

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.

Questions, suggestions, and comments for improving the article:

1. What analytical tool was used? What tool was used to generate the figures? At first glance, they look like default MS Excel charts.
2. Why is there relatively much about SMEs in the literature review? Spotify AB is not an SME.
3. *The paper should include at least the basic elements of correlation analysis. Correlation analysis is an important part of EDA. The abstract clearly promises this. For example, by presenting the correlation matrix (Pearson coefficients)
4. *Fig. 3. + Fig. 4. Consistently (as for the other figures), I suggest including the unit, for example, in the title.
5. Why is the X-axis in Fig. 4 reversed? Such a presentation complicates the overall analysis.
6. Methodologically, it is highly beneficial to use established methodological packages. Both R and Python offer several tested and widely-used tools.
7. I suggest expanding the methodology section. For example, present the typical steps in EDA and indicate where the conducted analysis goes beyond typical frameworks.
8. *A tabular, synthetic presentation of numerical characteristics obtained during the exploratory procedure is missing.
9. When detecting a trend, it is worth using at least the ready-made solutions offered by the analytical platform (if MS Excel, then trend analysis). If analyzing a trend, it should be characterized by appropriate numerical characteristics along with interpretation.
10. The formulated conclusions and recommendations are concerning because there seems to be no direct connection with the results presented in the paper. Essentially, with each recommendation or conclusion, the question "why?" arises.
11. The analysis of the presented charts suggests that, at least for some time series, the pandemic period distorts the visible pattern.

I hope my suggestions will be helpful.