

2024

# MOST STREAMED SPOTIFY SONGS

DATA DIVE SQUAD

GROUP 23

# OUR TEAM

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- Behind the Analysis
- Summary
- Highlights
- Our Recommendations



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# Behind the Analysis

- Stream counts across Spotify, TikTok, YouTube, and more
- Artist name and album name
- Popularity metrics and playlist reach across platforms

# Metric Comparison

## Initial Dataset Snapshot

**2.0T**

Total Spotify Streams

**436.4M**

Avg. Streams per Song

## Post-Processing Snapshot

**1.9T**

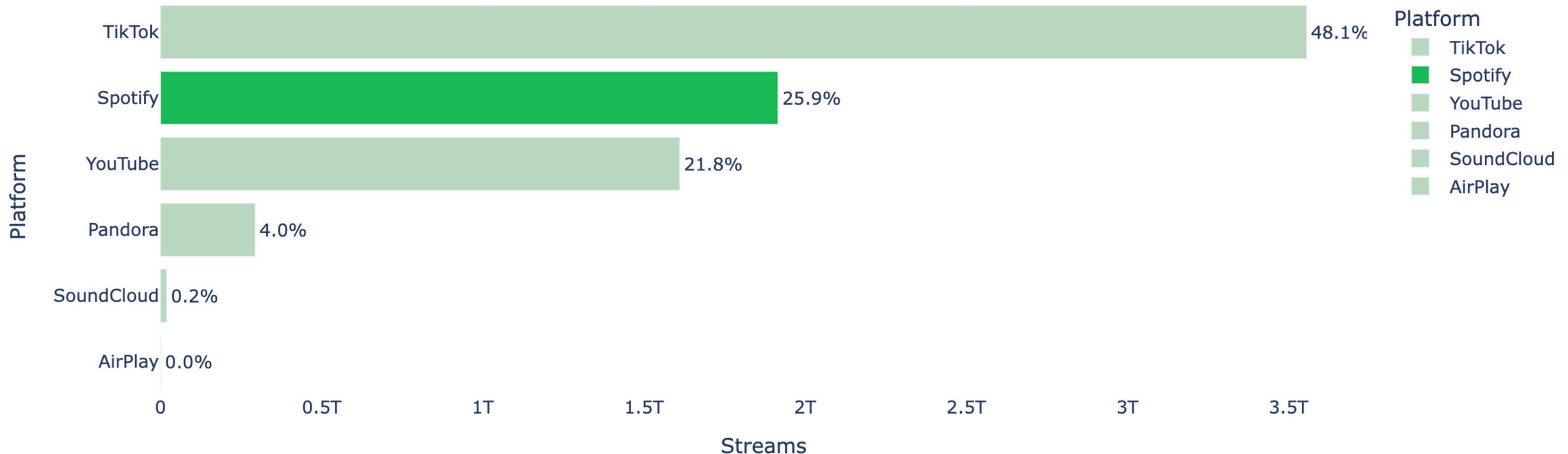
Total Spotify Streams

**466.7M**

Avg. Streams per Song

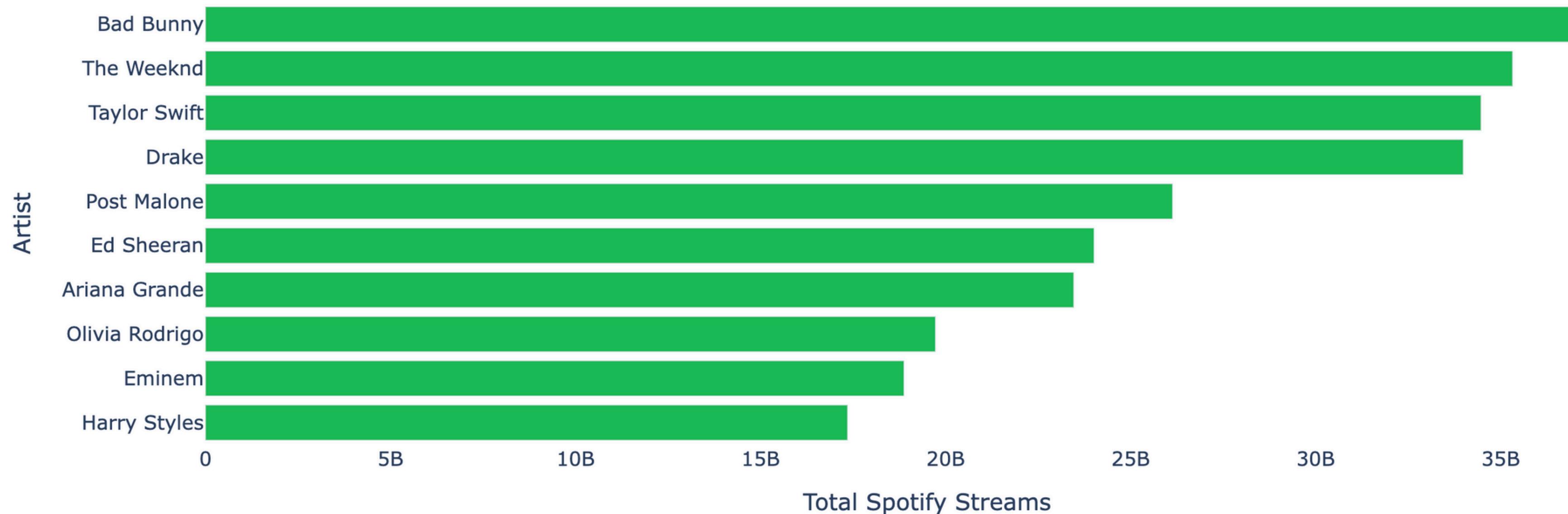
# Majority of Streams Come from tiktok and Spotify

Total Streams by Platform



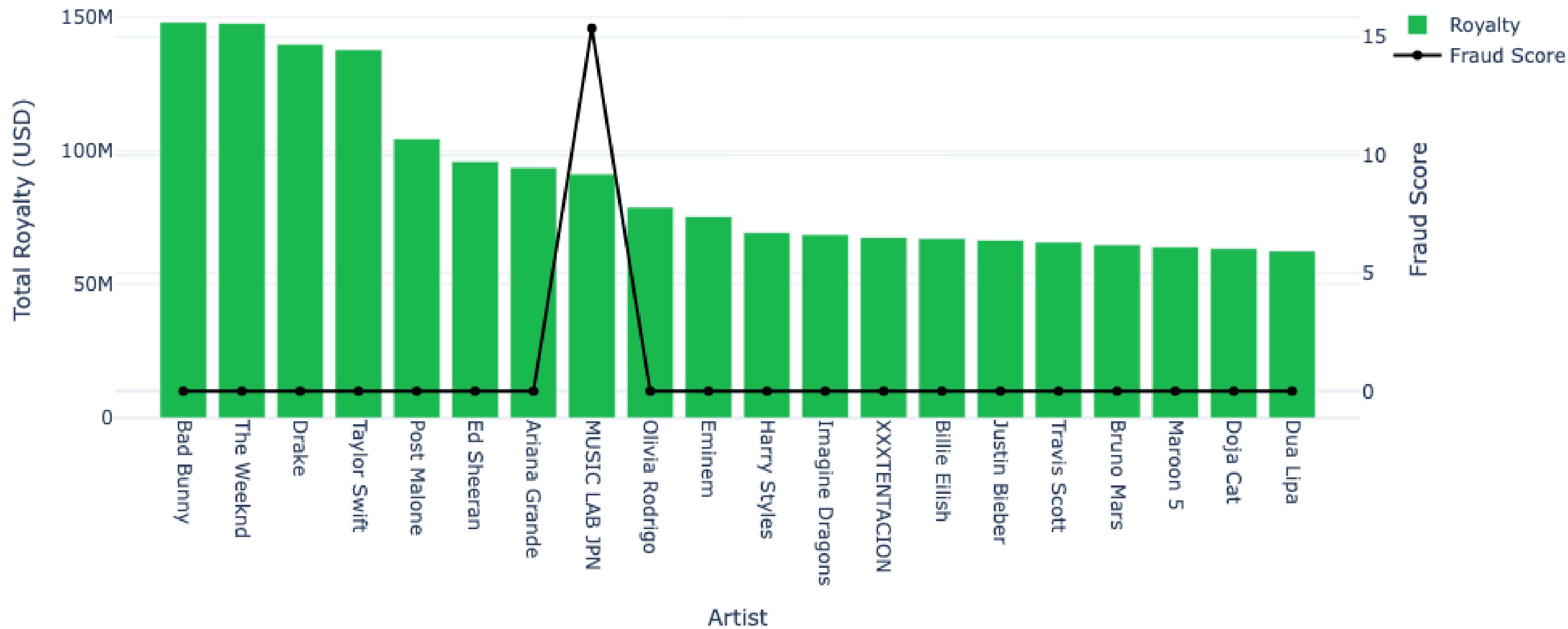
# Bad Bunny, The Weeknd & Taylor Swift Lead Spotify Traffic

Top 10 Artists Driving Spotify Traffic



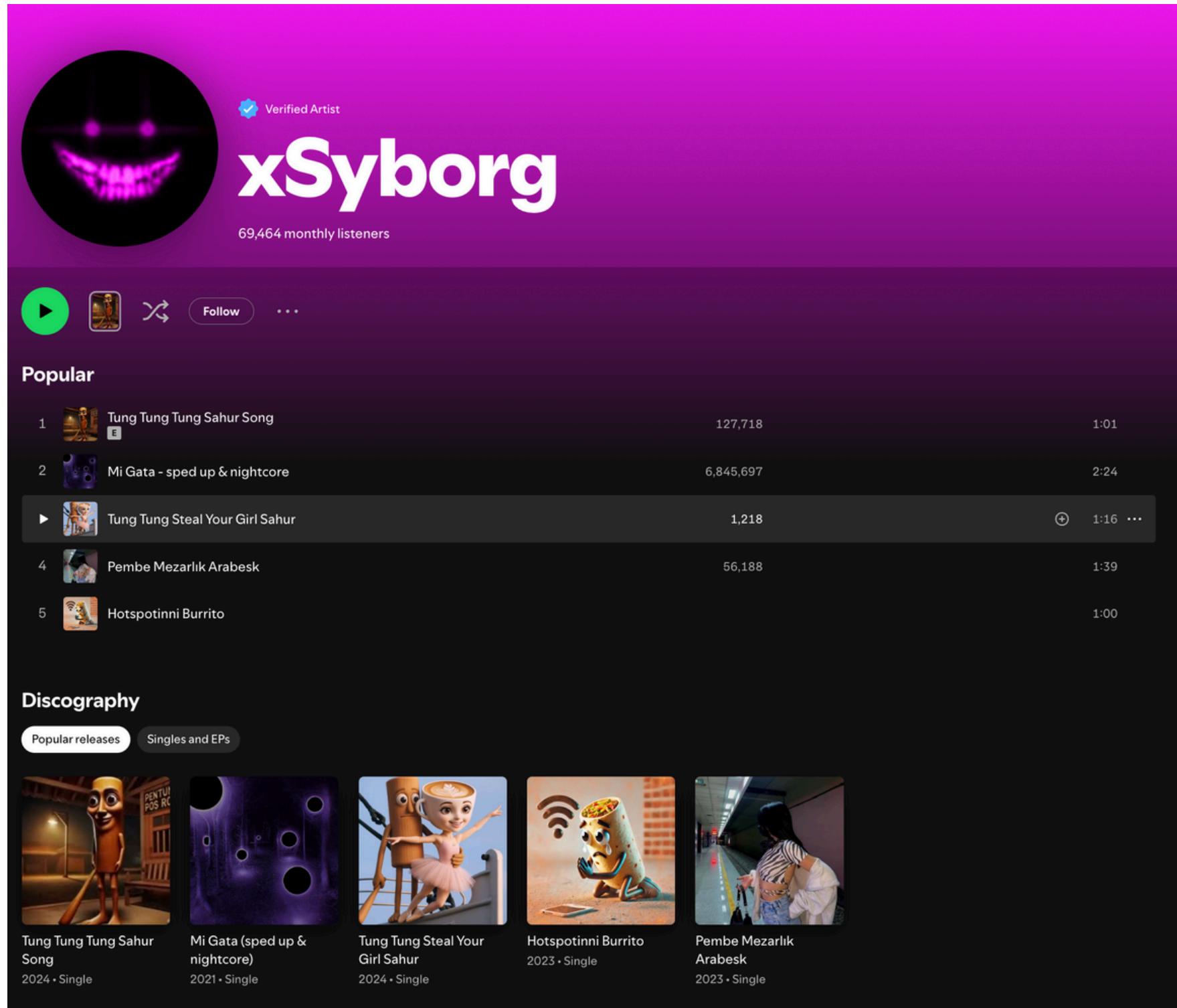
# Fraud Score for Detecting Royalty Abuse

Top 20 Artists by Royalty



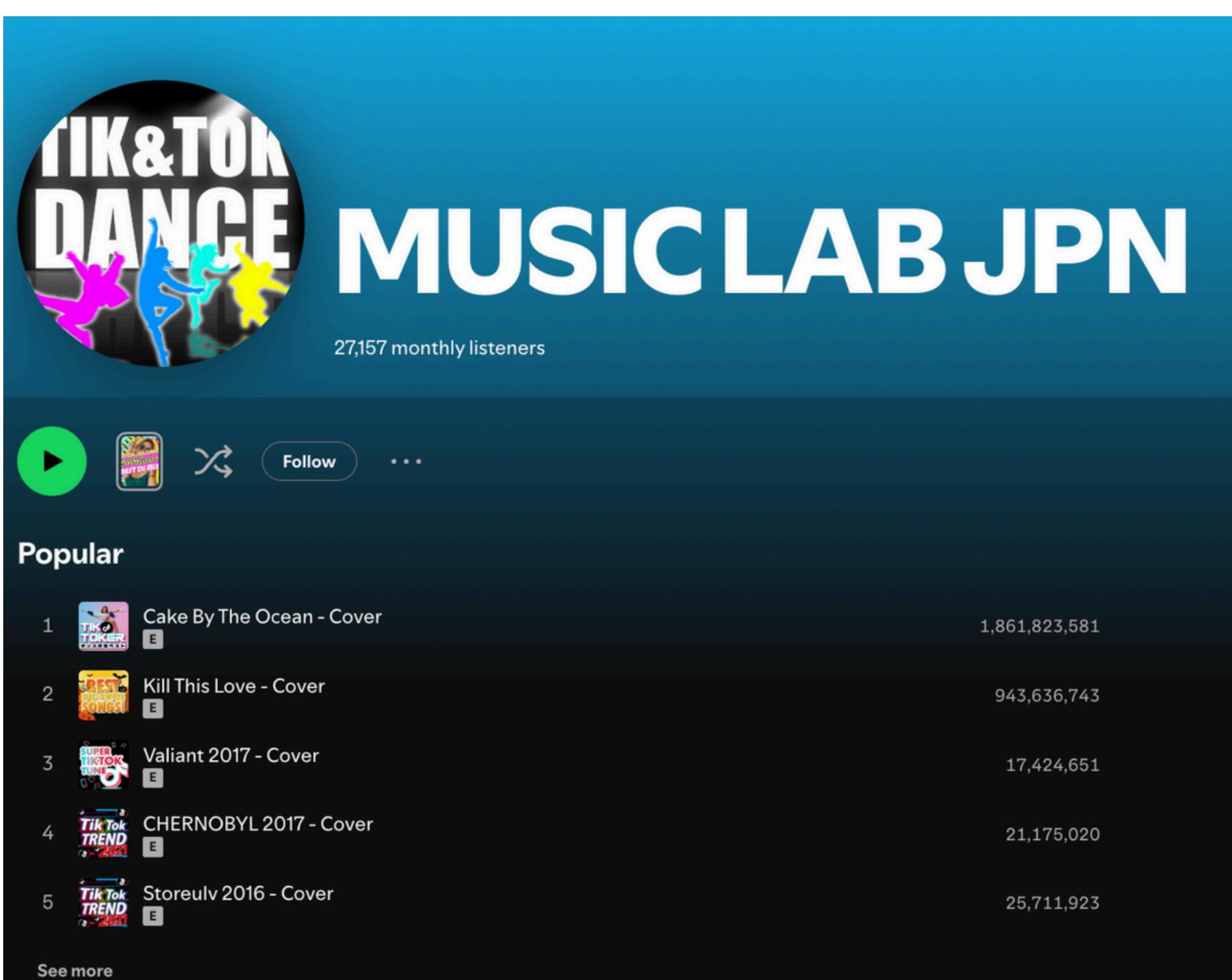
\*Assuming \$0.004 per stream.

# Examples of suspiciously low engagement



xSyborg's Spotify profile shows a verified artist badge and 69,464 monthly listeners. The 'Popular' section lists five tracks: 'Tung Tung Tung Sahur Song' (127,718 plays), 'Mi Gata - sped up & nightcore' (6,845,697 plays), 'Tung Tung Steal Your Girl Sahur' (1,218 plays), 'Pembe Mezarlık Arabesk' (56,188 plays), and 'Hotspotinni Burrito' (1:00 play). The 'Discography' section shows releases like 'Tung Tung Tung Sahur Song' (2024) and 'Mi Gata (sped up & nightcore)' (2021).

Rank	Song	Plays
1	Tung Tung Tung Sahur Song	127,718
2	Mi Gata - sped up & nightcore	6,845,697
3	Tung Tung Steal Your Girl Sahur	1,218
4	Pembe Mezarlık Arabesk	56,188
5	Hotspotinni Burrito	1:00

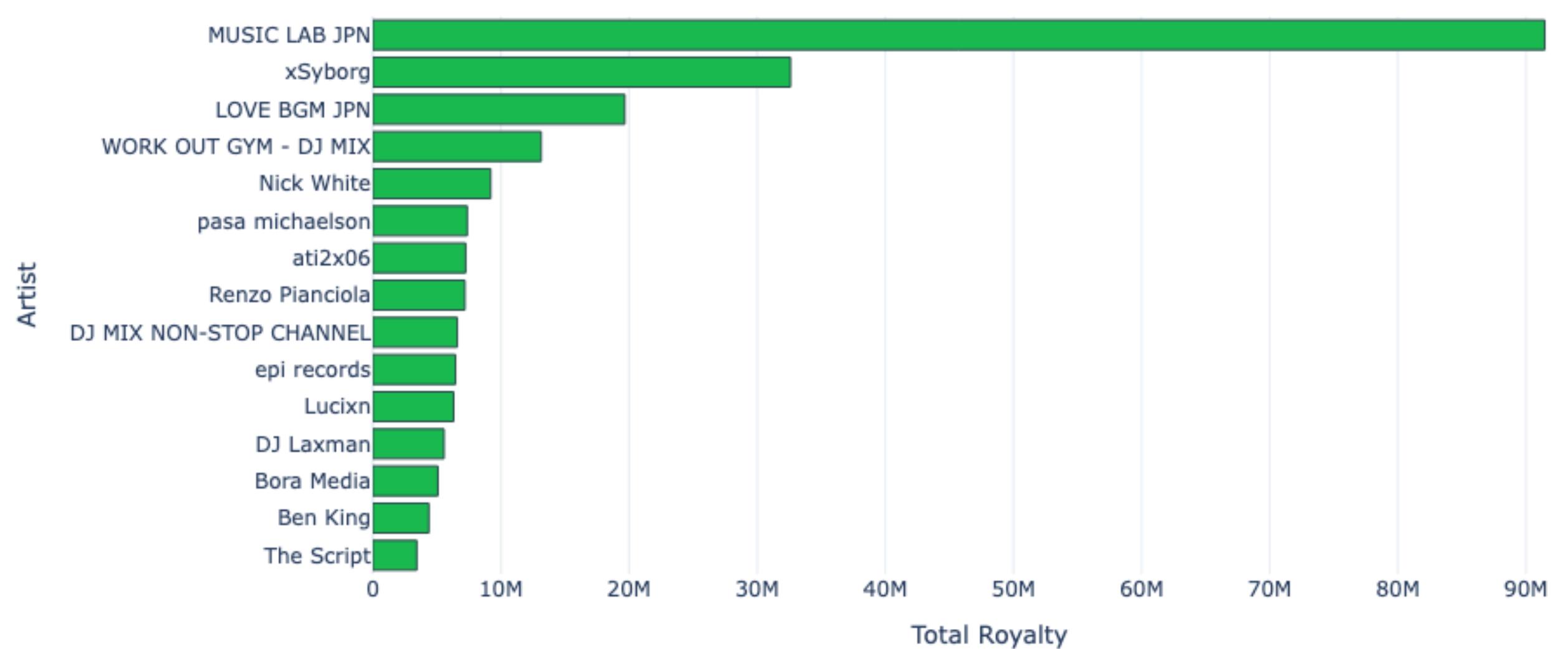


TIK&TOK DANCE MUSICLAB JPN's Spotify profile shows 27,157 monthly listeners. The 'Popular' section lists five tracks: 'Cake By The Ocean - Cover' (1,861,823,581 plays), 'Kill This Love - Cover' (943,636,743 plays), 'Valiant 2017 - Cover' (17,424,651 plays), 'CHERNOBYL 2017 - Cover' (21,175,020 plays), and 'Storeulv 2016 - Cover' (25,711,923 plays).

Rank	Song	Plays
1	Cake By The Ocean - Cover	1,861,823,581
2	Kill This Love - Cover	943,636,743
3	Valiant 2017 - Cover	17,424,651
4	CHERNOBYL 2017 - Cover	21,175,020
5	Storeulv 2016 - Cover	25,711,923

# Top royalties with high fraud score

Royalties paid to Artists with high fraud\_score

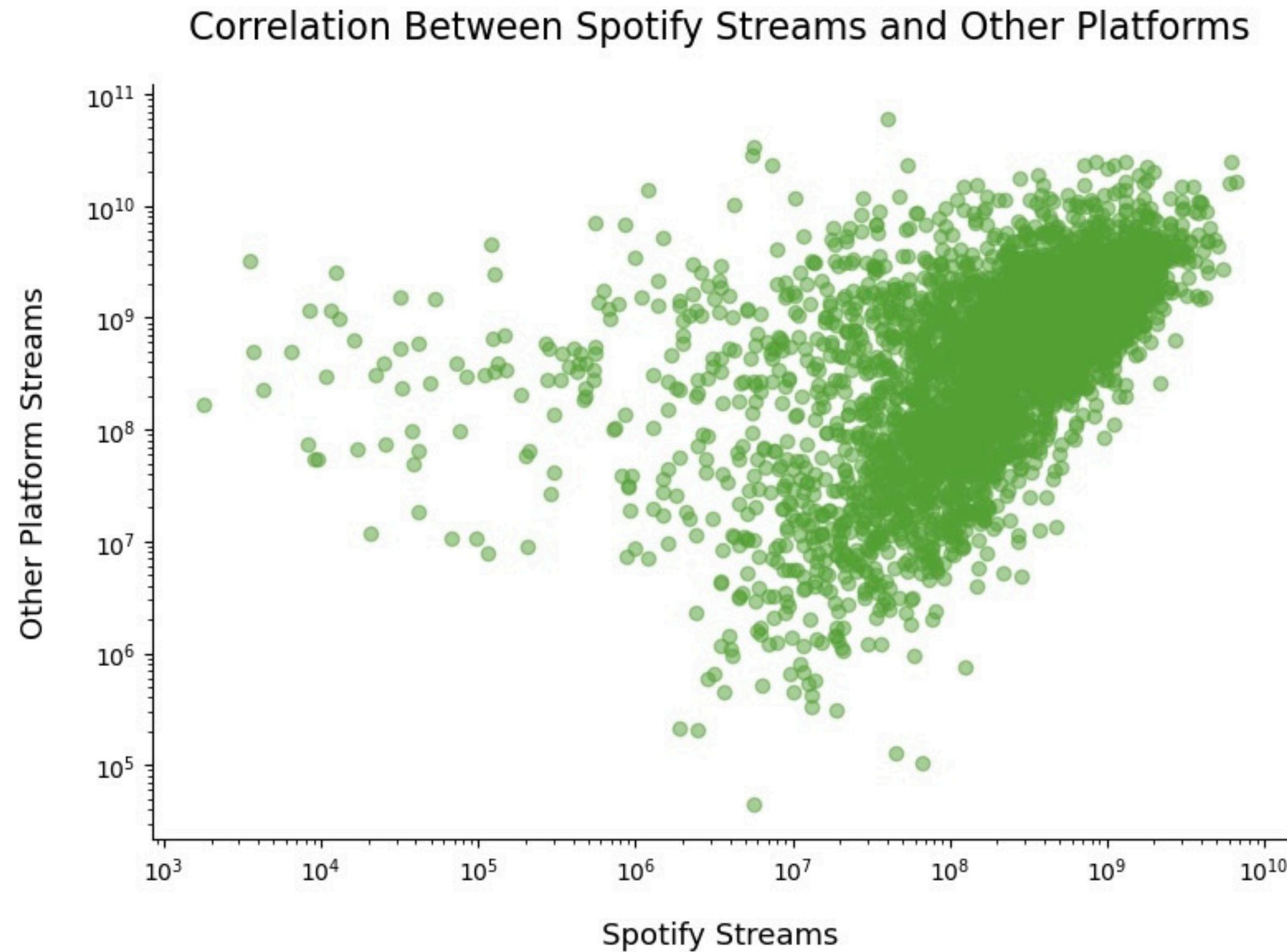


In 2024, a total of \$246 million was disbursed to artists identified with a high fraud score.

\*Assuming \$0.004 per stream.

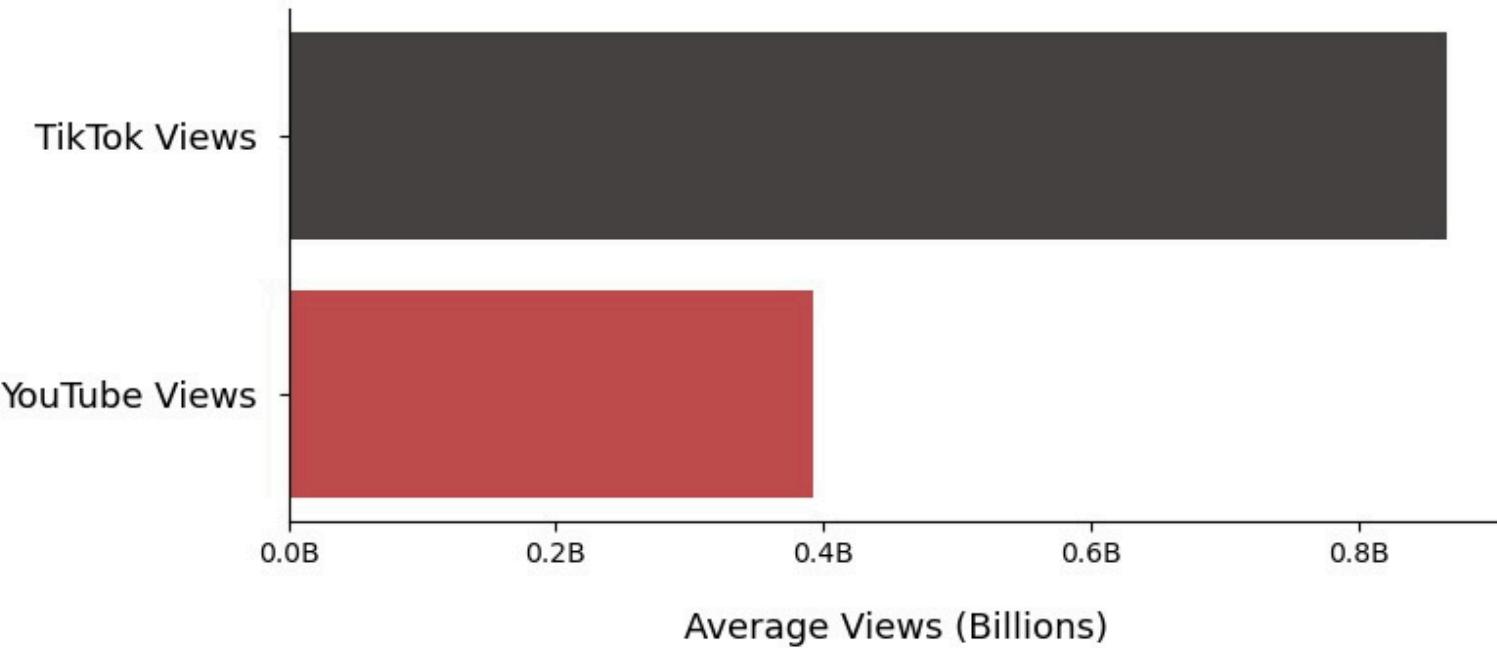
# Correlation Between Spotify and Other Platforms?

- Positive Correlation
- Wide Spread
- Cluster



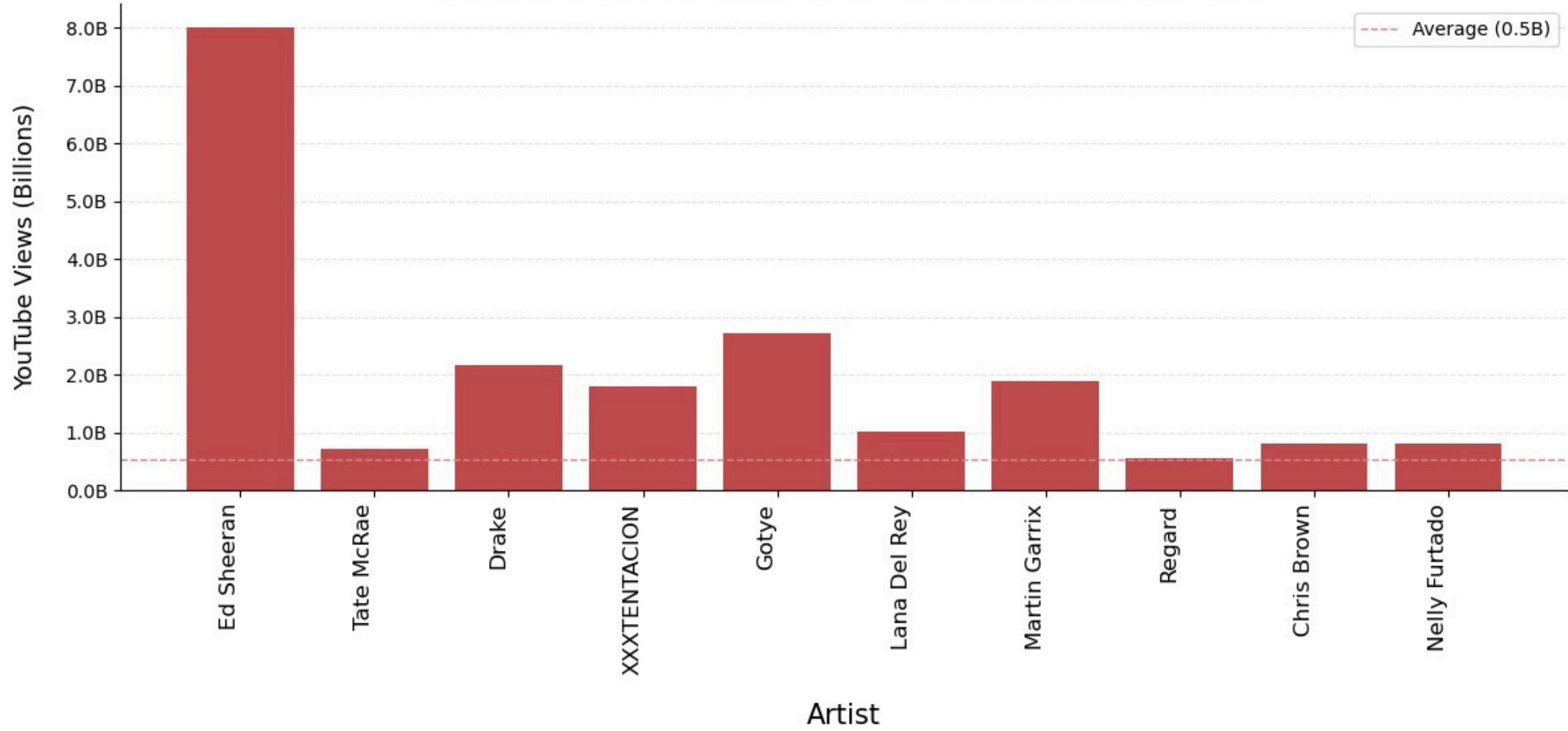
# YouTube Views Amongst Lowest 10 Streamed Artists

Average YouTube and TikTok Views Across All Artists

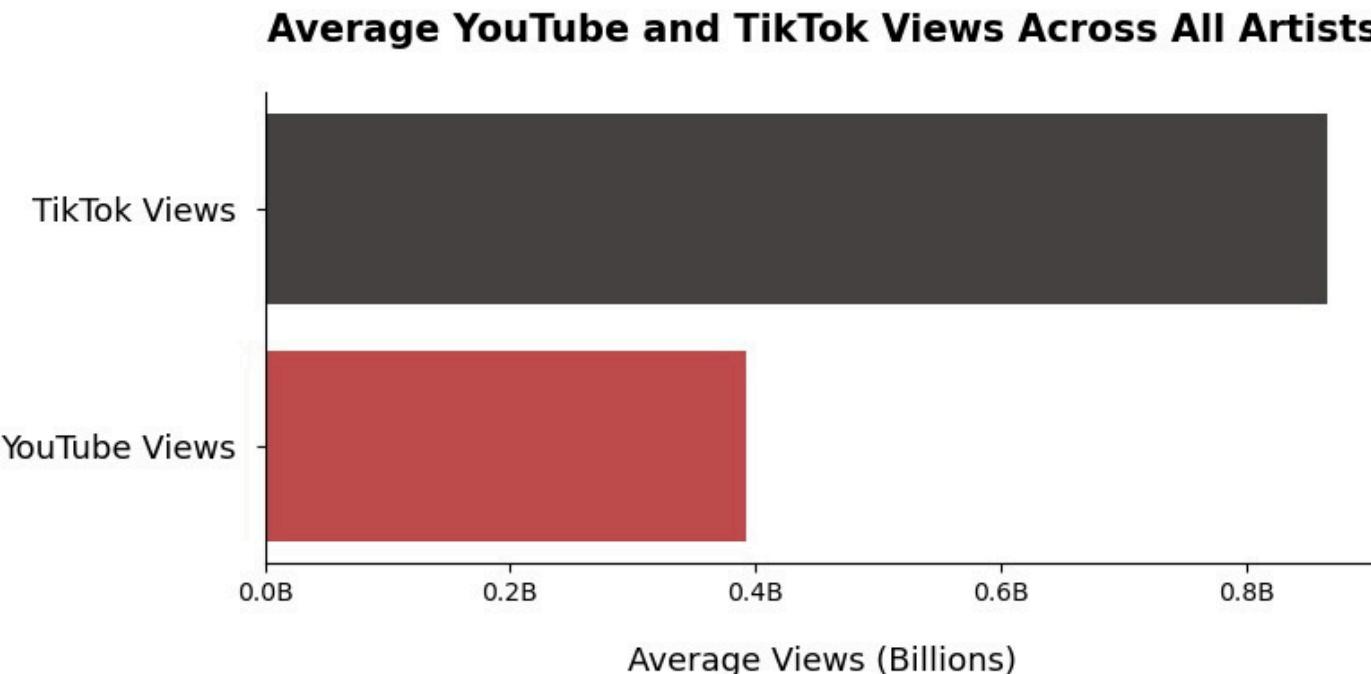


- Bottom 10 Streamed
- Average Comparisons

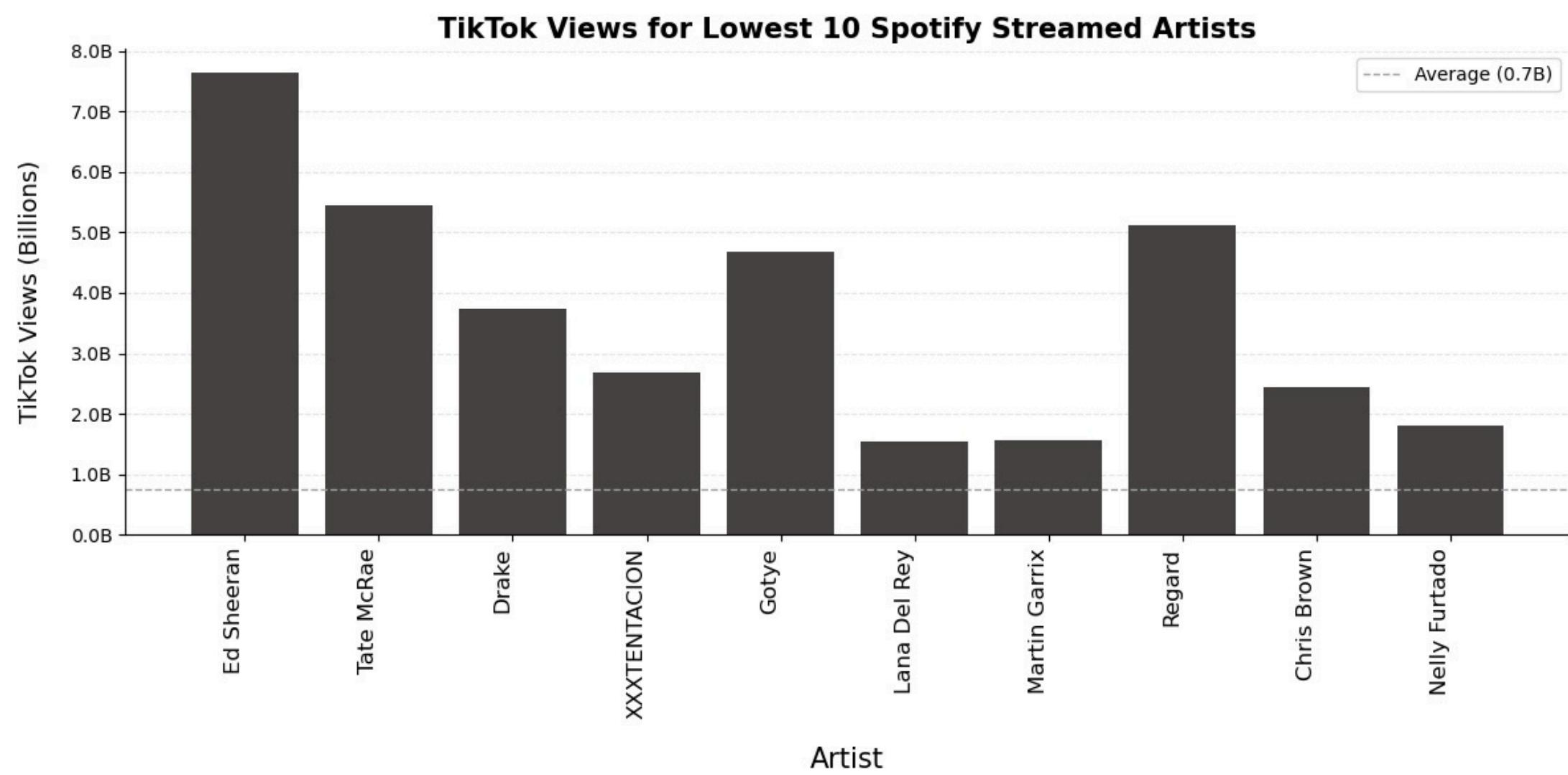
YouTube Views for Lowest 10 Spotify Streamed Artists



# TikTok Views Amongst Lowest 10 Streamed Artists



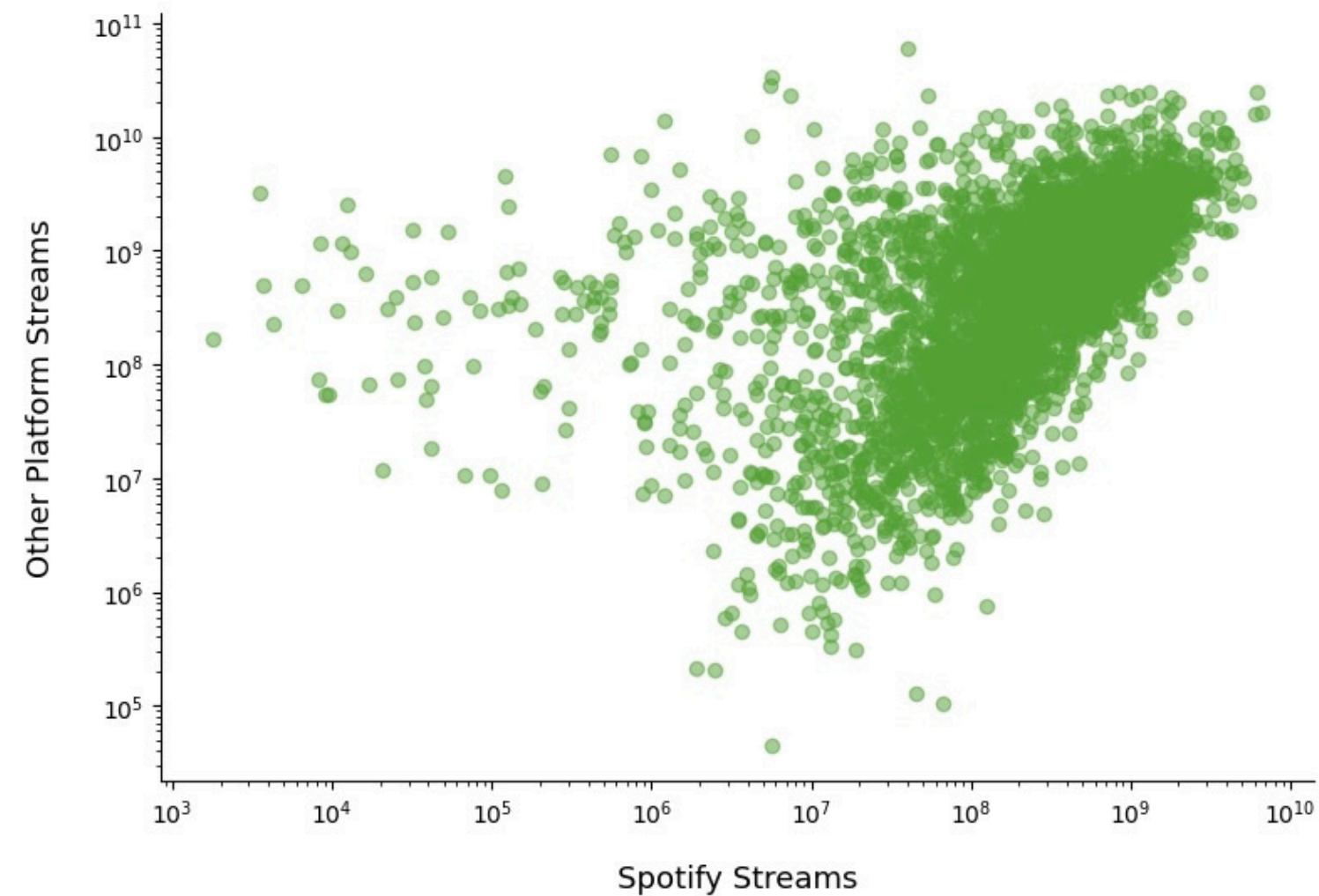
- Bottom 10 Streamed
- Average Comparisons



# Where Do We Go From Here?

- Promotion/Sponsorship
- App Compatibility
- TikTok Ads

Correlation Between Spotify Streams and Other Platforms





THANK YOU