

# **Exploratory Data Analysis of GMMTV Dramas**

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## **Objective**

The objective of this project is to analyze GMMTV Drama data to identify patterns in the genre popularity, artists popularity and ratings over different years using Google Sheets.

## Dataset Description

1. **Source:** Manually compiled GMMTV drama dataset using MyDramaList and GMMTV official Youtube channel from 2021 - 2025
2. **Variables used:** Drama Name, Genre, Year of Release, Total Episodes, Main Cast, Premier Month, Platform, Ratings, and Views.

Each dataset with multiple genres was expanded into separate rows to ensure accurate genre-wise analysis.

## **Data Cleaning and Preparation**

1. Genres were duplicated across rows so that each row represents one genre.
2. Ratings were copied for all corresponding genre rows to avoid missing values.
3. Blank entries were removed to prevent calculation errors in pivot tables.
4. Google Sheets was used for cleaning and analysis.

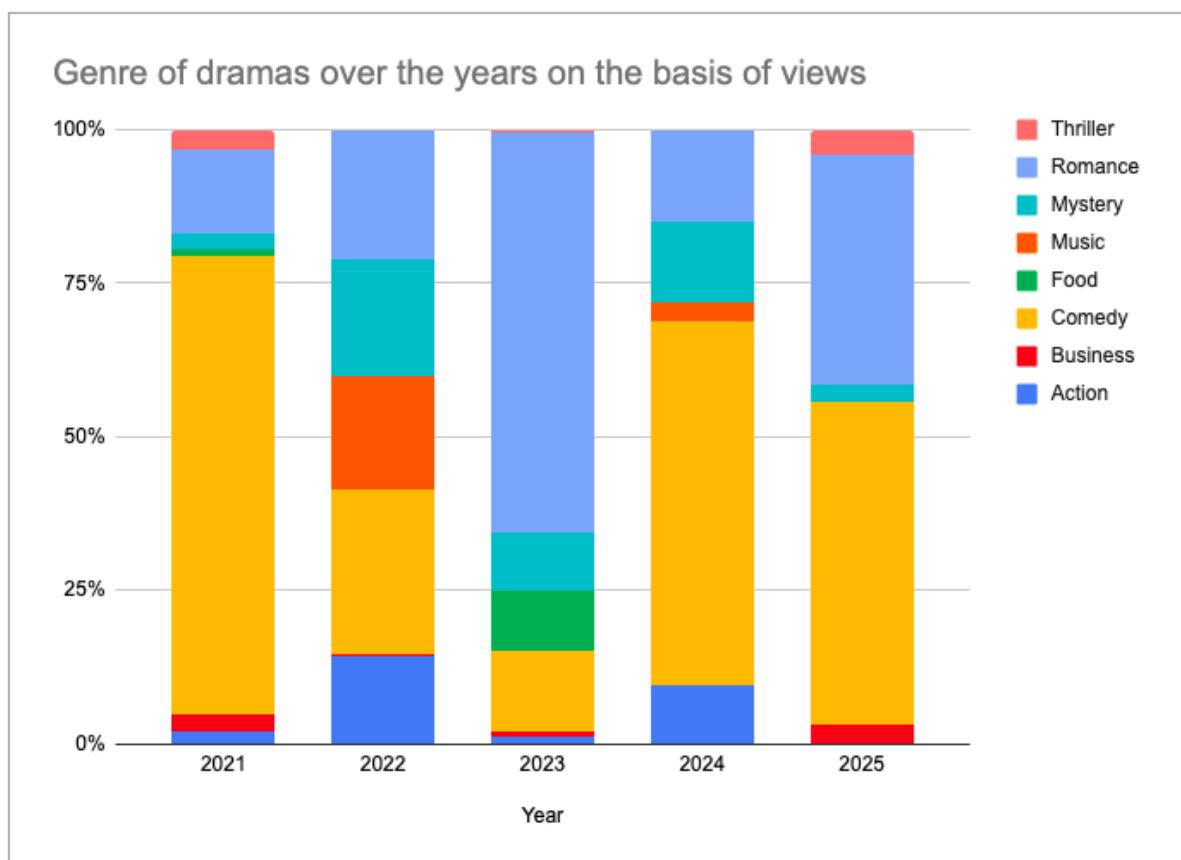
## **Analysis Performed**

The following pivot tables were created:

1. Average of ratings across multiple genres
2. Popular artists pairings under GMMTV on the basis of total views
3. Total dramas released every year from 2021-2025
4. Total views for each genre

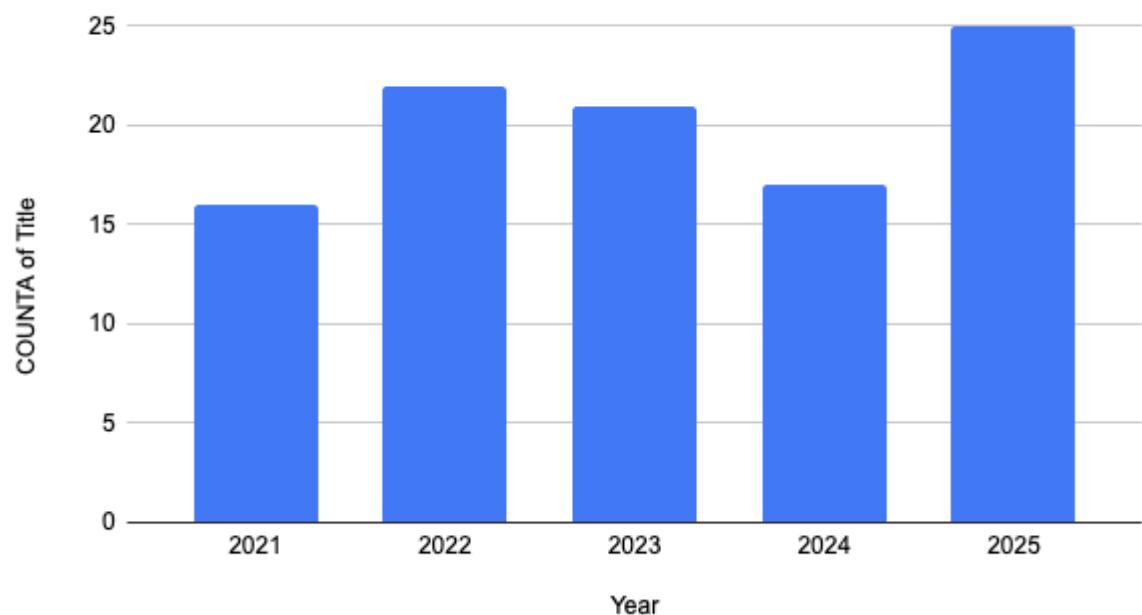
## Key Insights:

1. GMMTV consistently prioritizes comedy as its core genre, with romance, thriller, and mystery as supporting pillars. While brief diversification occurred in 2024 through increased romantic content and experimentation with new genres, the 2025 lineup reflects a return to genres that are already popular and trusted by audiences, suggesting that GMMTV prefers to rely on what works best while only trying new ideas in a limited way.

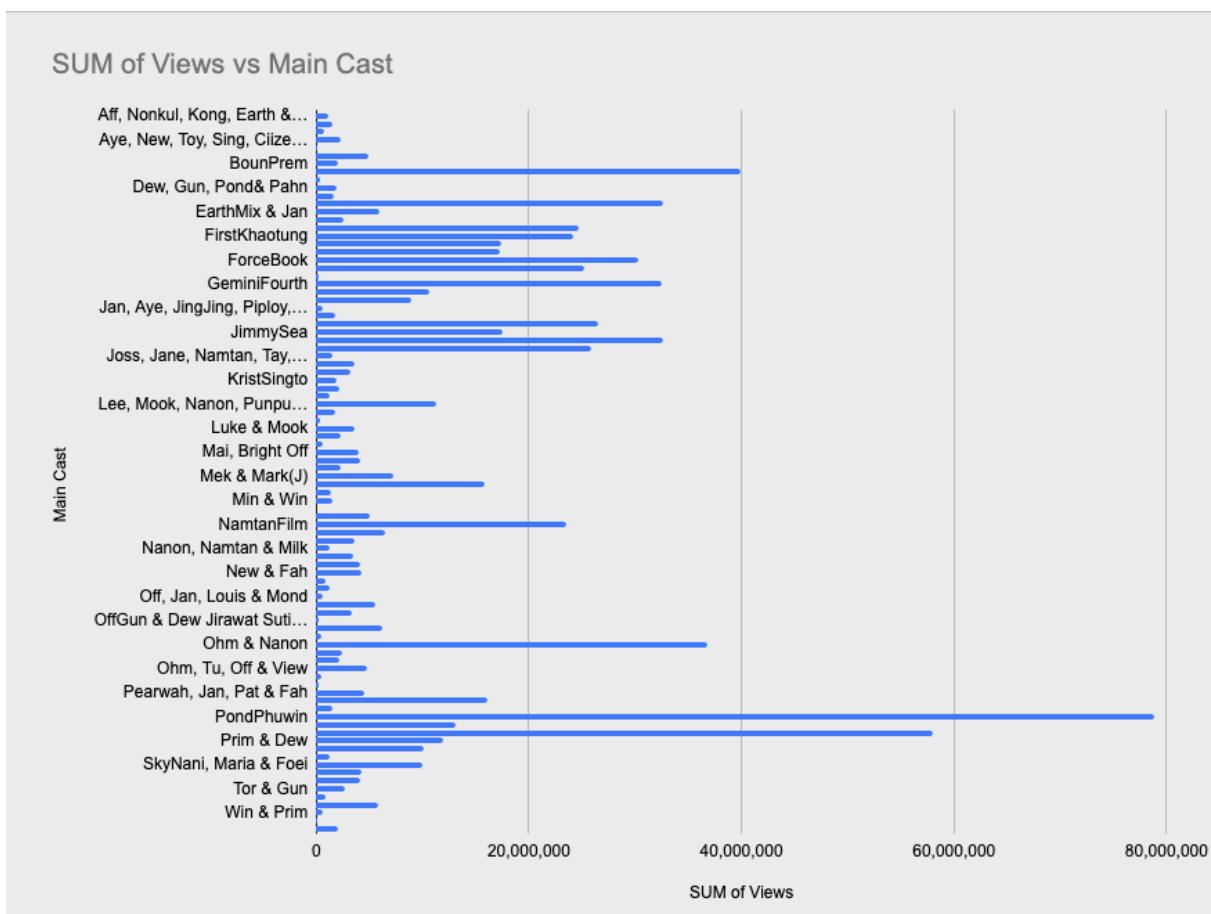


2. GMMTV released the most dramas in 2025, showing strong growth after earlier production slowdowns during 2021, likely because of Covid-19 related delays.
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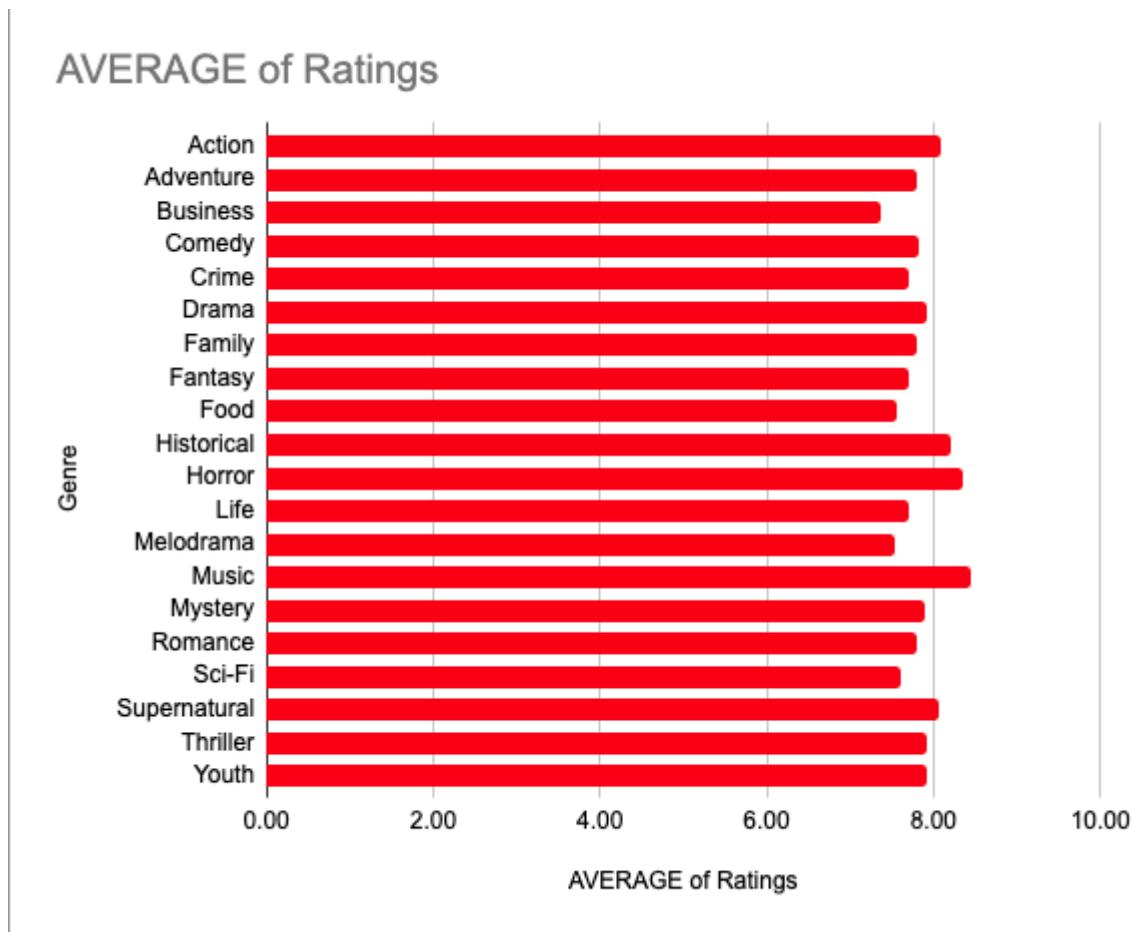
COUNTA of Title vs Year



3. PondPhuwin is GMMTV's most popular artist duo, with 78M views over five dramas, showing sustained audience appeal. Ensemble casts like in "We Are" boost viewership, while female duos like EmiBonnie and NamtanFilm are gaining popularity, highlighting growing interest in female led pairings.



4. Most genres score consistently between 7.5 to 8.5. Music, Horror, and Historical perform best, while Drama, Romance, Thriller, Mystery, and Comedy remain steady. Genres like Music and Horror offer high audience engagement opportunities.



## **Conclusion**

The analysis shows that GMMTV maintains strong audience engagement by focusing on core genres like Comedy, Romance, Thriller, and Mystery, while occasionally experimenting with new genres. Drama production has grown steadily, peaking in 2025 after earlier slowdowns.

Artist-wise, PondPhuwin remains the most popular duo, and female-led pairings are increasingly attracting attention, showing the value of diverse casts.

Ratings are generally consistent across genres, with Music, Horror, and Historical standing out, indicating opportunities for further investment in these high-performing categories. Overall, GMMTV's strategy balances reliable genre performance with selective experimentation to sustain viewer interest.

## **Tools Used**

1. Google Sheets
2. Pivot Tables
3. Charts and Filters