

Review of: "Exploring the Impact of Analytics-Driven Forecasting on Spotify Technology's Financial Health: An Exploratory Data Analysis"

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Potential competing interests: No potential competing interests to declare.

The topic looks interesting. However, the following are the concerns:

1. The literature review mentions machine learning-based methods, tools, results, etc. It would be better to mention the limitations in the existing work mentioned in the literature and how they are addressed by the authors.
2. An elaborated methodology would help readers better understand the present work. There is a need to discuss the methods, tools, and technologies used.
3. The title includes "analytical driven forecasting...." However, there is no clarity on the forecasting of financial health for Spotify Technology and related technical details.
4. It would be good to include a discussion regarding the tools used for exploratory data analysis.
5. The authors' contribution in terms of novelty is not clear.
6. It is advised to include the contents and format of data, preprocessing, etc.
7. Which tool or method is used to generate recommendations?
8. The title may be updated based on the contents of the article, or the article may be updated with relevant contents.