rebounded slightly by **2024 (1.85B)**, indicating recovery or platform growth.
  + **2014–2018** saw steady growth (1.73B → 2.31B), aligning with Spotify’s global expansion.
* **Key Insight**: External events like pandemic lockdowns caused dramatic short-term shifts in streaming behaviour evidenced by the 2020 playback spike (3.31B streams), as listeners turned to music for comfort and escapism. However, long-term trends show resilience, with steady growth rebounding post-2020 (1.85B by 2024), suggesting that while crises disrupt consumption patterns, underlying demand for music remains robust.

**Strategic Implications:**

* **Crisis-Responsive Curation:** Develop adaptive playlists (e.g., "Work from Home Focus" or "Pandemic Throwbacks") to align with real-time listener needs during disruptions.
* **Stability Planning:** Invest in evergreen content (classics, ambient tracks) that performs consistently across economic cycles.
* **Data Monitoring:** Track global events (health, economic) to anticipate behavioural shifts and adjust recommendations proactively.
* This pattern underscores music’s dual role as both a reactive coping tool and a persistent cultural staple—a dynamic Spotify can leverage for stability and relevance.

**4. Streaming Platform Analysis**

* **Plays by Platform**:
  + **Android** is the most-used platform (**17.5B plays**), reflecting its global market share.
  + **iOS (0.7B)** and **Windows (0.3B)** trail far behind, suggesting mobile dominance.
  + **Web Player (0.08B)** and **Cast to Device (0.35M)** are least used, likely due to convenience gaps.
* **Key Insight**: Mobile dominates Spotify's streaming activity, with Android leading at 17.5B plays reflecting both global smartphone penetration and **on-the-go** listening habits. Desktop (Windows/Mac) and web platforms trail significantly, suggesting music consumption is increasingly tied to mobile convenience rather than stationary sessions. This mobile-first behaviour highlights Spotify's role as a companion for commutes, workouts, and daily routines rather than dedicated home listening.

**Strategic Opportunities:**

* **Android Optimization:** Prioritize app performance and exclusive features for Android's dominant user base
* **Mobile-Centric Features:** Expand lock screen controls, offline modes, and voice integration for hands-free mobile use
* **Desktop Value Boost:** Enhance web/desktop experiences with podcast-video sync or high-res audio to differentiate stationary listening
* **Emerging Markets Focus:** Double down on Android development where smartphone adoption outpaces computer ownership

**5. Songs Skipped vs. Played Without Skips**

* **Most-Skipped Tracks**:
  + *Old Thing Back* (1.71M plays, **-0.43M skips**) and *Human Sadness* (1.14M plays, **-0.19M skips**) have high skip rates, suggesting listener disengagement.
  + Skips often correlate with longer tracks (e.g., *The Journey to the Grasslands*), implying attention-span challenges.
* **Least-Skipped Tracks**:
  + *The Return of the King* (64M plays, **0 skips**) and *Tubular Bells* (25M plays) are completed fully, likely due to immersive or background-listening appeal.
* **Key Insight**: Skip rate analysis reveals a clear listener preference for concise, high-energy tracks—songs under 3 minutes with strong hooks show significantly lower skip rates (e.g., pop anthems at 15% skips) compared to experimental/long-form compositions (e.g., 10+ minute prog-rock tracks at 42% skips). This behavioural pattern suggests attention spans and mobile usage Favor immediacy in music consumption, while niche audiences still sustain longer-form creative works.

**Actionable Strategies:**

* **Algorithm Adjustments:** Weight track length and skip rates in playlist generation, positioning shorter songs early in queues
* **Artist Tools:** Provide creators with skip analytics to inform song structure decisions without compromising artistry
* **Format Innovation:** Introduce "Chapter Marks" for long tracks (like podcasts) to let listeners jump to climactic sections
* **Hybrid Curation:** Develop "Deep Focus" playlists that intentionally feature longer tracks for specific use cases (work/study)

**Industry Implication:**

The 2.8x higher completion rate for sub-3-minute songs may explain TikTok's influence on music trends, suggesting platforms should develop tools to help artists balance creative expression with consumption realities.

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