

SPOTIFY WRAPPED ARCHIVE 2025 – SYSTEM BREAKDOWN

STAGE 1 – FIND REMARKABLE DAYS

350M users × 365 days



HEURISTIC RANKER

ordered by narrative potential + statistical strength

Biggest Music Day
Top Artist Day
Top Genre Day

Biggest Podcast Day
Top Podcast Day

Discovery Day
Most Nostalgic
Most Unusual

Birthday
New Year's Day



Top 5 Days / User



Object Storage



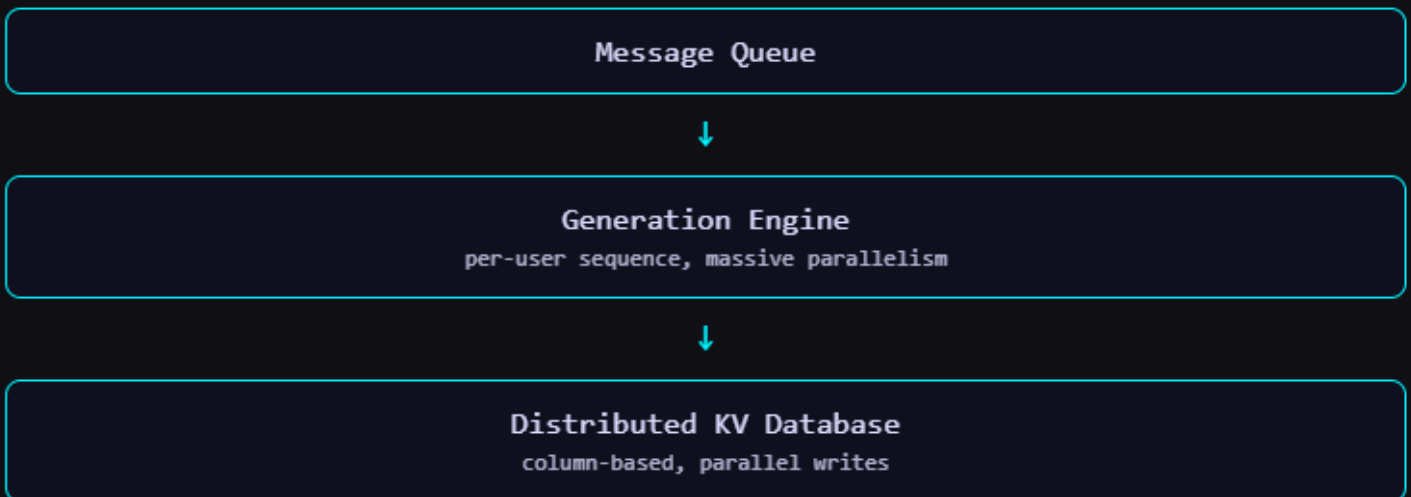
Message Queue

#2b2f48

STAGE 2 – BUILD AI WRITER



STAGE 3 – GENERATE REPORTS



STAGE 4 – QUALITY CONTROL

1.4B Reports



Automated Evaluation

LLM judge • accuracy • safety • tone • format



Issues Found

All Good ✓

Remediation Loop

trace → fix → replay

STAGE 5 – LAUNCH

Pre-scale Everything

Compute Pods

Database Nodes

Model Capacity

Load Testing



Launch Spike

global big-bang • no cold start ✓