

# UNVEILING INSIGHTS IN THE GLOBAL KDRAMA PHENOMENON

BY TEAM 2

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# PROJECT ABSTRACT



The popularity of Korean dramas (Kdramas) has soared globally, and in 2023, the market is flooded with numerous productions. here, we have leverage the power of Cognos, an analytics platform, to analyze the top 100 Kdramas of 2023 and generate actionable insights that can guide decision-making and strategy formulation for stakeholders in the Kdrama industry.



02

DATASET



# DATASET



To get insights on Kdrama popularity on cognos, first we need dataset. the dataset should contain details like Drama Title, Rank, Popularity, Genre etc. The dataset used in this project is available in Kaggle-

<https://www.kaggle.com/datasets/gianinamariapetrascu/top-100-k-drama-2023>

Afterwards, a data module was created using this dataset. And dashboard was created using the data module.

# DATASET

▼  top100\_kdrama.csv

# Row Id

# ID

abc Title

abc Genre

abc Tags

abc Synopsis

 Rank

 Popularity


 Score


 Episodes

 Duration

 Watchers

 Start\_date

 End\_date

 Day\_aired

abc Main Role

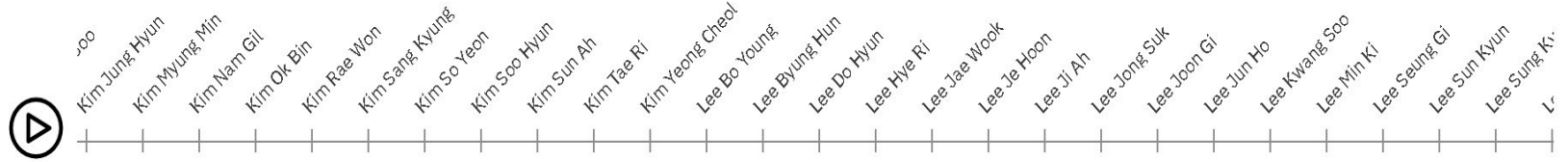


03

# VISUALIZATIONS

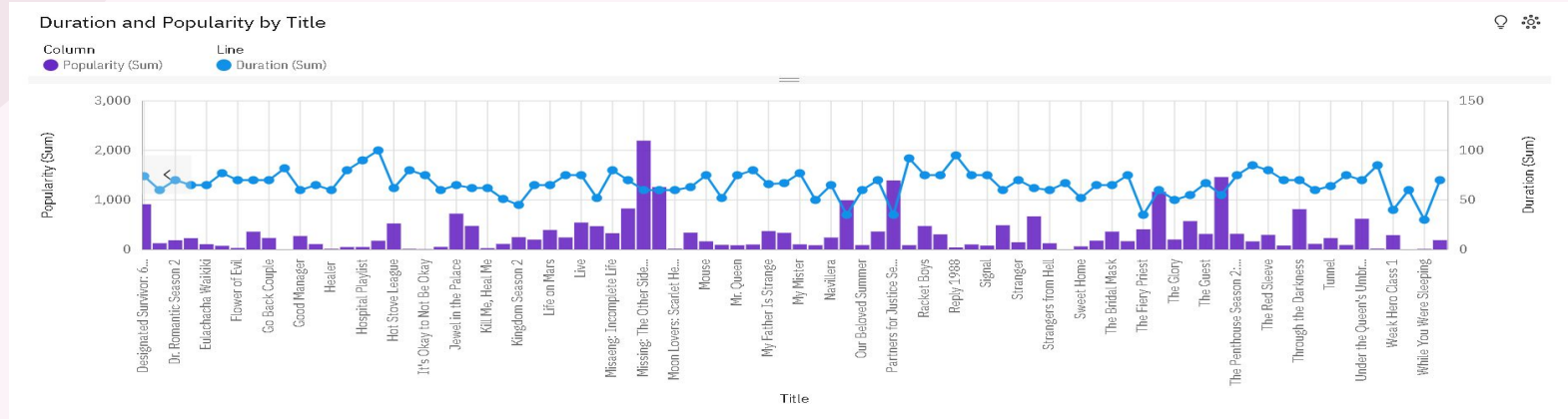


# Data Player



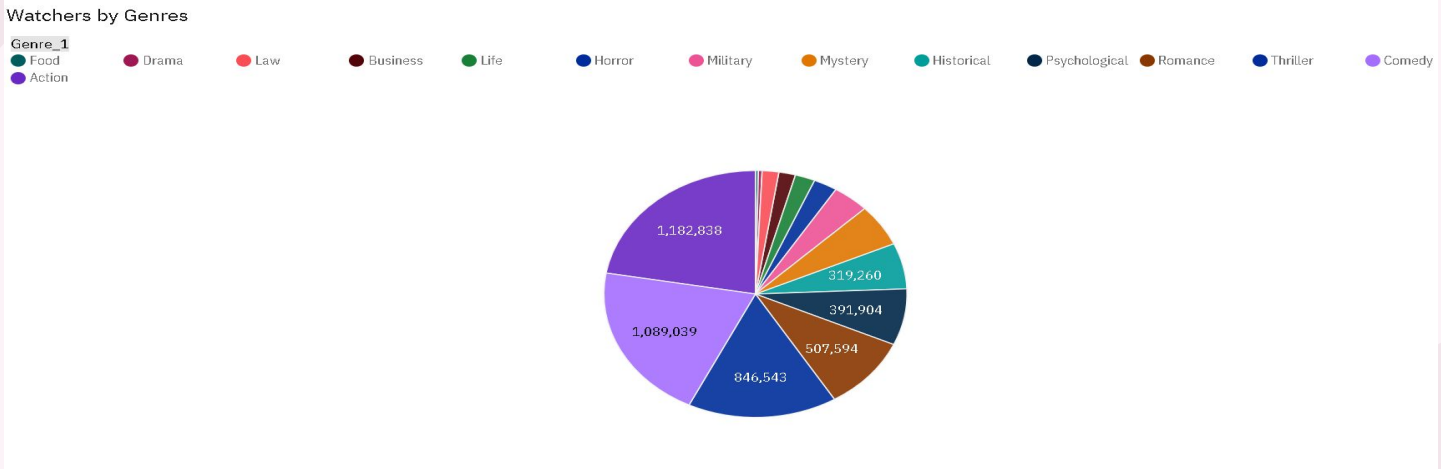
The data player is used to periodically show the data for certain values. For example, we have used this visualization to show data related to the Kdrama actors periodically. Like the drama they acted in, the genre, popularity etc.

# Line and Column



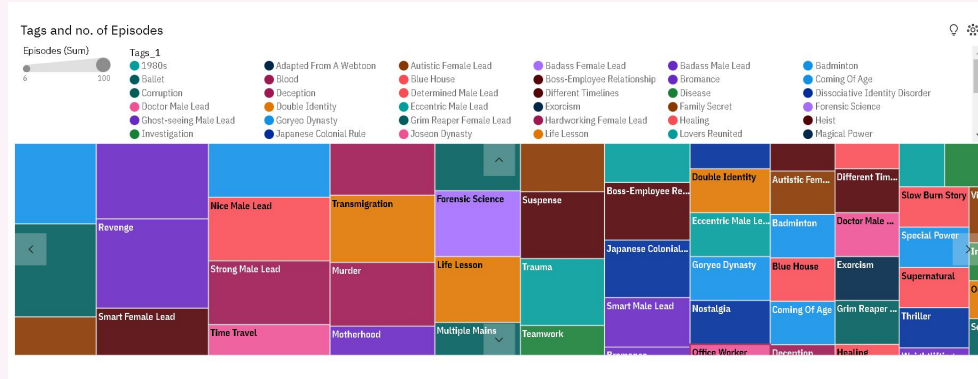
Line and Column is used in the project to represent the duration and the popularity of the Kdrama. Most of the drama have similar duration and the ranking and the popularity of the drama seems to be unrelated. Which means, many people may not have watched the highly rated dramas and that some dramas that ranked less are popular because of high promotion, whether the drama is good or not.

# Pie chart



Pie Chart was used to show the share of Watchers by Genre. It was found that more than half of the watchers watched dramas which have main genres like Action, Comedy and Thriller. These genres are most liked, followed by Romance and Psychological. Kdramas have diverse genres, which is one reason why they are very popular around the world.

# Tree Map



Tree map in this project is used to show the share of episodes by tags. That is, this visualization shows us the how many episodes out of total episodes contain certain tags. For example, there are many dramas with tags containing female lead. This shows us that majority of Kdrama watchers are women, as dramas with these tags are more.

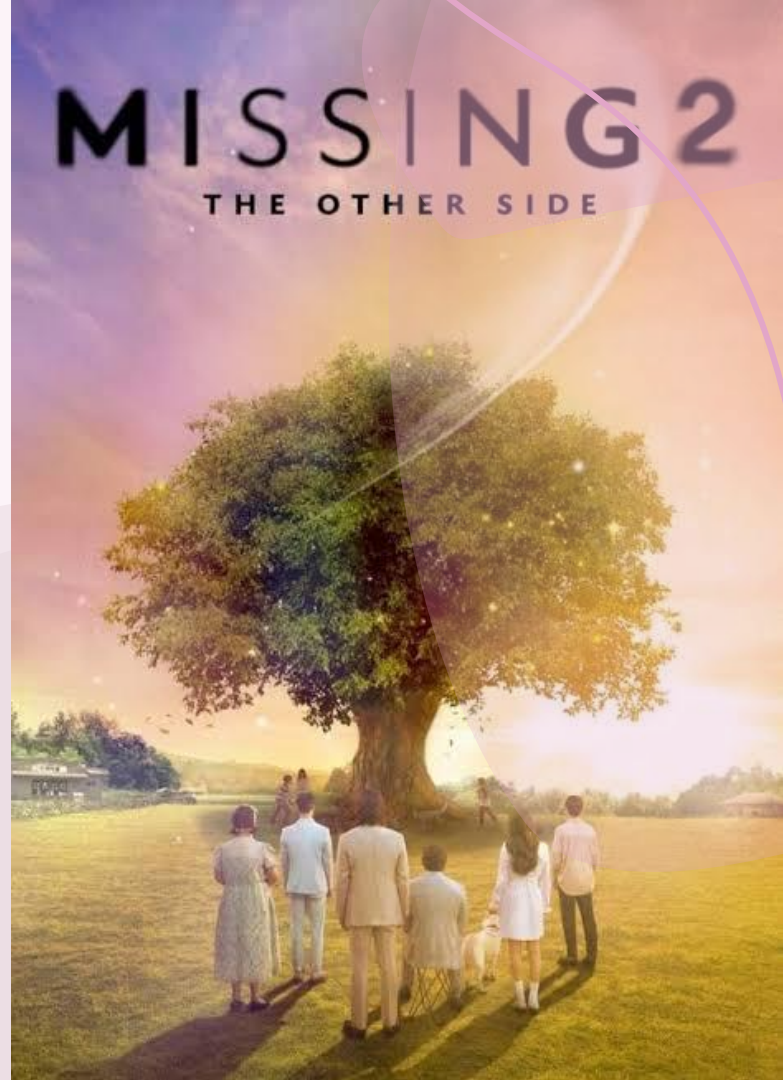
# List

```
K-Drama Name
18 Again
A Business Proposal
Alchemy of Souls
Alchemy of Souls Season 2: Light and Shadow
Arthdal Chronicles Part 2: The Sky Turning Inside Out, Rising Land
Arthdal Chronicles Part 3: The Prelude to All Legends
Beyond Evil
Big Mouth
Chicago Typewriter
Children of Nobody
Crash Landing on You
Cruel City
D.P.
Dear My Friends
Defendant
Descendants of the Sun
Designated Survivor: 60 Days
```

List shows us the list of Kdramas that are present in the dataset. When we select one of these dramas, the data related to that specific drama is shown in other visualizations too. This allows us to specifically look at that drama and it's details.

04

## Insights and Conclusion





# Insights

Following are insights obtained using Cognos tools-

- Popularity is unusually high when Title is Missing: The Other Side Season 2 and The King of Pigs.
- Watchers is unusually high when Genre is Action and Comedy.
- For Watchers, the most significant values of Genre\_1 are Action, Comedy, and Thriller, whose respective Watchers values add up to over 3.1 million, or 58.7 % of the total.
- Tags\_1 Multiple Couples has the highest Total Episodes but is ranked #71 in Total Duration.

# Conclusion

## Strategic Recommendations:

- Promotion Strategies: Given the impact of promotion on popularity, stakeholders should invest in robust marketing campaigns to boost viewership, even for lower-rated dramas.
- Content Focus: Emphasize the production of Action, Comedy, and Thriller genres to align with viewer preferences and increase overall viewership.
- Target Audience: Develop more female-centric dramas and storylines to cater to the predominant female viewer base.
- \*Balanced Episode Durations: Consider the balance between episode count and duration to maximize viewer engagement without overwhelming the audience.

Thus, with the help of Cognos, we were able to get significant insights on Kdrama popularity.

THANK YOU!

