



DASHBOARD DESIGN

YIWEN MEI



- › Spotify and Youtube dataset: used for presenting and analyzing statistics for top 10 songs of various artists
- › No. of observation: 20,718 Tracks
- › Unit of observation: One row per track



- › Music Companies (e.g. Spotify, Youtube, etc).



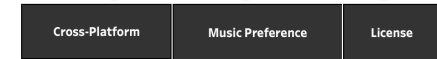
- › This comprehensive analysis of popular music tracks across Spotify and YouTube aims to deepen the understanding of current trends.
- › The dataset comprises songs from diverse artists globally, offering perspectives that may affect the number of streams on Spotify and likes on YouTube's official music videos. Apart from audio features like danceability, energy, key, and loudness, licensing status of the tracks are also explored to ensure compliance and proper content usage.
- › This in-depth analysis is designed to equip the company with actionable insights for strategic decision-making in marketing initiatives and cross-platform promotions.



- › Front Page
- › Cross-Platform Analysis
- › Music Preference Analysis
- › Licensing and Official Video Analysis



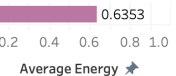
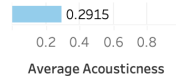
Navigation Bar to Other Pages of Dashboards



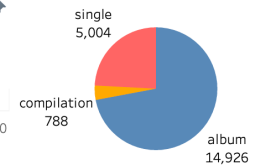
Front Page



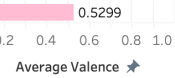
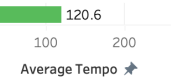
Number of Artists
2,079



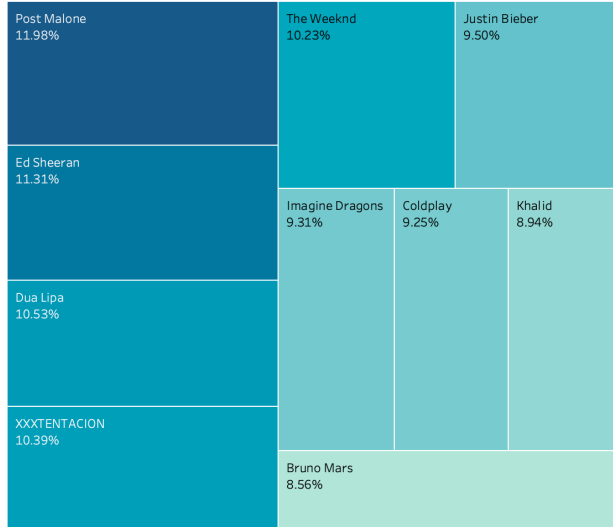
Album Type



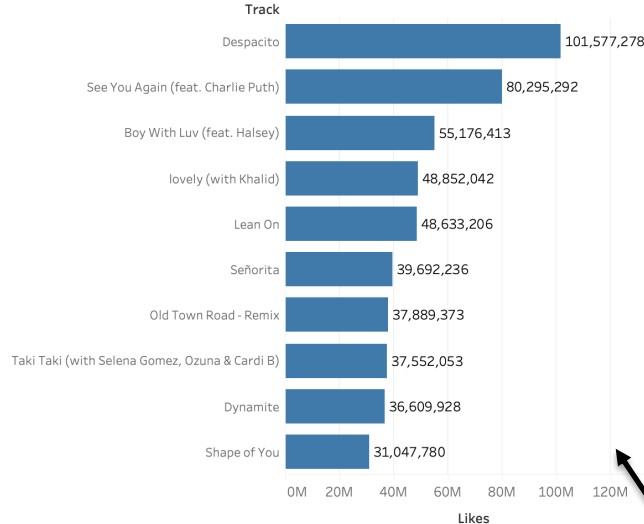
Number of Tracks
20,718



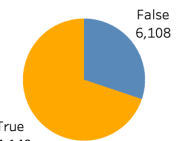
Top 10 Artists by Stream



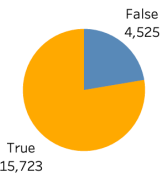
Top 10 Tracks by Youtube Likes



Licensed



Official Video



Select one artist's name to filter his/her avg. audio features, album type, licensed and official video; or further click "Go to Music Preference Analysis" to see detailed information of audio features in the third page

Filtering: Select one track to see its avg. audio features



Filtering: Select one artist's name to see detailed information of correlation between Spotify and Youtube Population Metrics of his/her tracks

Navigation Bar to Other Pages of Dashboards

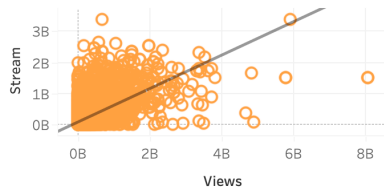


Cross-Platform Analysis

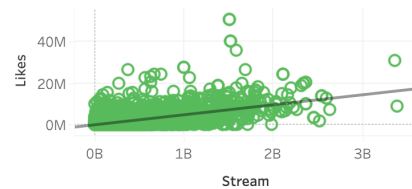


Correlation between Spotify and Youtube Population Metrics

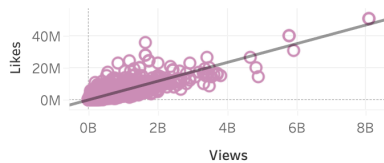
Stream VS Views



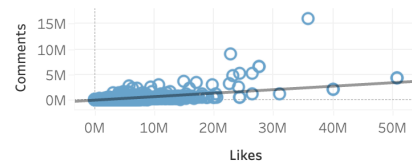
Stream VS Likes



Likes VS Views



Likes VS Comments



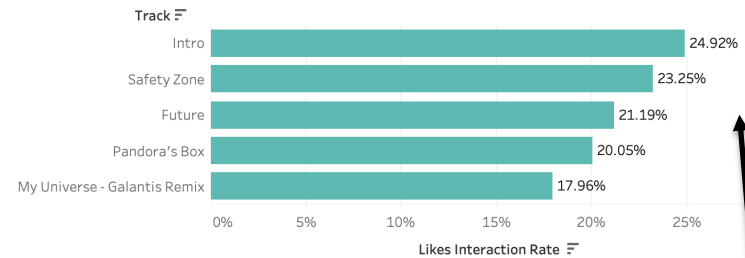
Top 10 Tracks by Stream and Corresponding Amount of Likes

Track	Stream	Likes
Closer	5,465,364,999	7,422,189
Can't Hold Us (feat. Ray Dalton)	5,225,629,104	19,812,415
Sunflower - Spider-Man: Into the Spider-Verse	5,076,659,598	27,499,619
Happier	4,757,615,430	31,041,744
STAY (with Justin Bieber)	4,731,555,010	20,262,821
Señorita	4,672,439,700	39,692,236
The Middle	4,566,882,832	3,786,019
Eastside (with Halsey & Khalid)	4,274,887,533	5,698,967
lovely (with Khalid)	4,221,147,558	48,852,042
Enemy (with JID) - from the series Arcane Lea..	4,182,327,816	20,918,740

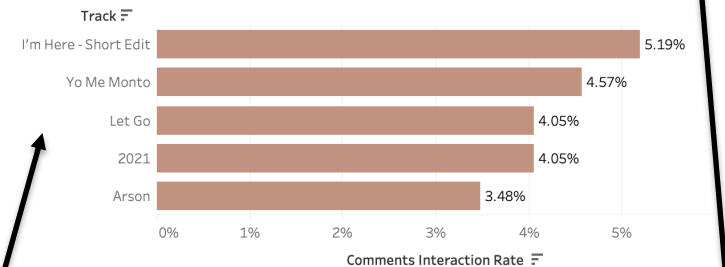
Artists in both lists of Top 10 Artists by Stream and Top 10 Artists by Likes

Artist	More Popular Platform	Rank of Stream	Rank of Likes
Ed Sheeran	Spotify	2	4
Imagine Dragons	Youtube	7	7
Justin Bieber	Youtube	6	5

Top 5 Tracks with Highest Likes Interaction Rate



Top 5 Tracks with Highest Comments Interaction Rate

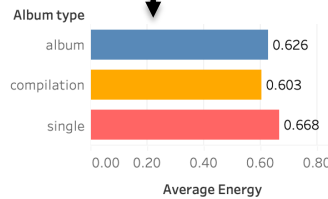
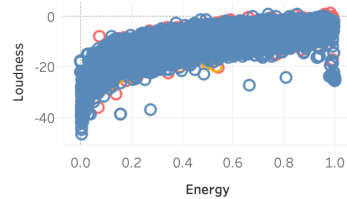
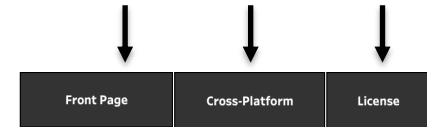


Interaction Rate = No. of Specific Interaction / No. of Views



Highlight: Hover over Album Type to see the relationship between Energy and loudness for each album type in the scatterplot

Navigation Bar to Other Pages of Dashboards

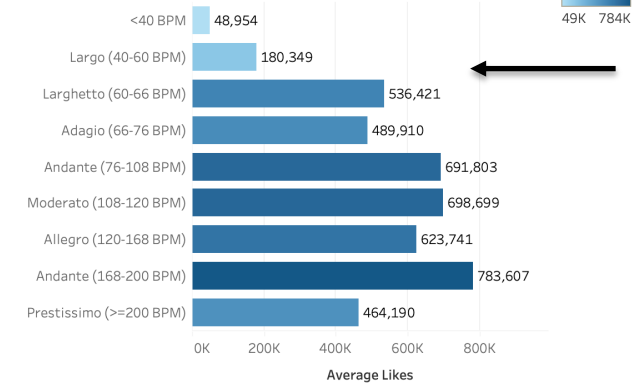


Music Preference Analysis

Top 10 Artists by Stream

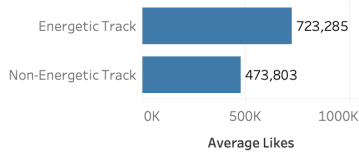
Artist	Stream
Post Malone	15,251,263,853
Ed Sheeran	14,394,881,557
Dua Lipa	13,408,076,274
XXXTENTACION	13,224,351,699
The Weeknd	13,031,973,376
Justin Bieber	12,097,767,422
Imagine Dragons	11,858,310,928
Coldplay	11,778,478,236
Khalid	11,386,839,915
Bruno Mars	10,897,862,950

Tempo Preferences

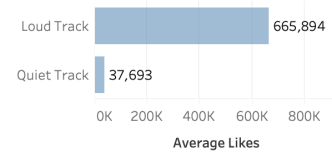


Filtering:
Select each category in Tempo and filter the remaining graphs in this page of dashboard

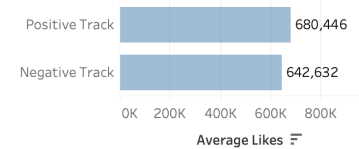
Energy Preferences



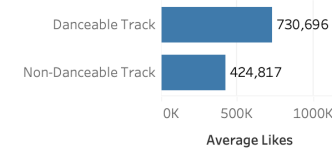
Loudness Preferences



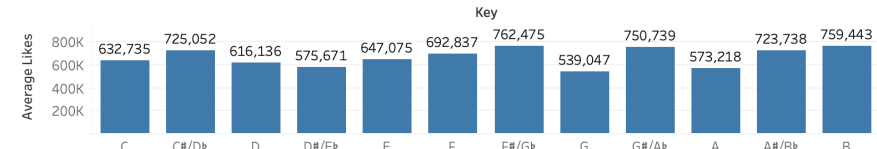
Valence Preferences



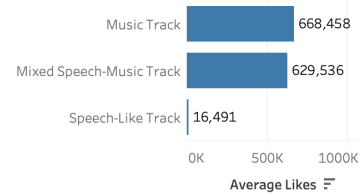
Danceability Preferences



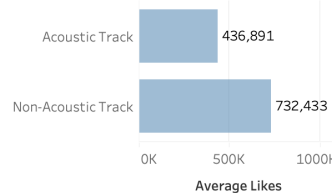
Key Preferences



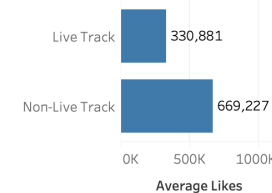
Speechiness Preferences



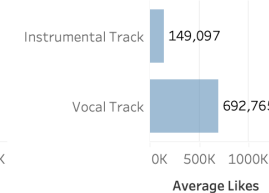
Acousticness Preferences



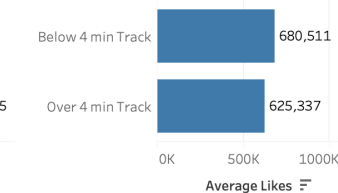
Liveness Preferences



Instrumentalness Preferences



Duration Preferences





Drill-down: Select one artist of top 10 by stream in the Front Page, then select "Go to Music Preference Analysis", it will lead to this page to see more details about audio features about his/her tracks

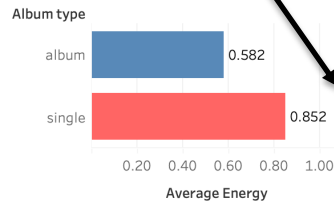
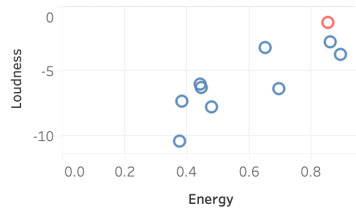


Music Preference Analysis

Front Page

Cross-Platform

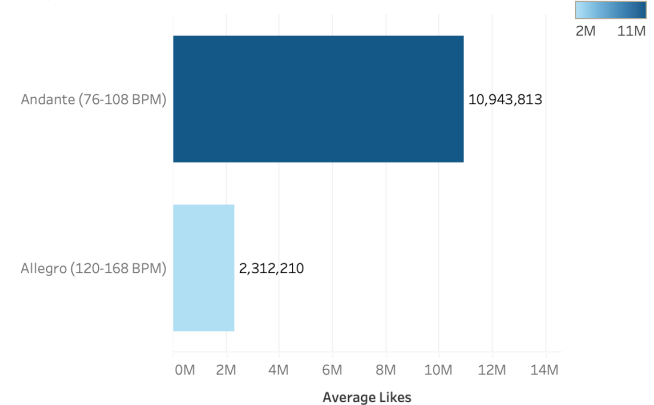
License



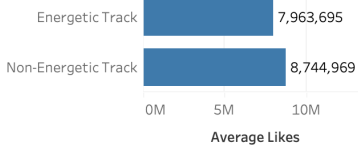
Top 10 Artists by Stream

Artist	Stream
Ed Sheeran	14,394,881,557

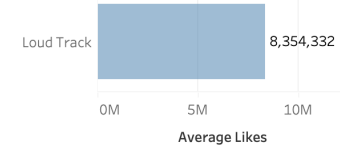
Tempo Preferences



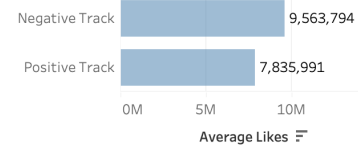
Energy Preferences



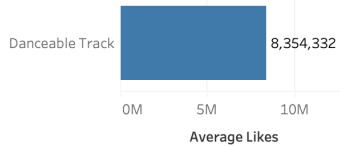
Loudness Preferences



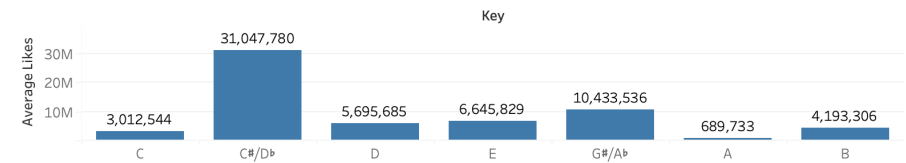
Valence Preferences



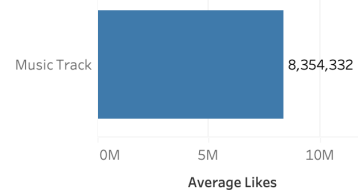
Danceability Preferences



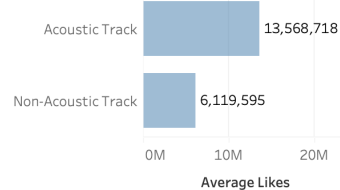
Key Preferences



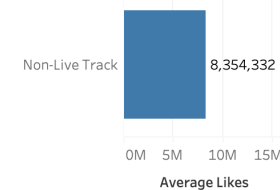
Speechiness Preferences



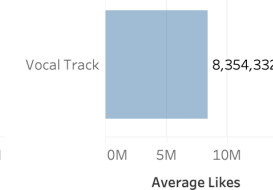
Acousticness Preferences



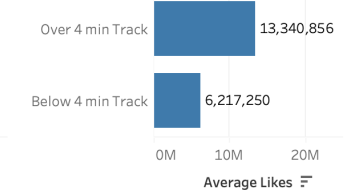
Liveness Preferences



Instrumentalness Preferences



Duration Preferences

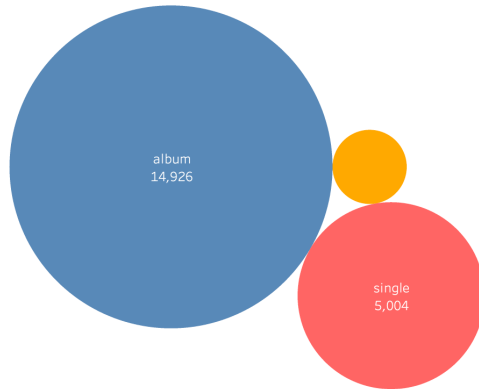




Filtering: Select one album type to filter out its licensing status and official video status in other tables and charts

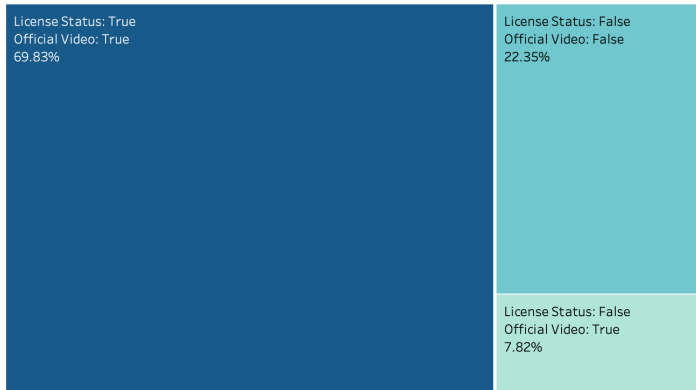
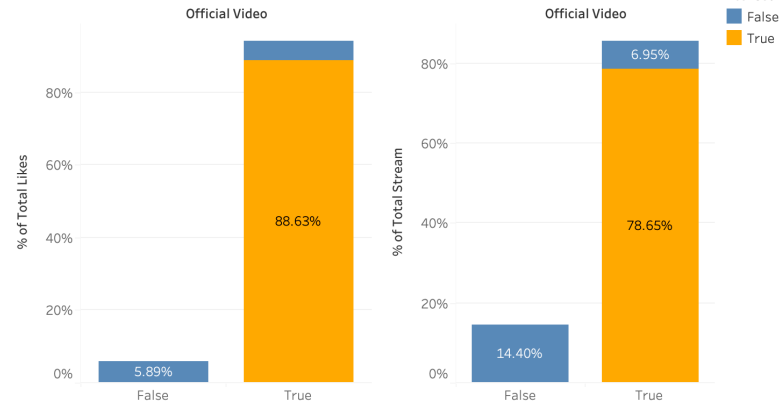
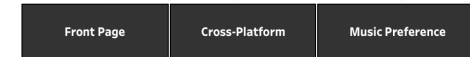


Album Type Categories



License and Official Video Analysis

Navigation Bar to Other Pages of Dashboards



Official Video	Licensed	% of Total Likes along Table (Down)		% of Total Stream along Table (Down)	
		Likes		Stream	
False	False	788,148,327	5.89%	388,262,612,298	14.40%
	True	733,872,770	5.48%	187,497,618,302	6.95%
True		11,862,211,497	88.63%	2,120,642,657,923	78.65%

Hover over one combination of Official Video and Licensed, to see that specific combination in the above bar chart