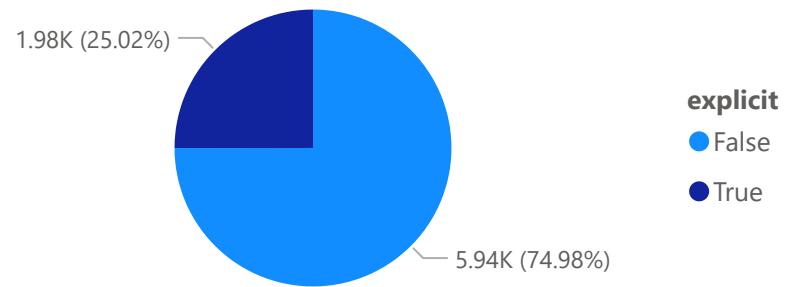


Explicit VS Non Explicit Distribution

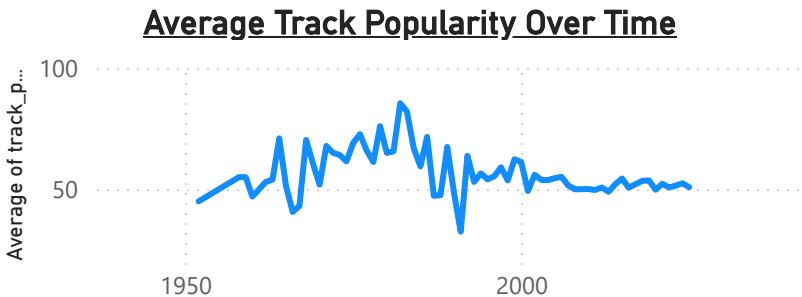


Business Overview & Key Highlight

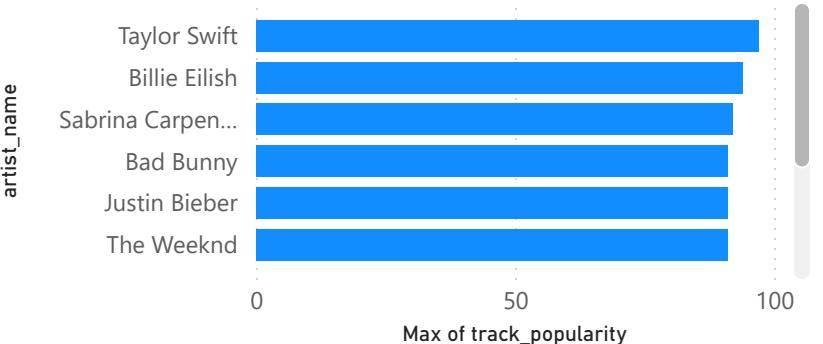
- Spotify continues to grow with a diverse collection of tracks, artists, releases.
- Engagement is strong with many tracks achieving solid popularity across different years.
- A smaller group of artists still lead the platform, showing consistency and strong fan loyalty.
- Newer songs tend to perform better, suggesting listeners enjoy fresh and trending music.
- Artist popularity and follower count strongly influence track success.
- Overall, Spotify reflects a competitive music environment where standout artists and trending songs drive most engagement.

7927 Total Tracks 52 Average Track Popularity

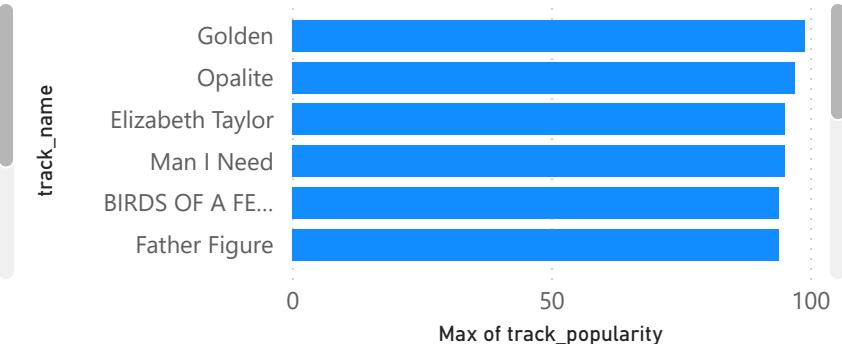
2548 Unique Artists Taylor Swift Top Followed Artist



Top 10 Artists by Popularity



Top 10 Tracks by Popularity



Trends & Performance Insights

- The number of tracks released has increased over the years, showing continuous growth in music production.
- Average popularity generally improves over time, meaning newer music is reaching audiences effectively.
- A few key genres dominate listening behavior, attracting most of the engagement.
- Listener preferences are clearly focused rather than evenly spread across all genres.
- These trends highlight how Spotify is shaped by evolving tastes, trending styles, and changing audience interests.

Spotify's ecosystem shows strong growth in track releases over years, with listener engagement increasingly concentrated around highly followed and influential artists.

Popularity trends indicate that newer tracks generally perform better, reflecting evolving listener preferences and the rise of trending music.

Genres are not evenly consumed, but a few dominant genres capture most of the audience's attention, highlighting focused listening behavior.

Overall, Spotify remains a highly dynamic platform driven by strong artist influence, evolving music trends, and audience loyalty toward

Final Summary