AMIDST KOREAN DRAMA DOMINANCE:

CAN LAKORN THAI AND JAPANESE DRAMAS RISE TO THE CHALLENGE?

01

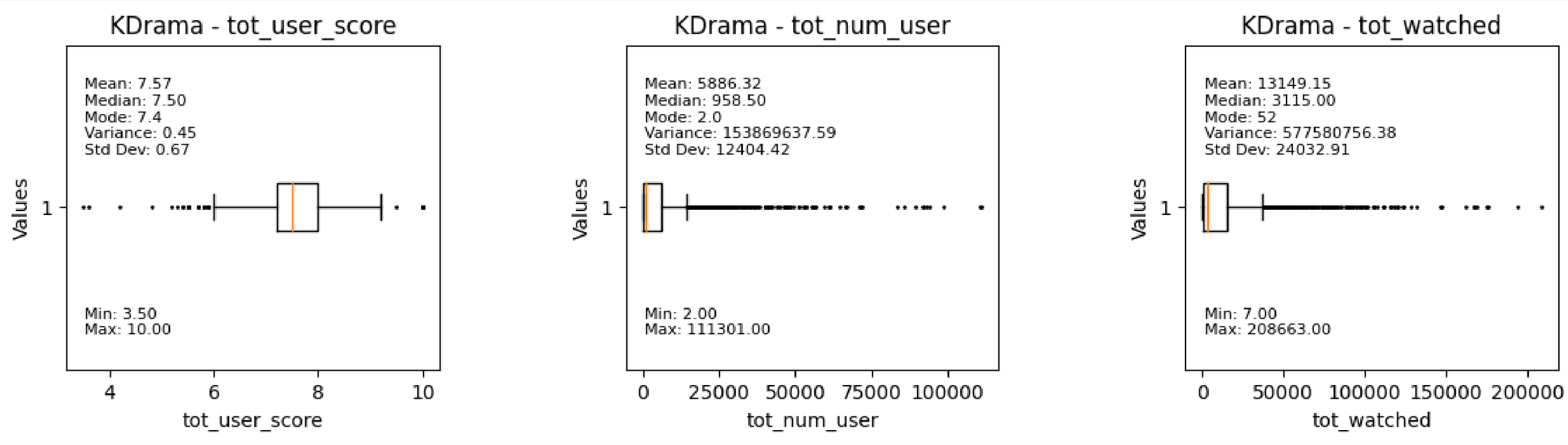
DATASET SELECTION AND DATA EXPLORATION

DATASET DIMENSION

COUNTRY	DATASET	UNIQUE DATA ENTRIES	NUMBER OF VARIABLES
SOUTH KOREA	KOR_DRAMA.CSV	1773	23
THAILAND	THA_DRAMA.CSV	1531	23
JAPAN	JAP_DRAMA.CSV	2138	23

SUMMARY STATISTICS

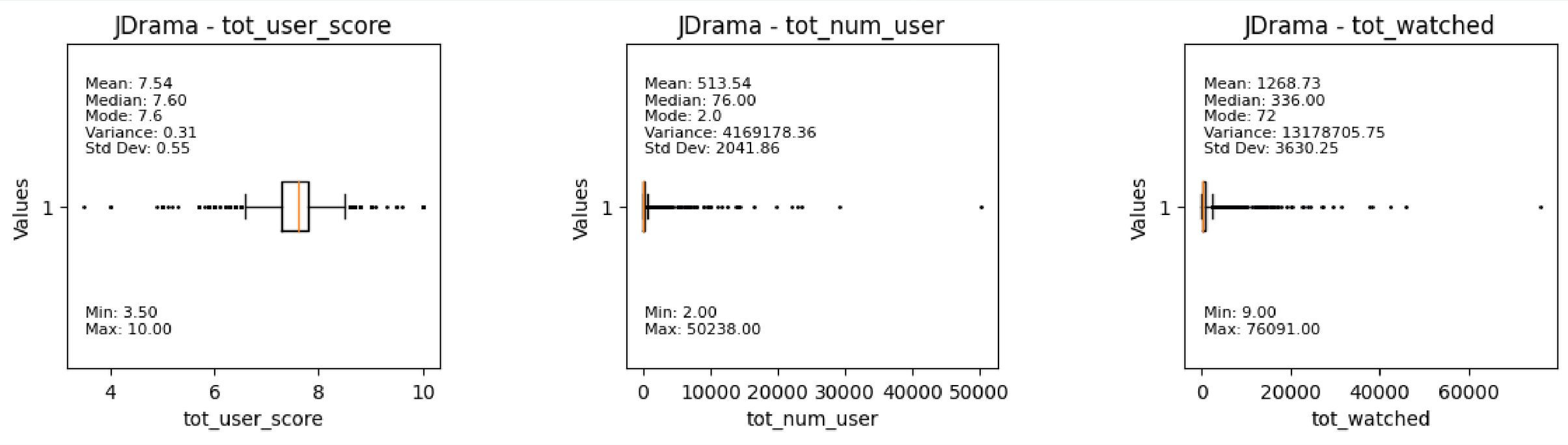
KOREA



tot_user_score = overall rating, tot_num_user = #viewers voted, tot_watched = #views

SUMMARY STATISTICS

JAPAN



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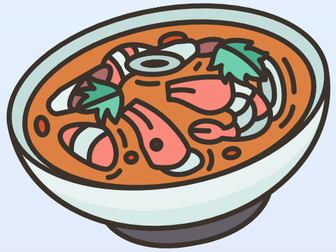
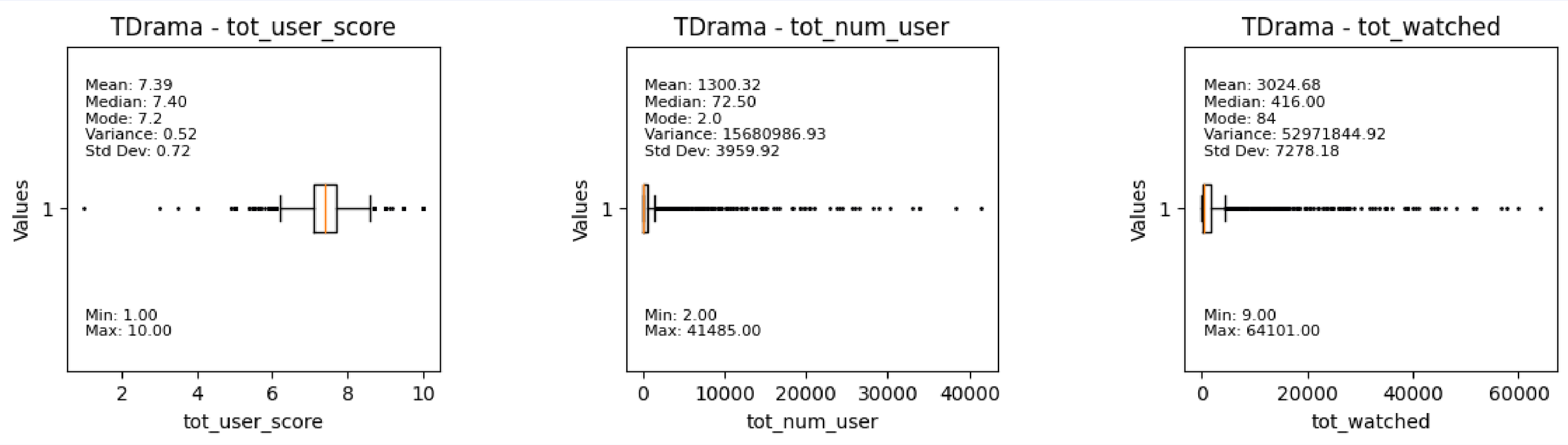


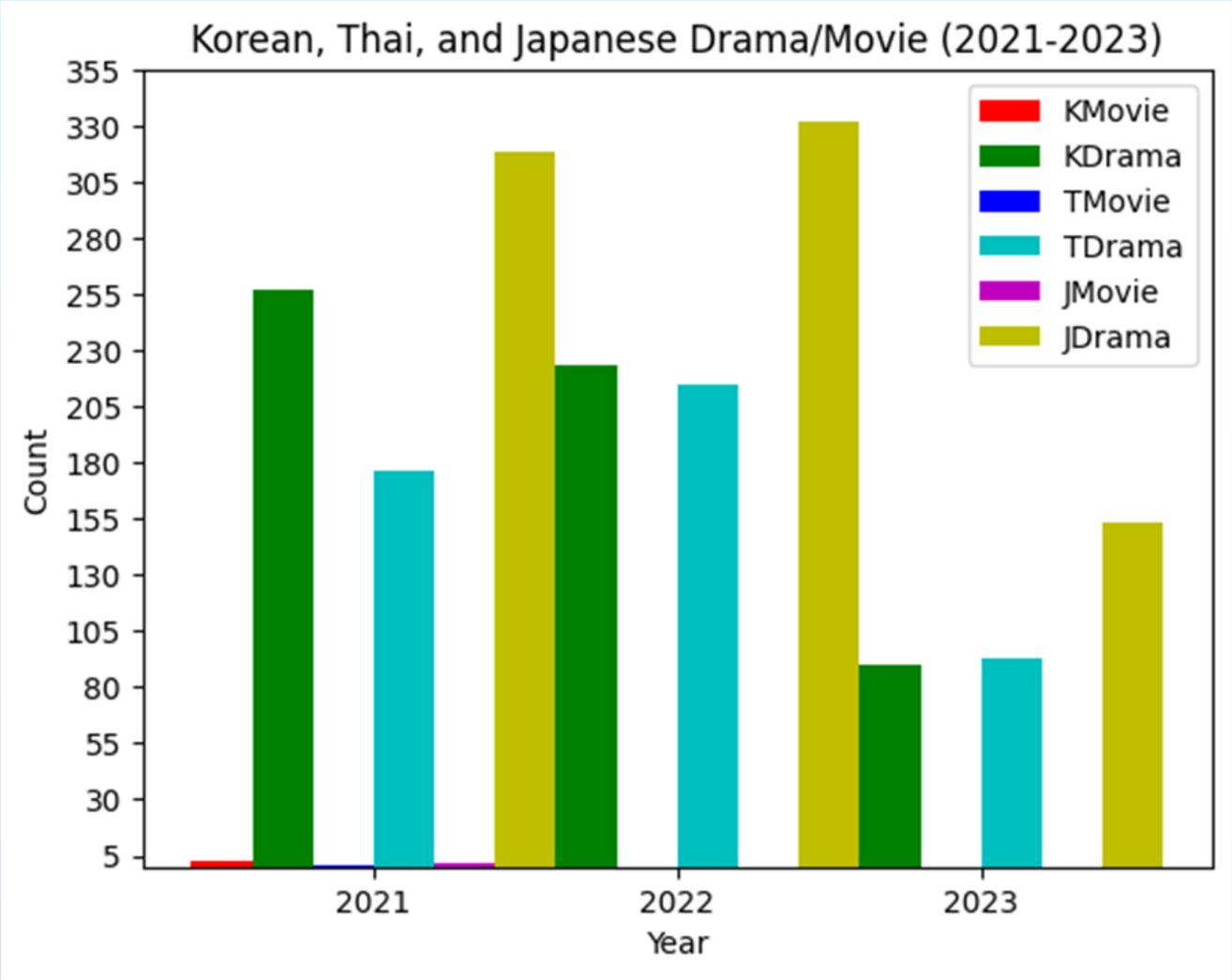
SUMMARY STATISTICS

THAI



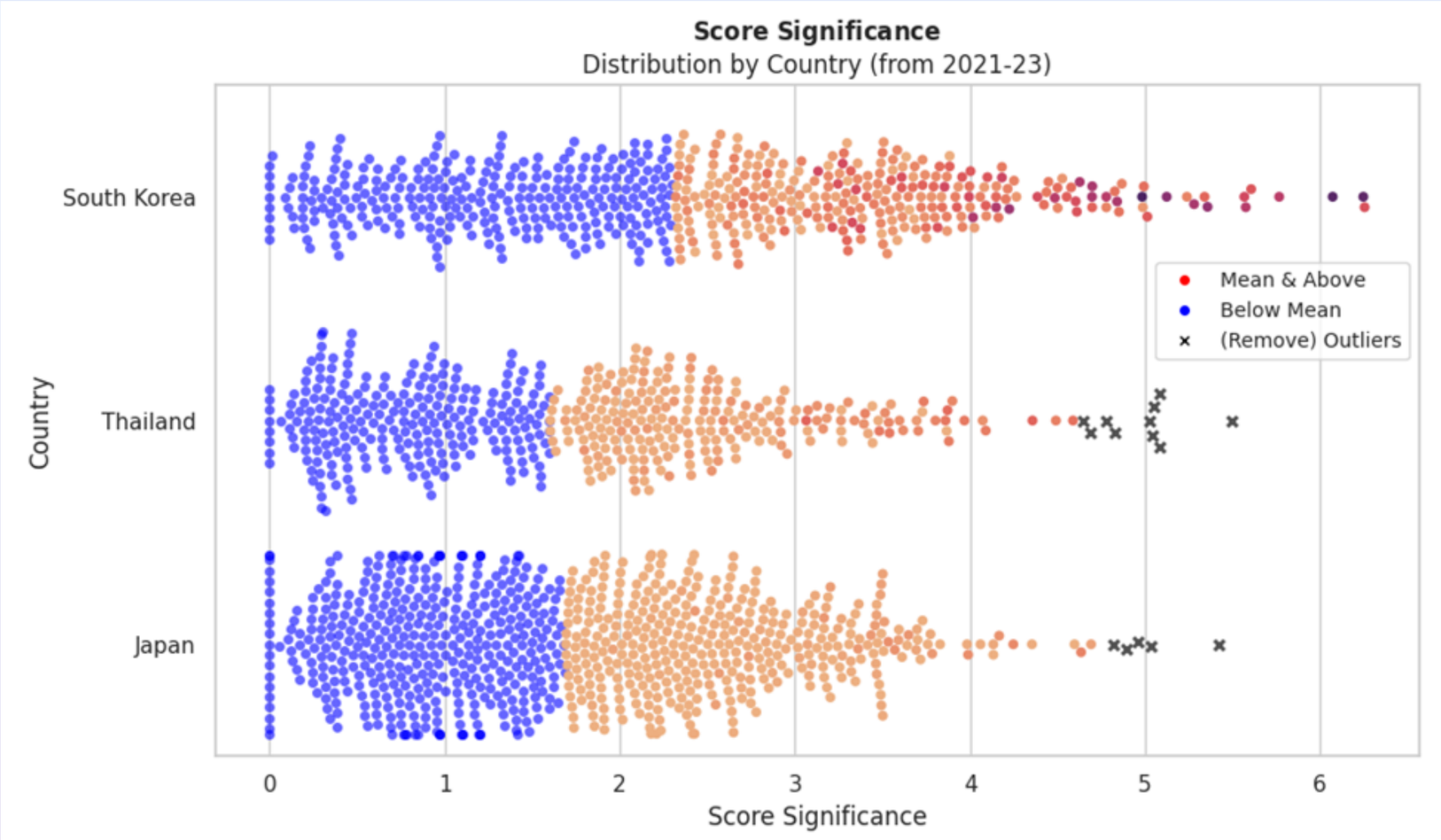
tot_user_score = overall rating, tot_num_user = #viewers voted, tot_watched = #views

MAIN FOCUS

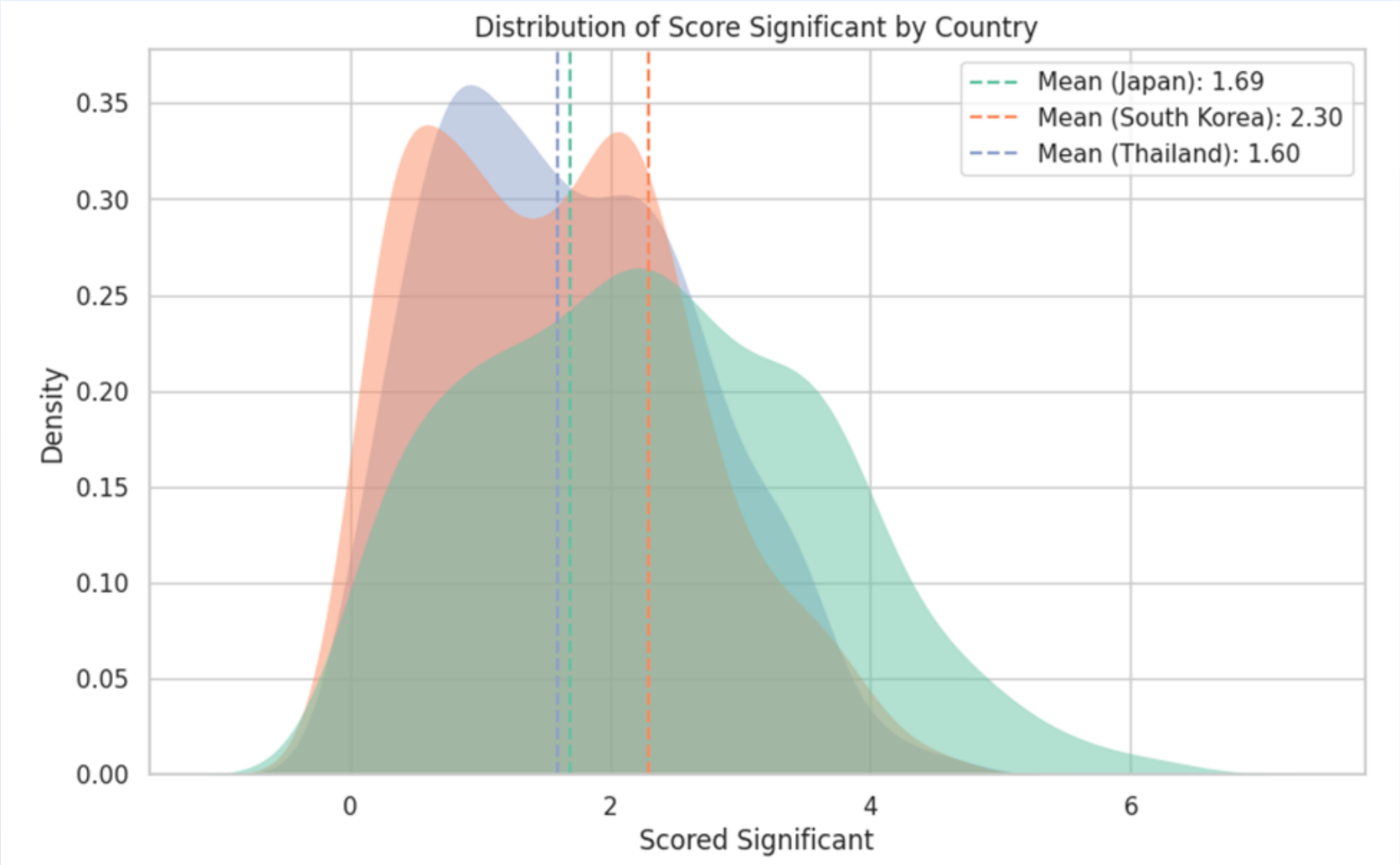

Korean, Thai, and Japanese Drama/Movie (2021-2023)
355
330
305
280
255
230
205
180
155
130
105
80
55
30
5
Count
2021
2022
2023
Year
KMovie
KDrama
TMovie
TDrama
JMovie
JDrama

SCORE SIGNIFICANCE

SCORED SIGNIFICANT = TOTAL USER SCORE × TOTAL NUMBER OF USER THAT CAST THE VOTE / TOTAL VIEWERSHIP



DISTRIBUTION OF SCORE SIGNIFICANT BY COUNTRY

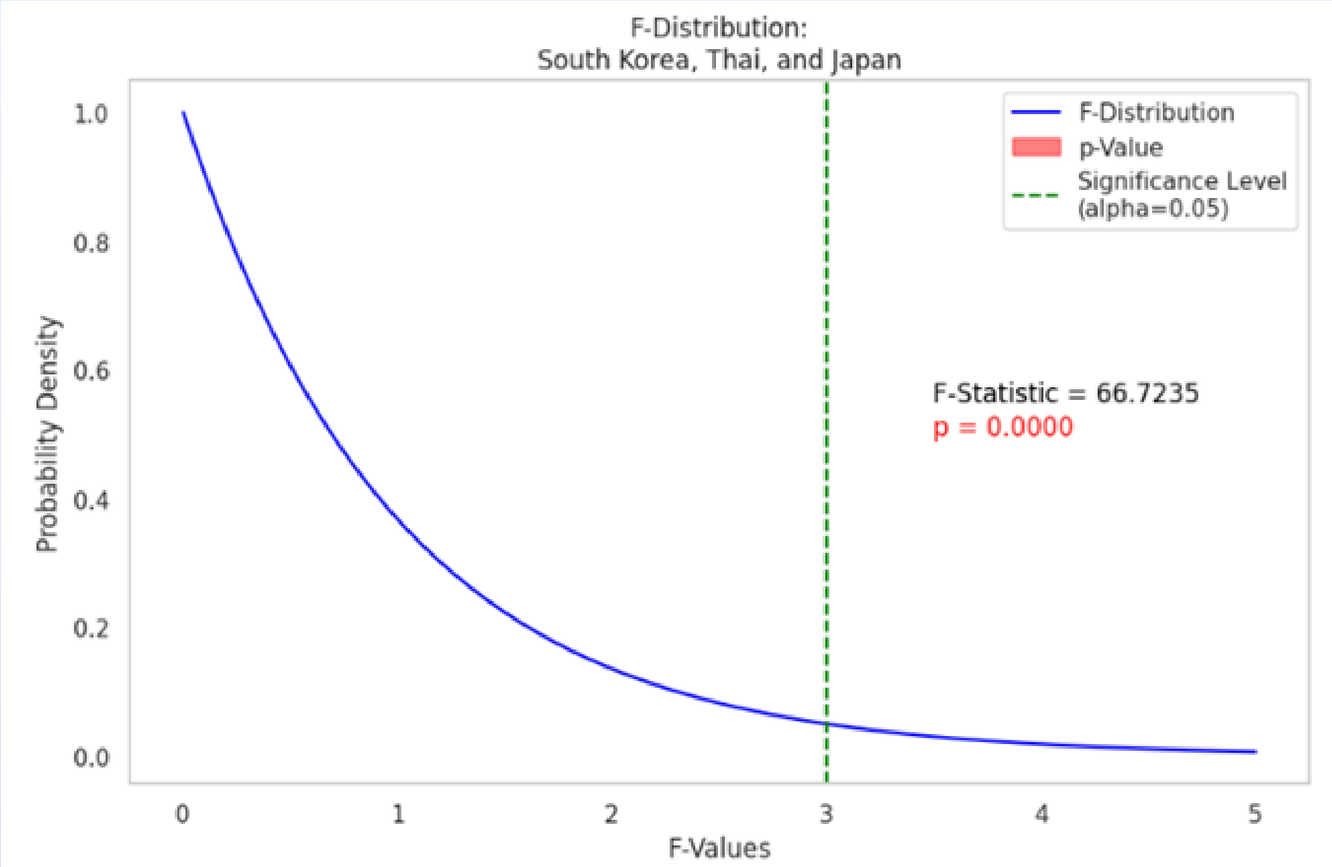


02

STATISTICAL ANALYSIS

Hypothesis Testing

SOUTH KOREA, THAILAND, AND JAPAN



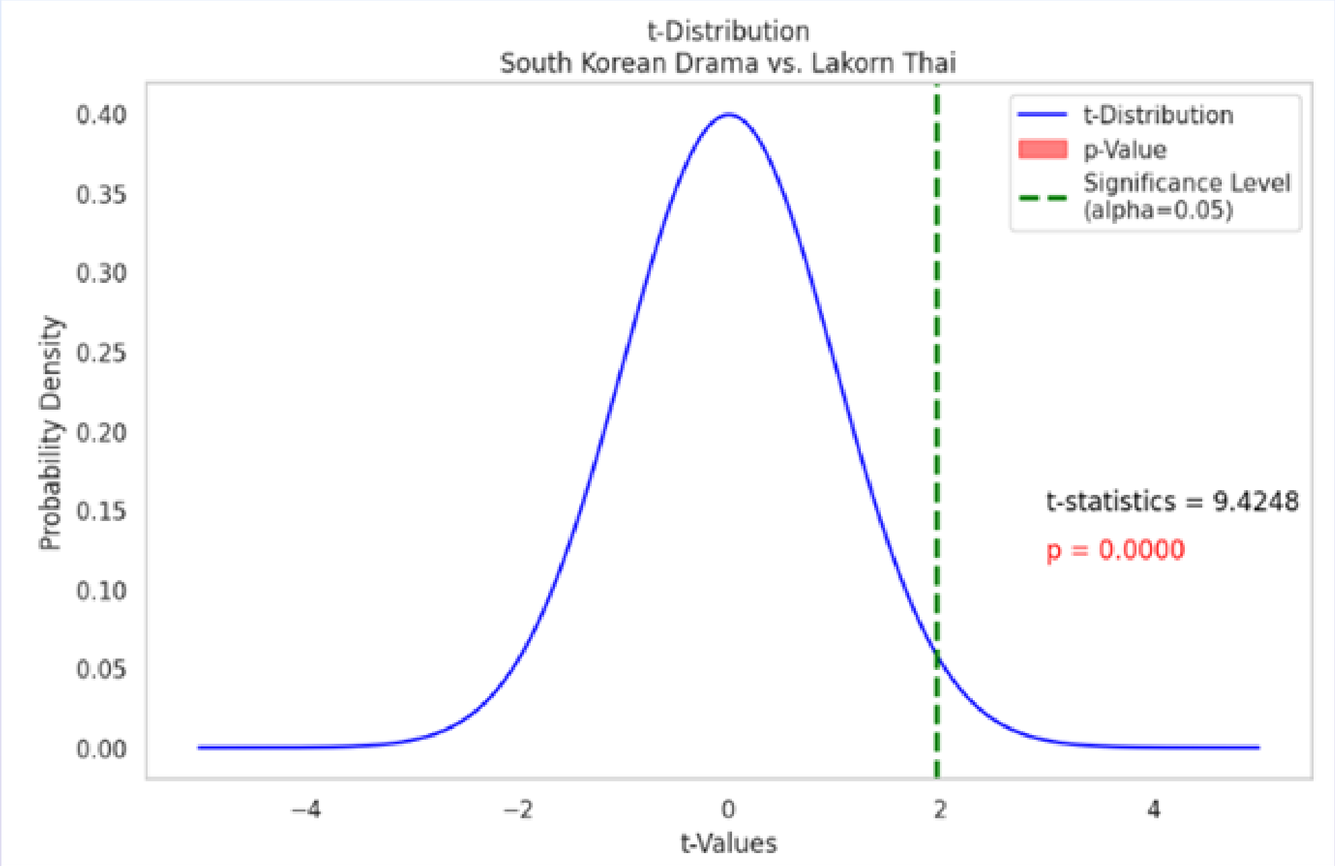
HO: THERE IS NO SIGNIFICANT DIFFERENCE AMONG THE MEANS SCORE SIGNIFICANTLY IN THE THREE COUNTRIES.

HI: AT LEAST ONE POPULATION MEAN IS DIFFERENT FROM OTHERS.

TESTING RESULT:

REJECT THE NULL HYPOTHESIS

SOUTH KOREA VS THAILAND



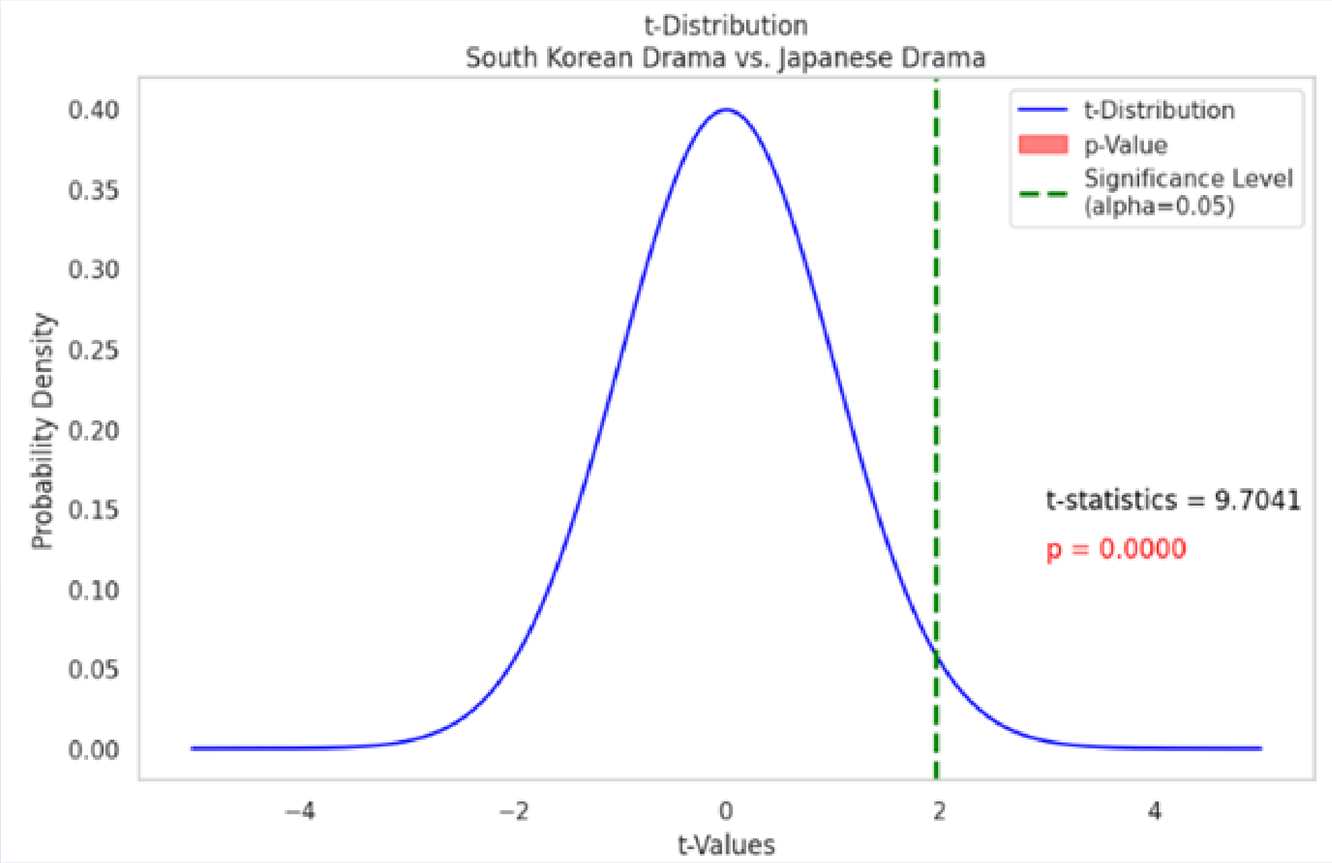
HO: THE AVERAGE SCORE SIGNIFICANCE OF SOUTH KOREAN DRAMA IS EQUAL TO THAT OF LAKORN THAI.

HI: THE AVERAGE SCORE SIGNIFICANCE OF SOUTH KOREAN DRAMA IS GREATER THAN THAT OF LAKORN THAI.

TESTING RESULT:

REJECT THE NULL HYPOTHESIS

SOUTH KOREA VS JAPAN



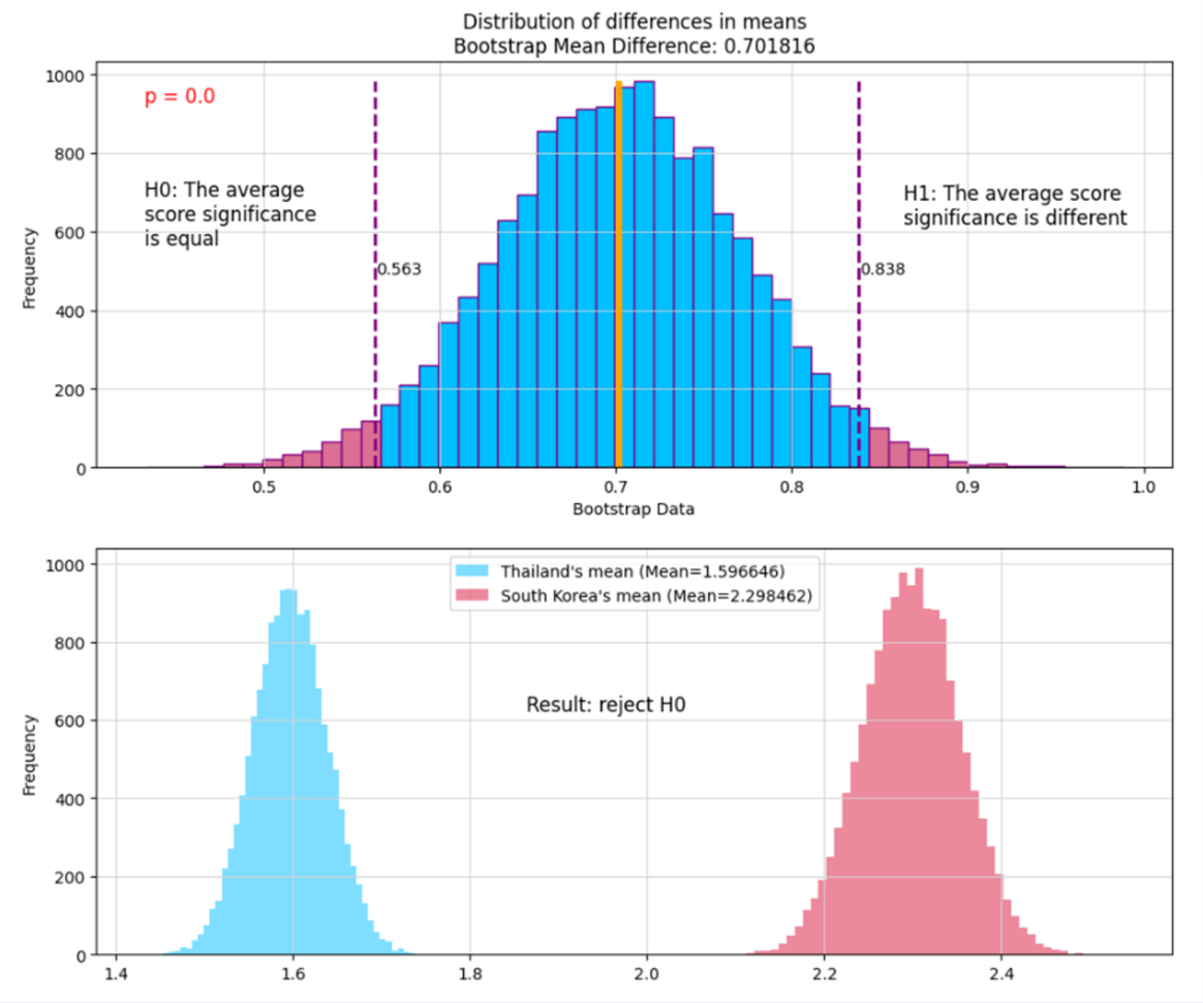
HO: THE AVERAGE SCORE SIGNIFICANCE OF SOUTH KOREAN DRAMA IS EQUAL TO THAT OF JAPANESE DRAMA.

HI: THE AVERAGE SCORE SIGNIFICANCE OF SOUTH KOREAN DRAMA IS GREATER THAN THAT OF JAPANESE DRAMA.

TESTING RESULT:

REJECT THE NULL HYPOTHESIS

SOUTH KOREA VS THAILAND



HO: THE AVERAGE SCORE SIGNIFICANCE IS EQUAL.

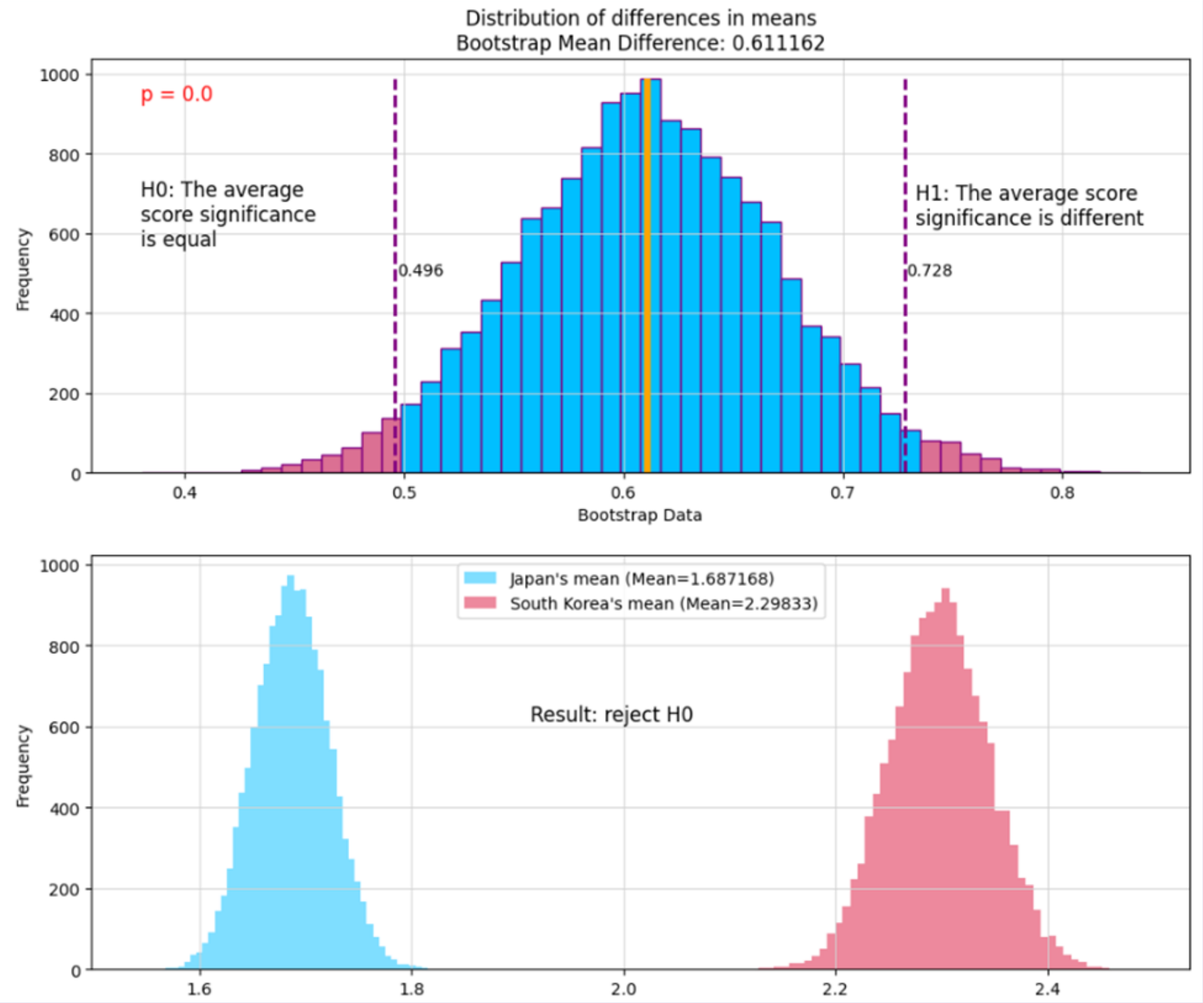
HI: THE AVERAGE SCORE SIGNIFICANCE IS DIFFERENT.

TESTING RESULT:

REJECT THE NULL HYPOTHESIS

REFERENCE: HTTPS://WWW.DATATIPZ.COM/BLOG/HYPOTHESIS-TESTING-WITH-BOOTSTRAPPING-PYTHON
THE METHOD HAS BEEN MODIFIED TO FIT WITH THE DATA + ANNOTATION AND ADDITIONAL ARTISTIC APPROACH

SOUTH KOREA VS JAPAN



HO: THE AVERAGE SCORE SIGNIFICANCE IS EQUAL.

HI: THE AVERAGE SCORE SIGNIFICANCE IS DIFFERENT.

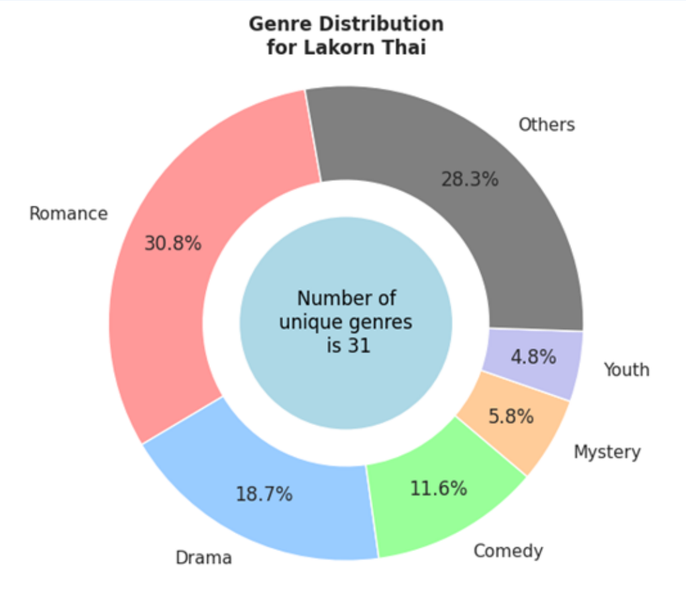
TESTING RESULT:

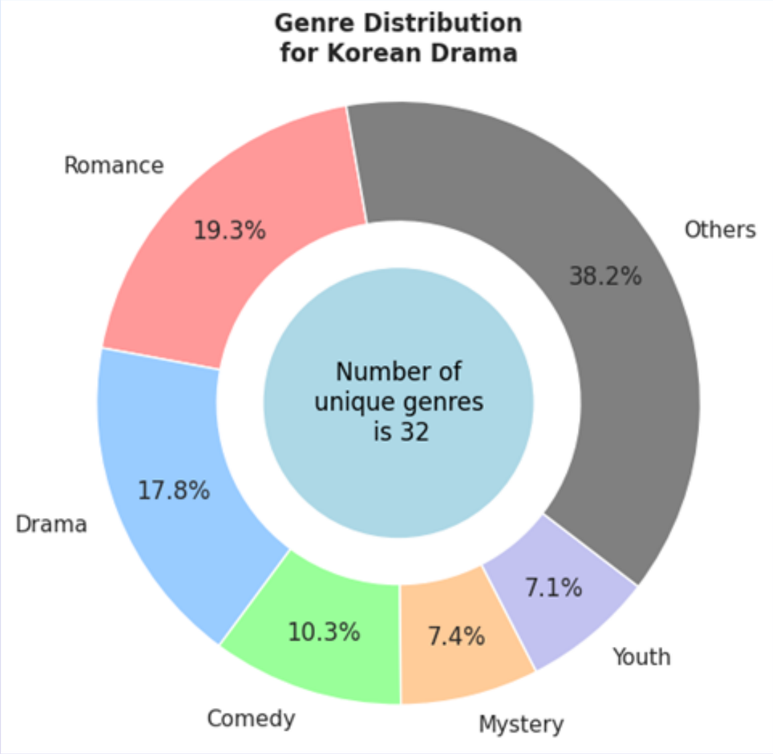
REJECT THE NULL HYPOTHESIS

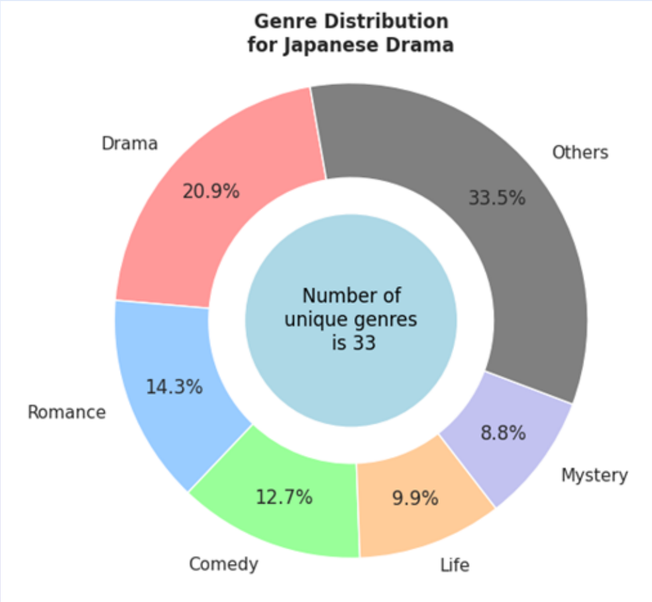
03

ADDITIONAL QUESTIONS ABOUT THE DATASET AND DEEPER ANALYSIS

GENRE DISTRIBUTION







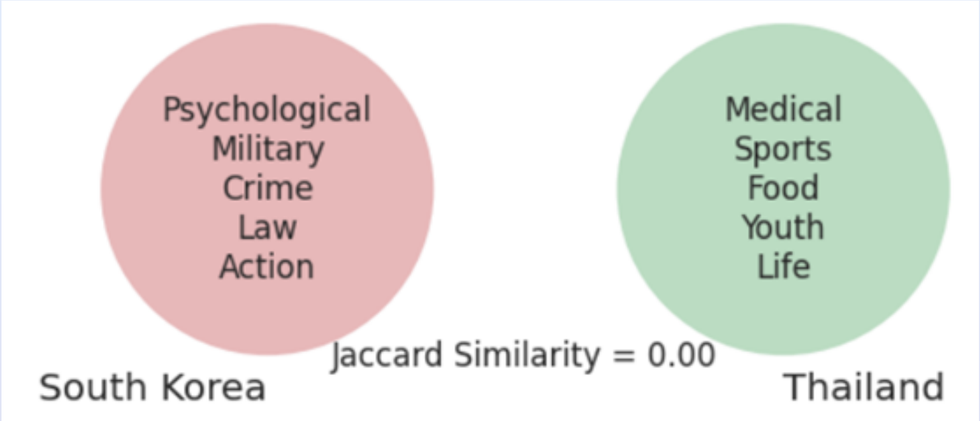
LAKORN THAI

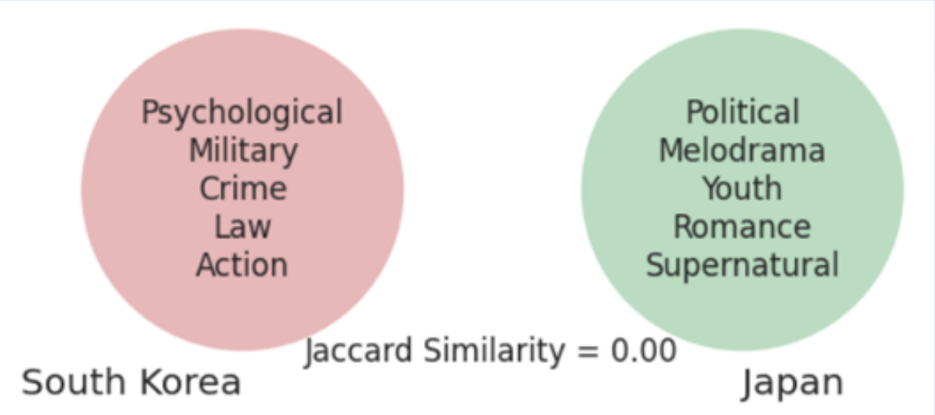
KOREAN DRAMA

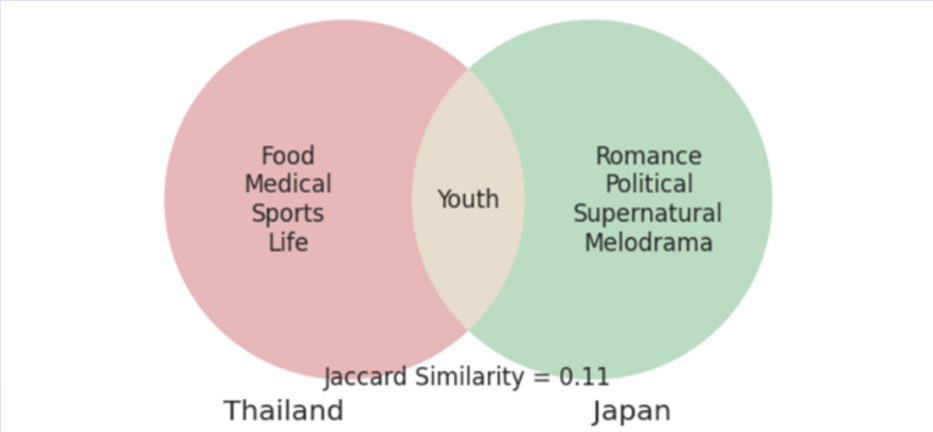
JAPANESE DRAMA

This distribution is based on total count of drama with these genres

MEASURE OF SIMILARITY (JACCARD)





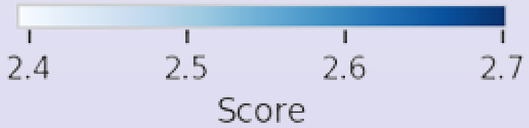


SEARCH FOR THE HIDDEN GEMS

South Korea Dominance

"Average View per Drama"

	genres	kor_score	tha_score	jap_score	kor_view	tha_view	jap_view	higher_score	higher_view	is_dominating
0	Law	3.200000	1.404000	1.652000	30435.667000	3109.250000	673.545000	Yes	Yes	Yes
1	Action	3.103000	1.186000	2.060000	23383.321000	1683.792000	941.319000	Yes	Yes	Yes
2	Military	2.962000	1.271000	2.002000	21266.000000	476.000000	573.000000	Yes	Yes	Yes
3	Crime	2.985000	1.371000	1.832000	20508.607000	977.231000	486.364000	Yes	Yes	Yes
4	Psychological	2.747000	1.552000	2.018000	18343.294000	4228.250000	1126.536000	Yes	Yes	Yes



SOUTH KOREA DOMINANCE

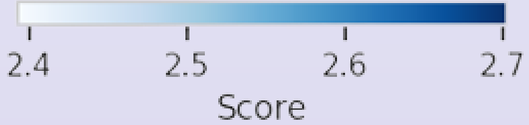
Genres ranked by **average viewership per drama** of Korean Drama

SEARCH FOR THE HIDDEN GEMS

Thailand vs. South Korea

"Average View per Drama"

	genres	kor_score	tha_score	kor_view	tha_view	higher_score	higher_view	is_hidden_gem
0	Medical	2.808000	2.320000	15817.583000	10238.800000	No	No	No
1	Youth	2.190000	2.383000	8945.624000	10160.593000	Yes	Yes	Yes
2	Life	2.539000	2.140000	16687.896000	7874.880000	No	No	No
3	Sports	2.345000	1.701000	9373.143000	7342.375000	No	No	No
4	Food	2.074000	2.368000	5779.889000	6241.000000	Yes	Yes	Yes



THAILAND VS SOUTH KOREA

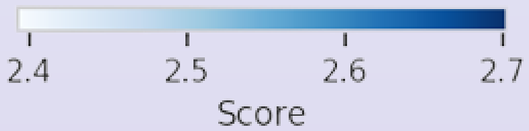
Genres ranked by average of Korean Drama

SEARCH FOR THE HIDDEN GEMS

Japan vs. South Korea

"Average View per Drama"

	genres	kor_score	jap_score	kor_view	jap_view	higher_score	higher_view	is_hidden_gem
0	Melodrama	2.487000	2.583000	17120.412000	9391.000000	Yes	No	Yes
1	Romance	2.396000	1.886000	12795.188000	2002.354000	No	No	No
2	Supernatural	2.388000	1.978000	12066.154000	1657.516000	No	No	No
3	Youth	2.190000	1.647000	8945.624000	1592.480000	No	No	No
4	Political	2.128000	2.920000	13455.167000	1300.333000	Yes	No	Yes



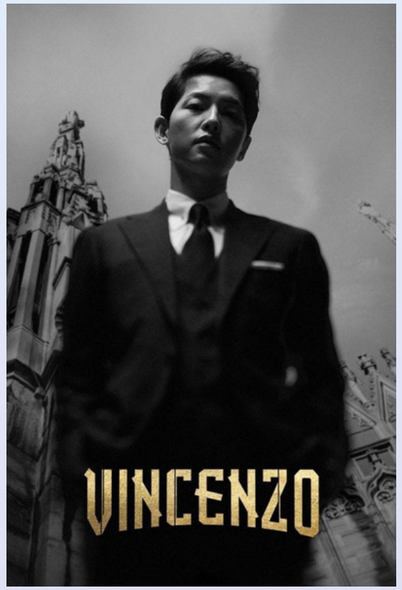
JAPAN VS SOUTH KOREA

Genres ranked by **score** of Korean Drama

KOREAN DRAMAS (LAW)

EXTRAORDINARY ATTORNEY WOO

LOVE TO HATE YOU



VINCENZO

JUVENILE JUSTICE

LAW SCHOOL

LAKORN THAI (YOUTH, FOOD)

FISH UPON THE SKY

STAR AND SKY: STAR IN MY MIND

MOONLIGHT CHICKEN

LOVE MECHANICS

VICE VERSA

JAPANESE DRAMAS (POLITICAL, MELODRAMA)

FIRST LOVE: HATSUKOI

NIHON CHINBOTSU: KIBO NO HITO

SILENT

17-SAI NO TEIKOKU

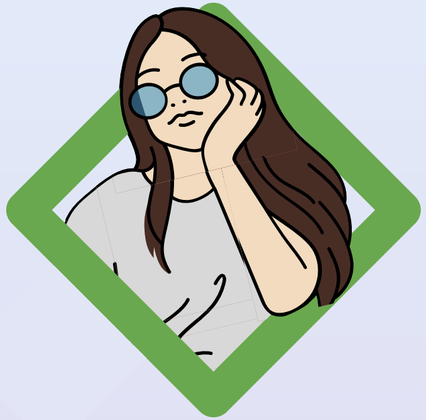
SHINBUN KISHA

FUFU GA KOWARERU TOKI

OUR TEAM

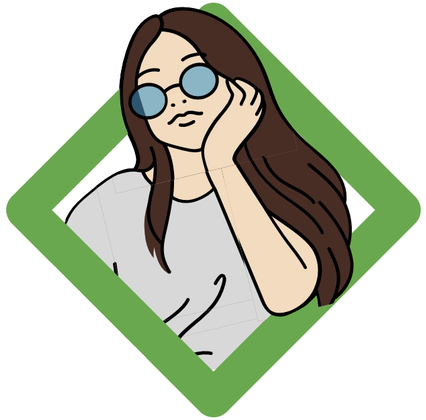
CHANON CHARUCHINDA

6322770692



SUTHISA PANTO

6322773985

NINA NANAKORN

6322774009