

PROBLEM STATEMENT:

- The Cognos Effect: Unleashing Actionable Insights on the Top 100 KDramas of 2023 .

TEAM DETAILS:

- Team Leader: Sharmila J
- Team Member: Raghul Raghavendra JP
- Team Member: Srinithi KS

GENERAL DESCRIPTION:

- The popularity of Korean dramas (KDramas) has soared globally, and in 2023, the market is flooded with numerous productions.
- "The Cognos Effect" is a simplified and unique data analytics project that focuses on analyzing the top 100 KDramas of 2023.
- The project aims to provide a concise and insightful overview of these KDramas, presenting essential information such as viewership, ratings, and social media buzz.
- The platform targets KDrama enthusiasts who seek a quick yet comprehensive view of the most popular and highly-rated shows of 2023.

NOVELTY/UNIQUENESS:

- **Concise Analysis:** "The Cognos Effect" differentiates itself by offering a concise analysis of the top 100 KDramas, allowing users to access key metrics and insights without overwhelming them with excessive data.

- **Unique Visualizations:** The project employs unique visualizations to present data effectively and engage users, providing an easy-to-understand overview of each KDrama's performance.
- **User-Friendly Interface:** The platform prioritizes simplicity and user-friendliness, enabling users to navigate effortlessly and obtain valuable insights at a glance

BUSINESS AND SOCIAL MEDIA IMPACT:

- **Business Impact:** Content creators and streaming platforms can benefit from "The Cognos Effect" by gaining insights into the most successful KDramas of 2023. This information can inform content strategy, potentially leading to the creation of more captivating and popular KDrama series.
- **Social Media Impact:** The project's concise and visually appealing analysis can be easily shared on social media platforms, generating interest and discussions among KDrama enthusiasts. This may contribute to increased user engagement and attract more visitors to the platform.

TECHNOLOGY STACK:

- IBM Cognos,
- Python,
- web Framework - flask or Django

SCOPE OF WORK:

- **a. Data Collection:** Gather data on the top 100 KDramas of 2023, including viewership statistics, ratings, and social media mentions.
- **b. Data Visualization:** Design unique visualizations to present the data in an easily digestible format, offering insights into each KDrama's performance.

- **c. User Interface (UI) Development:** Create a clean and intuitive UI that allows users to access KDrama summaries and insights seamlessly.
- **d. Performance Metrics:** Develop a scoring system or metric to rank the KDramas based on their overall performance and popularity.
- **e. Social Media Sharing:** Incorporate social media sharing options to enable users to share the analysis easily on their preferred platforms.

