

1) Which top 10 artists had the most songs make it on the ‘most streamed songs of 2024’?

Business Purpose: Identify artists that have many high-performing tracks. This information could provide opportunities to create investments in partnerships and promotion as it shows music listeners are consistently enjoying a particular artist. The top 10 artists could be ideal candidates for creating exclusive fan content and deals as their popularity could indicate a dedicated fanbase.

2) Which albums had the most songs on the ‘most streamed for 2024’?

Business Purpose: Identify albums with several high-performing tracks. This information could provide insight on the types of albums that perform well overall rather than individual songs, and could be a starting point to determine characteristics such as theme, cohesiveness, and production style of an album that drives high streaming numbers.

3) What were the top 5 songs by Spotify streams in 2024?

Business Purpose: Identify highest performing tracks on Spotify for 2024. This information can provide more insight into the preferences of music listeners and be a starting point to determining common characteristics of what could create a high-performing track on Spotify.

4) What are the top 5 highest streaming tracks across all music-specific streaming platforms?

Business Purpose: Identify the highest performing tracks across all music-specific streaming platforms. This information provides metrics of high-performing tracks across all music platforms to observe how they perform in Spotify vs other platforms. The tracks that are not popular on Spotify and popular on other platforms could provide the opportunity to create exclusive artist/track content to bring higher streaming numbers.

5) Which 5 songs had the most YouTube Views?

Business Purpose: Identify high-performing songs on YouTube. Songs on YouTube likely indicate official music videos. The information on high-performing tracks on YouTube could provide an opportunity to integrate more visuals to Spotify in order to gain streaming numbers.

6) Which tracks have appeared the most in playlists across all music-specific platforms?

Business Purpose: Identify tracks that have been placed into playlists often. This could indicate the versatility of the track in being integrated into a variety of playlists across music-streaming platforms. This provides an opportunity for Spotify to determine similar characteristics across these tracks and create more playlists that integrate these songs as they have a higher guarantee of a music listener utilizing that playlist.

7) What high-streaming Artists have platform-specific popularity to Spotify?

Assuming 60% defines platform-specific

Business Purpose: Identify popular artists with fans mostly utilizing Spotify. This information could provide opportunities to collaborate with high-streaming artists to further engage their fans on the Spotify platform to drive more streaming numbers. This could include more exclusive content for fans and a closer partnership to the artists as Spotify shows that it is a large platform for their music.

8) What high-streaming artists have almost platform-majority streaming with Spotify?

Assuming almost platform-majority = 45-60% streams with Spotify

Business Purpose: With almost a majority of streamers for certain artists being on Spotify, this information can provide insights on which high-streaming artists could be a focus on promoting or providing more incentives for listeners of the artist in order to gain more streamers from the other music-streaming platforms. Future plans can potentially include providing more fan benefits to Spotify-specific streamers such as early merchandise access, presale access to concerts, special messages/videos from the artist, and more. These incentives can encourage more streams on Spotify for artists with a seemingly large/dedicated fanbase given the streaming numbers, turning into higher revenue for Spotify.