



K-pop Insights

Understanding K-pop
with Data Science.

02 - K-pop Groups Segmentation

In this study, I used K-Means Clustering Algorithm to classify K-pop groups into 4 and found some interesting insights using the segmentation .

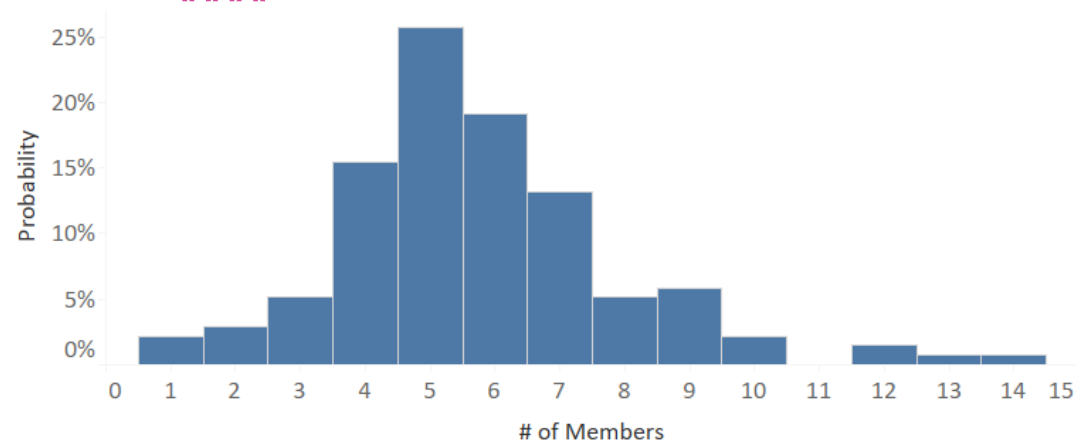
By Yuchen Wang.


Data Source: 2005-2019 kpop data from dbkpop.com

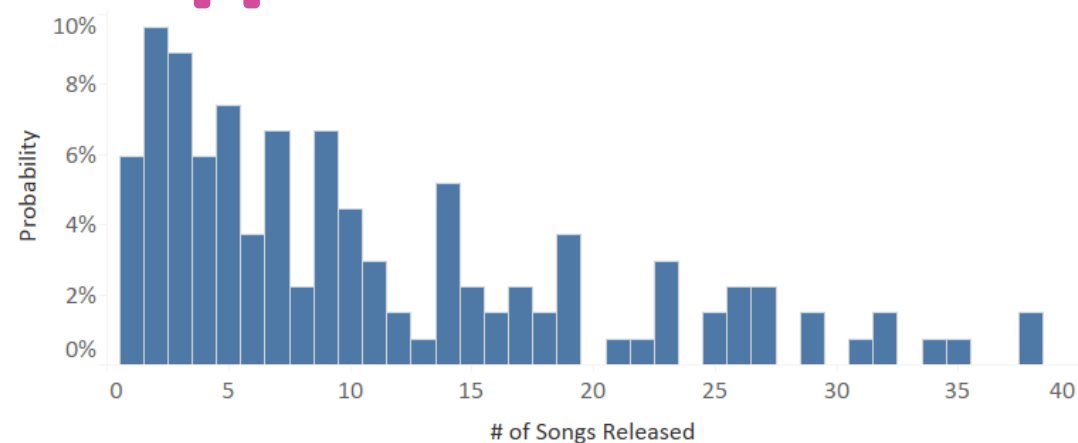
Features Captured




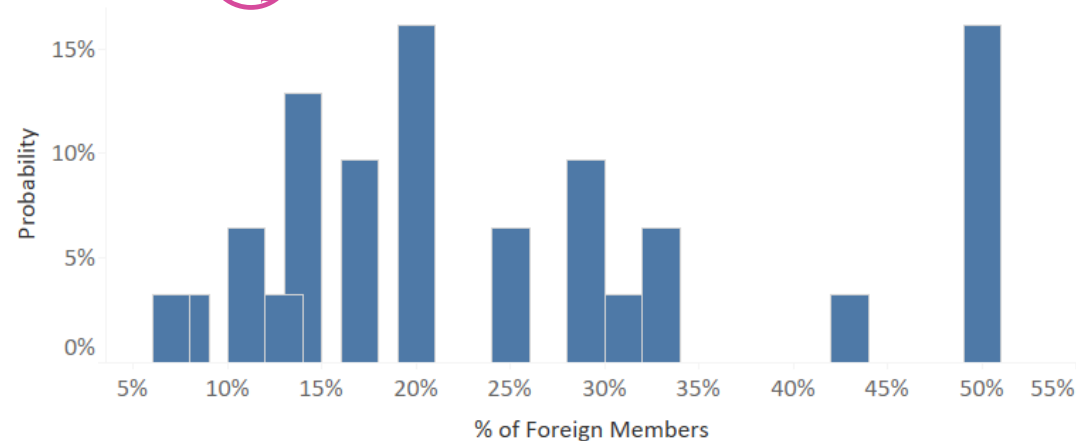
Group Size 




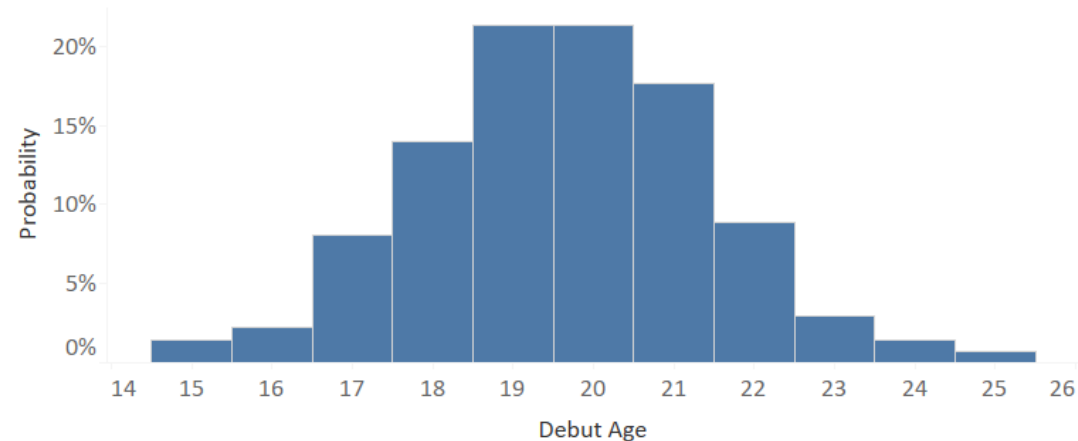
Production 



International 



Youthness 

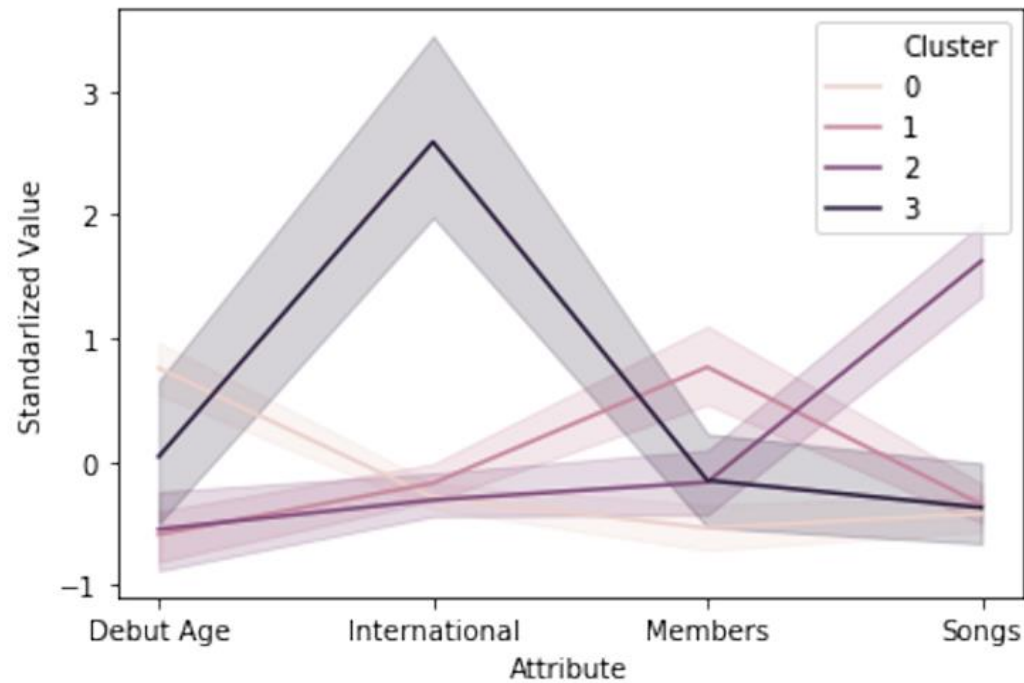


Clustering Output

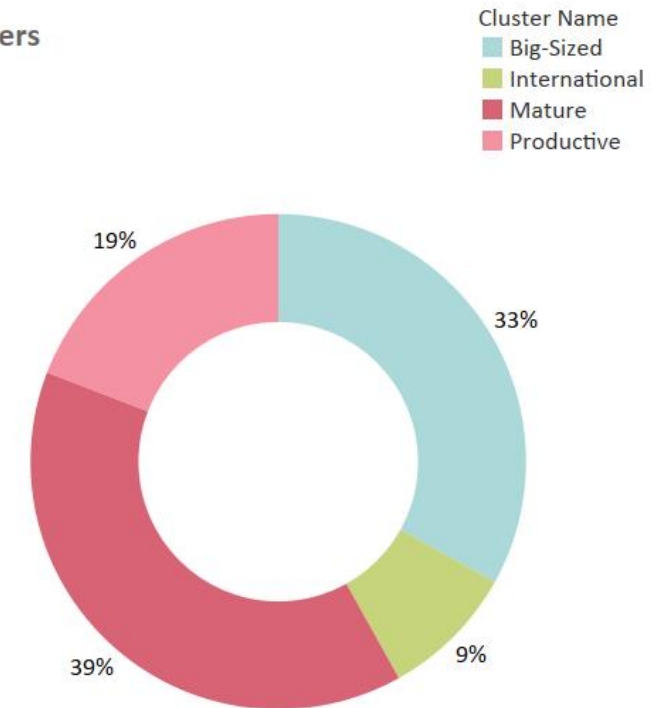


Mean Value

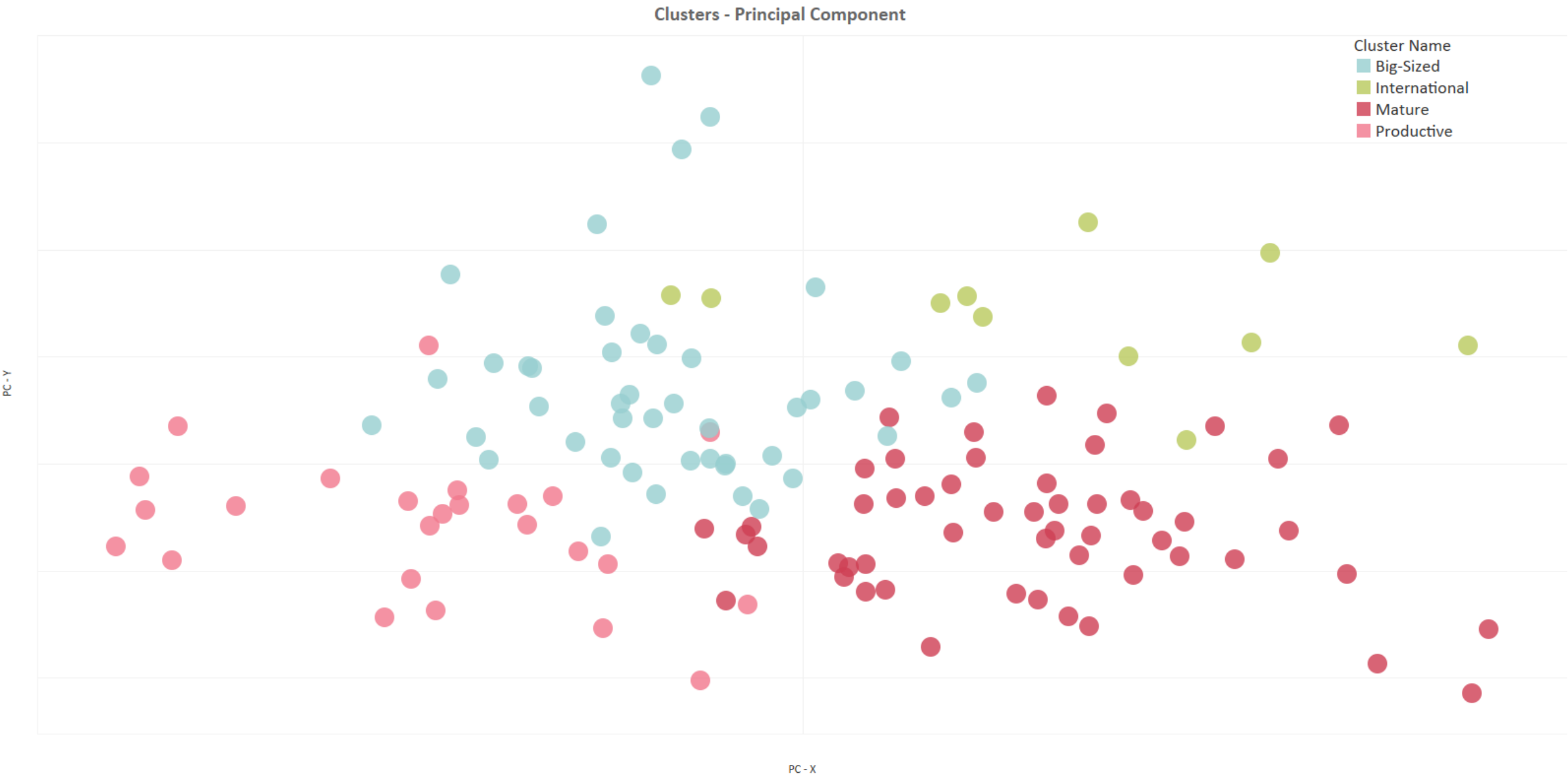
Cluster Name	Avg. Debut Age	% of Foreign Members	# of Members	# of Songs
Big-Sized	19	4%	8	12
International	19	40%	6	14
Mature	21	3%	5	11
Productive	19	2%	6	30



% of Clusters



Principal Component Visualization



Key Take-aways

- Features Captured: 4
- Algorithm: K-Means Clustering
- Parameters Tuning: The Elbow Method
- 4 Clusters Classified: Mature, International, Productive, Big-sized



The background of the slide is decorated with various colorful elements. There are several small circles in green, blue, and orange scattered across the left side. Additionally, there are multiple rainbow-like arcs in orange and yellow, some of which are larger and more prominent, particularly on the left edge of the slide.

More in the Future

Some spoiler alerts:

- Dashboards on **PowerBI** and **Google Data Studio**
- Music Videos Sentimental Analysis (**NLP**)
- Music Album Covers Analysis (**Image Processing**)

If you are interested in working on this fun project with me, please feel free to **contact me!**

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All codes, reports and dashboards are at my **Github**.

github.com/brantgithub/K-pop-Data-Aanalysis

Appendix



- Reference: <https://towardsdatascience.com/customer-segmentation-in-python-9c15acf6f945>
- Tableau Dashboards: <https://public.tableau.com/profile/yuchen.brant.wang>
- Reports, Codes & Models: <https://github.com/brantgithub/K-pop-Data-Aanalysis>