

Group Members: Chi Le & Hung Pham

Who We Are

At BeyondTech Studios, we specialize in integrating technology with the K-pop industry, using data-driven solutions to enhance fan engagement and optimize content performance. As members of the data engineering team, we focus on delivering actionable insights from data to strengthen connections between fans and their favorite K-pop idols.

3 Key Questions/Problems to Solve

1. How does fan interactions (likes, comments, shares) correlate with the timing of posts (day of the week, time of day)?
 - Value: Understanding the optimal timing for posts allows for scheduling to maximize fan engagement.
2. What type of content (videos, photos, updates) receives the most engagement from fans over time?
 - Value: Identifying the most engaging content types helps tailor campaigns to fan preferences, boosting overall interaction.
3. How does fan engagement vary between different K-pop members or specific events (e.g., comebacks, live streams)?
 - Value: Insights into member-specific and event-driven engagement enable more personalized marketing efforts and improved event planning.

The Dataset

We will use this dataset, which includes:

- **post_id**: A unique identifier for each post.
- **likes**: Number of likes the post received.
- **comments**: Number of comments the post received.
- **shares**: Number of shares the post received.
- **day_of_week**: The day of the week the post was published.
- **time_of_day**: The hour the post was published.
- **kpop_member**: The name of the group member associated with the post.
- **event_type**: The type of event (e.g., comeback, live stream, regular update).

The Tool

We propose using Qlik for data visualization and Python for data preprocessing and modeling. Qlik's interactive capabilities include:

- **Dynamic Dashboards:** Real-time visualizations of engagement trends.
- **Customizable Views:** Filters for day, time, content type, and members/events.
- **User-Friendly Interface:** Simplifies data exploration for stakeholders.

End Goal

The goal is to create a fan engagement analytics tool that empowers BeyondTech teams to:

- Optimize post timing and content strategies for maximum fan interaction.
- Personalize marketing efforts based on member-specific and event-driven engagement trends.

By achieving these objectives, BeyondTech will become the industry leader in combining technology and entertainment, creating meaningful connections between fans and their favorite K-pop idols.