**Data source:**

<https://www.tableau.com/learn/webinars/how-visualize-your-love-music>

This dataset comprises 1,048,575 observations, encompassing Spotify's daily streaming data for artists and their tracks from January 2017 to June 2019. The data was discovered on Tableau Public.

**Data Visualization:**

The dataset consists of 7 columns: Date, Track URL, Position, Track Name, Artist, Streams, and Country. In this project, I have crafted a Tableau story to showcase my data visualizations.

1. Initially, I conducted exploratory analysis to identify any trend patterns in the streams. I utilized bar charts to visually represent the yearly and monthly trends in total streams. Additionally, I made predictions for the remaining months in 2019 based on the observed patterns.
2. Following that, I further analyzed the daily streaming trend within each month by using a filtered bar plot based on the selected year and month. Recognizing a discernible fluctuation within the month, I hypothesized that this could be indicative of a weekday pattern. To investigate this, I employed the Fixed Level of Detail (LOD) method to compute the average streams for each weekday, illustrating the results in a line chart. This analysis revealed a clear pattern, indicating that the highest streams occur on Fridays and gradually decrease until Sunday.

Fixed LOD [create calculated field]

1. SumOfStreamsForDate: {FIXED [Date]:sum([Streams])}
2. AvgOfStreamsForWeekday: {FIXED [Weekday]:AVG([SumOfStreamsForDate])}
3. Subsequently, I generated a scatter plot to explore the correlation relationships between the total streams and the count of tracks for each artist. Notably, when comparing the count of tracks and the distinct count of tracks with the total streams, distinct patterns emerged. A robust positive correlation was observed between the total streams and the count of tracks for each artist. However, no conclusive evidence could establish a correlation between the total streams and the distinct count of tracks for each artist.

This discrepancy arises from the distinction between track count and distinct track count. While track count signifies how frequently tracks are distributed, distinct track count merely indicates the number of unique songs an artist has. Consequently, the analysis suggests that it is not imperative for artists to create and release numerous songs to enhance their popularity. Nonetheless, the ultimate determinant of success remains the quality of the songs rather than the sheer quantity.

1. I designed a billboard showcasing the top 100 artists with the highest streams. To enhance user flexibility, I implemented filter options by utilizing the "add to context" feature. This enables users to view the billboard for either the entire timeframe or a specific year. Furthermore, I incorporated interactive features by setting up actions within the dashboard. Now, when users click on an artist's name on the billboard, the remaining charts and information will be dynamically updated to focus solely on the selected artist. This functionality adds a layer of interactivity and allows for a more personalized exploration of the data.

TOP100 Artists billboard

1. Filters - Add to context
2. Actions