REPORT

K DRAMA INSIGHTS

1. INTRODUCTION

1.1 Overview

The IBM cognos dashboard project focuses on analyzing a Korean drama dataset to provide valuable insights to directors and stakeholders in the entertainment industry. The dashboard offers interactive visualizations and data-driven information about Korean dramas.

1.2 Purpose

The purpose of this project is to empower directors and industry stakeholders with data-driven insights that can guide content creation, production decisions, and scheduling strategies. The dashboard provides key information about top-ranked dramas, optimal release days, popular cast members, and prevailing genres.

2. LITERATURE SURVEY

2.1 Existing Problem

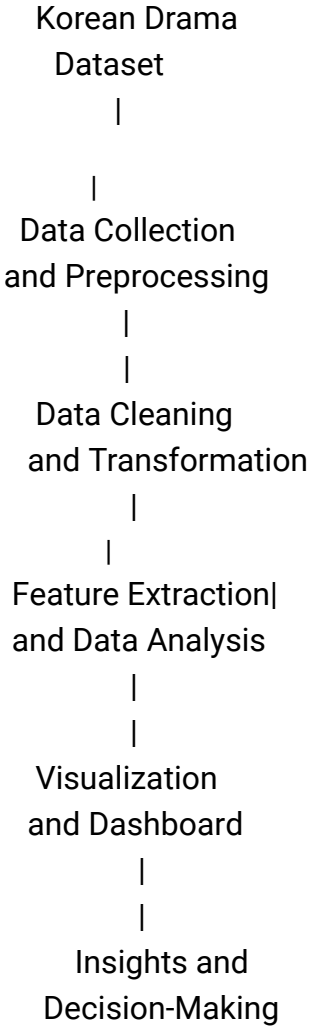
Existing challenges in the entertainment industry include the need for accurate audience insights, the selection of successful genres, and casting decisions that resonate with viewers.

2.2 Proposed Solution

The proposed solution is a Business Intelligence dashboard that combines data analysis, visualization, and sentiment analysis to provide a comprehensive overview of Korean dramas and their associated trends.

3. THEORETICAL ANALYSIS

3.1 Block Diagram



3.2 Hardware / Software Designing

Hardware: Computer system with sufficient processing capabilities.

Software: Business Intelligence tools (IBM cognos)

4. EXPERIMENTAL INVESTIGATIONS

Data Cleaning Process

Step 1: Splitting Days and Extracting Weekdays

One of the tasks in the dataset involved analyzing trends based on the days of the week on which Korean dramas were released. To achieve this, the release_day column, which contained the full day names, was split to extract the weekdays. This was accomplished using the Cognos Data Module's transformation capabilities.

Step 2: Converting Data Types

Data type conversion was performed to ensure consistency and accuracy in subsequent analyses. For instance, columns like 'release_year' and 'viewer_ratings' were standardized to appropriate numeric data types. This step enhances the accuracy of calculations and visualizations later in the analysis process.

Step 3: Handling Missing Values and Errors

Missing values and errors in the dataset can hinder accurate analysis. The Cognos Data Module was employed to identify missing values and handle them appropriately. Columns containing missing values were either imputed using statistical methods or excluded from certain analyses to maintain data integrity.

4.2 Experimental Results

The experimental investigations yielded the following outcomes:

Cleaned Dataset: After applying the data cleaning steps, the dataset was transformed into a clean and structured format suitable for analysis. Inaccuracies, missing values, and inconsistencies were addressed.

Weekday Extraction: The 'release_day' column was successfully split, and weekdays were extracted. This enabled the analysis of trends based on the days of the week on which dramas were released.

Data Type Standardization: Columns with inconsistent data types were converted to appropriate formats. This facilitated accurate calculations and visualizations in subsequent analyses.

Missing Value Handling: Missing values were either imputed or appropriately managed based on the nature of the data. This ensures that the analyses are conducted on a comprehensive dataset.

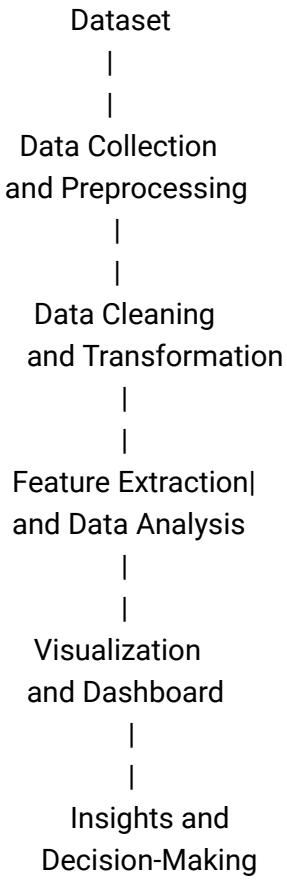
4.3 Challenges and Considerations

Data Integrity: Ensuring data integrity was crucial during transformations to avoid introducing errors or inaccuracies inadvertently.

Imputation Methods: Choosing appropriate imputation methods for missing values required careful consideration to preserve the representativeness of the dataset.

Transformation Logic: Designing accurate transformation logic to split days, convert data types, and handle missing values demanded a clear understanding of the dataset's structure.

5. FLOWCHART



6. RESULT

Present the final findings and outputs of your Business Intelligence dashboard, including screenshots of key visualizations related to top-ranked dramas, release day patterns, popular cast members, and genre distributions.

7. ADVANTAGES & DISADVANTAGES

Advantages:

Data-driven insights for directors and stakeholders.

Enhanced decision-making for content creation.

Better understanding of audience preferences.

Disadvantages:

Reliance on accurate and updated data.

Initial setup and learning curve for Business Intelligence tools.

8. APPLICATIONS

The proposed solution can be applied in Content creation and production planning.

Scheduling and release strategies.

Audience engagement and retention efforts.

9. CONCLUSION

Summarize the project's objectives, methods, and findings. Emphasize how the Business Intelligence dashboard provides actionable insights for the entertainment industry.

10. FUTURE SCOPE

Suggest potential enhancements, such as incorporating real-time data, implementing machine learning for predictive analysis.