DATA VISUALIZATION · INDIVIDUAL ASSIGNMENT

Widening the Spotlight

The case for serving Spotify's fastest-growing listener tastes

Hits on Spotify are spreading beyond a small group of superstars, and Latin and K-pop are rising fastest. What does that mean for Spotify over the next 3, 5 and 10 years?

Prepared by Promise Chukwubueze | MBDS | November 2026

Start the story

THE QUESTION
Where are the listener tastes growing fastest, and how can Spotify make the most of it?

WHAT'S INSIDE
1. Overview & Trends | 2. The Spotlight Today | 3. Growing Tastes | 4. Roadmap of Opportunities

DATA
The Spotify track dataset supplied for the course (8,577 tracks, 1952–2025)

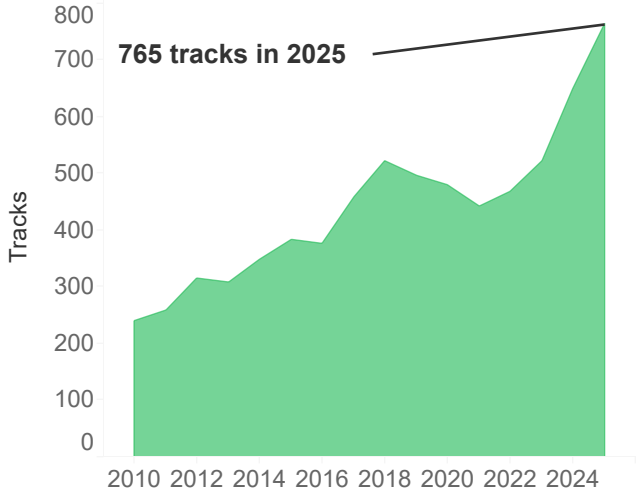
Source: Spotify Dataset supplied for the course, prepared in Tableau Prep Builder

The stage: 8,577 tracks from 2,545 artists, mostly recent.

8,577	2,545	5,200	52	27.7%	25.0%	3.5 min
Tracks	Artists	Albums	Avg Popularity	Hit Rate	Explicit Tracks	Avg Track Length

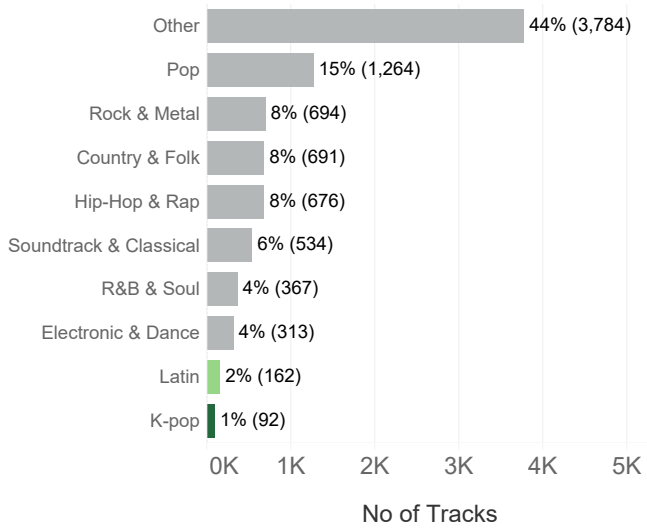
Most tracks are recent, with 60% released after 2015

Tracks by album release year, 1990 - 2025



Latin & K-pop make up only 3% of tracks

Tracks by genre family



Genre Family
- ✓ Country & Folk
- ✓ Electronic & D..
- ✓ Hip-Hop & Rap
- ✓ K-pop
- ✓ Latin
- ✓ Other
- ✓ Pop

Release Year
2010 to 2025

Source: Spotify Dataset supplied for the course, prepared in Tableau Prep Builder

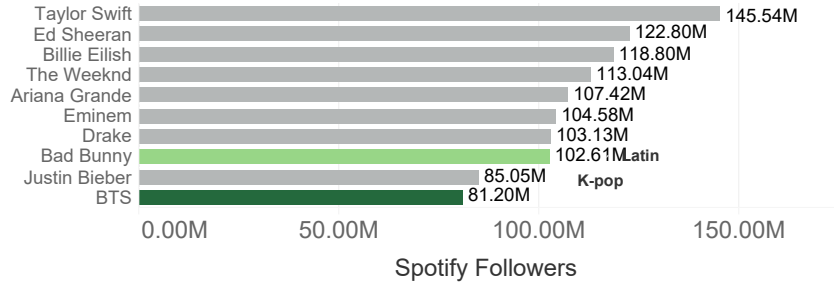
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The spotlight today: a small group of superstars earns most of the hits, and new artists rarely break through

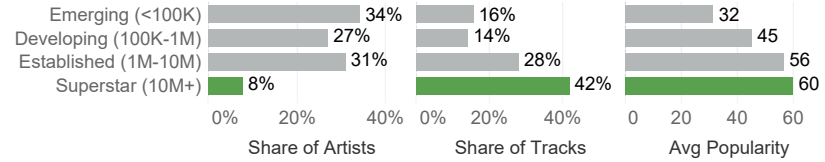
8%	58%	42%	1%
of artists are superstars (10M+ followers)	of all hits come from them	of all tracks come from them	hit rate of emerging artists

Only two of the ten largest artists are Latin or K-pop

Top ten artists by followers



8% of artists supply 42% of tracks and retain the highest scores



Bad Bunny and Billie Eilish turn the most tracks into hits

Scorecard of the ten largest artists (darker = Hit Rate = % of tracks with popularity >=70)

	Spotify Fol..	Tracks	Avg Popul..	Hit Rate
Taylor Swift	145.54M	324	60	32.1%
Ed Sheeran	122.80M	53	60	35.8%
Billie Eilish	118.80M	61	74	75.4%
The Weeknd	113.04M	141	61	34.0%
Ariana Grande	107.42M	94	64	41.5%
Eminem	104.58M	67	56	26.9%
Drake	103.13M	84	66	47.6%
Bad Bunny	102.61M	56	73	85.7%
Justin Bieber	85.05M	55	66	43.6%
BTS	81.20M	30	57	10.0%

SO WHAT: The spotlight is narrow. Bad Bunny turns 86% of his tracks into hits, the best of the ten largest artists, and he is the only Latin act among them.

Source: Spotify Dataset supplied for the course, prepared in Tableau Prep Builder

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0.6% → 14%

Latin & K-pop share of new hits, 2010–15 vs 2021–25

3 → 33

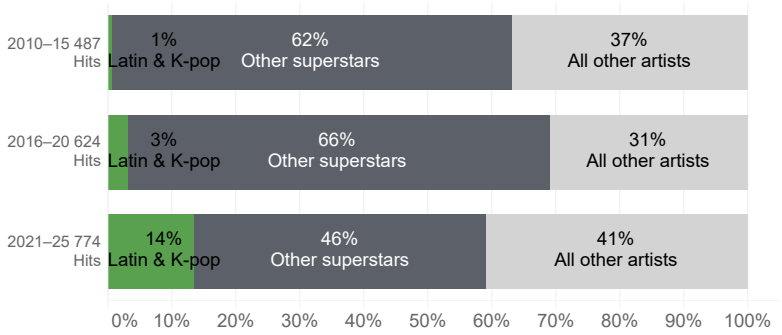
Latin & K-pop artists with a hit, same periods

54% · 46%

hit rate of Latin · K-pop tracks (all tracks: 28%)

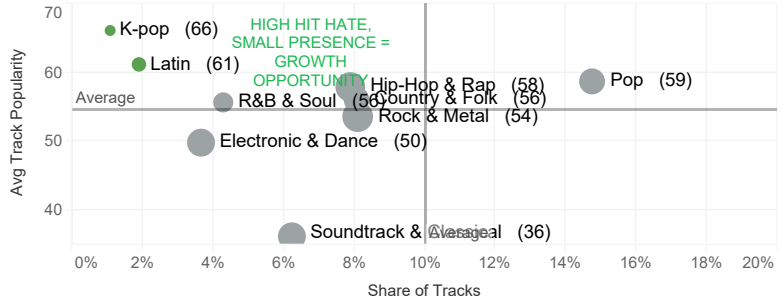
Latin and K-pop went from under 1% to 14% of new hits

Share of hit tracks (popularity >= 70) by release period. Superstars = 10m+ followers



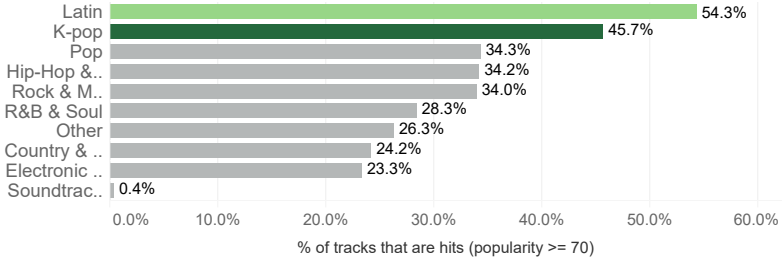
Latin and K-pop are the most popular genres, but only 5% of tracks

Share of tracks vs avg popularity for Genre Families (bubble size = number of artists)



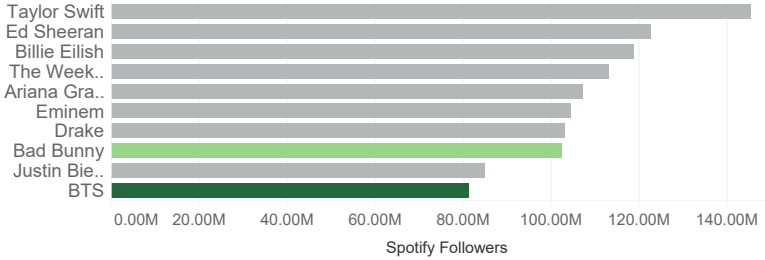
46% of K-pop and 54% of Latin are hits

Hit rates by genre family(tracks with a known genre)



The Latin and K-pop leaders that Spotify can build around

Top 10 Latin and K-pop artists in the dataset by followers



Source: Spotify Dataset supplied for the course, prepared in Tableau Prep Builder

Roadmap of Opportunities: how Spotify could make the most of its fastest-growing listener tastes

YEARS 1–3 · 2026–2028

Test and Learn

• Recommend Latin & K-pop to listeners with nearby tastes (pop, hip-hop, R&B) through A/B tests

• Deepen editorial playlists and home-screen shelves for both genres

• Release-day features with labels and agencies

Evidence: Latin & K-pop rose from 0.6% to 14% of new hits, with hit rates of 54% and 46% against 28% overall.

KPI to watch: Latin & K-pop share of new hits, 14% → 20%

YEARS 3–5 · 2029–2031

Grow the Pipeline

• Bring emerging Latin & K-pop artists into Spotify artist programmes to fast-track their growth

• Give their teams audience data and marketing tools

• Sponsor fan experiences around tours and big releases for Latin and K-pop artistes

Evidence: emerging artists have a 1% hit rate, and one artist (Bad Bunny) alone accounts for 55% of Latin hits.

KPI to watch: emerging-artist hit rate 1% → 5%; no artist a..

YEARS 5–10 · 2032–2035

Repeat the Playbook

• Review the genre matrix every quarter for the next rising tastes

• Apply the same test-and-grow approach to them

• Keep superstars central while the spotlight widens

Evidence: the superstar share of new hits fell from 69% (2016–20) to 56% (2021–25); tastes keep widening.

KPI to watch: overall hit rate 28% → 35%; non-superstar s..

Source: Spotify Dataset supplied for the course, prepared in Tableau Prep Builder