

INTRODUCTION

OVERVIEW:

The popularity of Korean dramas (KDramas) has soared globally, and in 2023, the market is flooded with numerous productions. Here we have leveraged 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.

PURPOSE:

Strategic Decision-Making and Market Positioning: Intelligent analytics on the Top 100 KDrama 2023 dataset empowers production companies, platforms, and advertisers to make data-driven decisions.

LITERATURE SURVEY

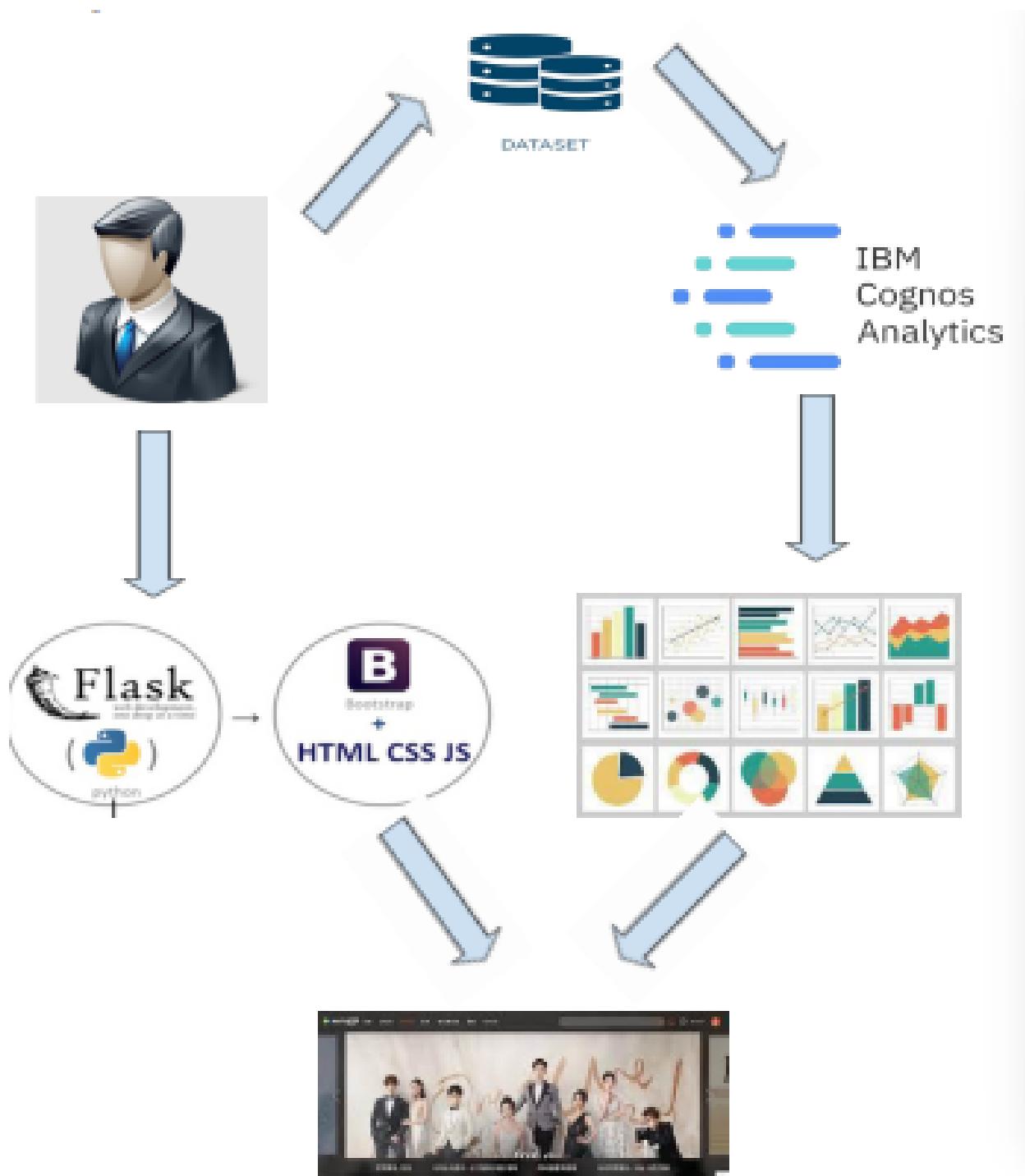
Existing problem:

The existing problem of this analysis is the normal analysis approach from the given data set of the kdramas

Proposed solution:

From the given kdramas data the analysis is done using IBM cognos ,python,flask,django were visualization,bargraphs, barcharts,etc were also used in it , in which it makes the analysis to the next level and also the analysis we have done helps in the greater impact in the business domain. guide content selection, investment allocation, and targeted advertising, enhancing competitiveness and establishing a strong market position in the dynamic KDrama industry.

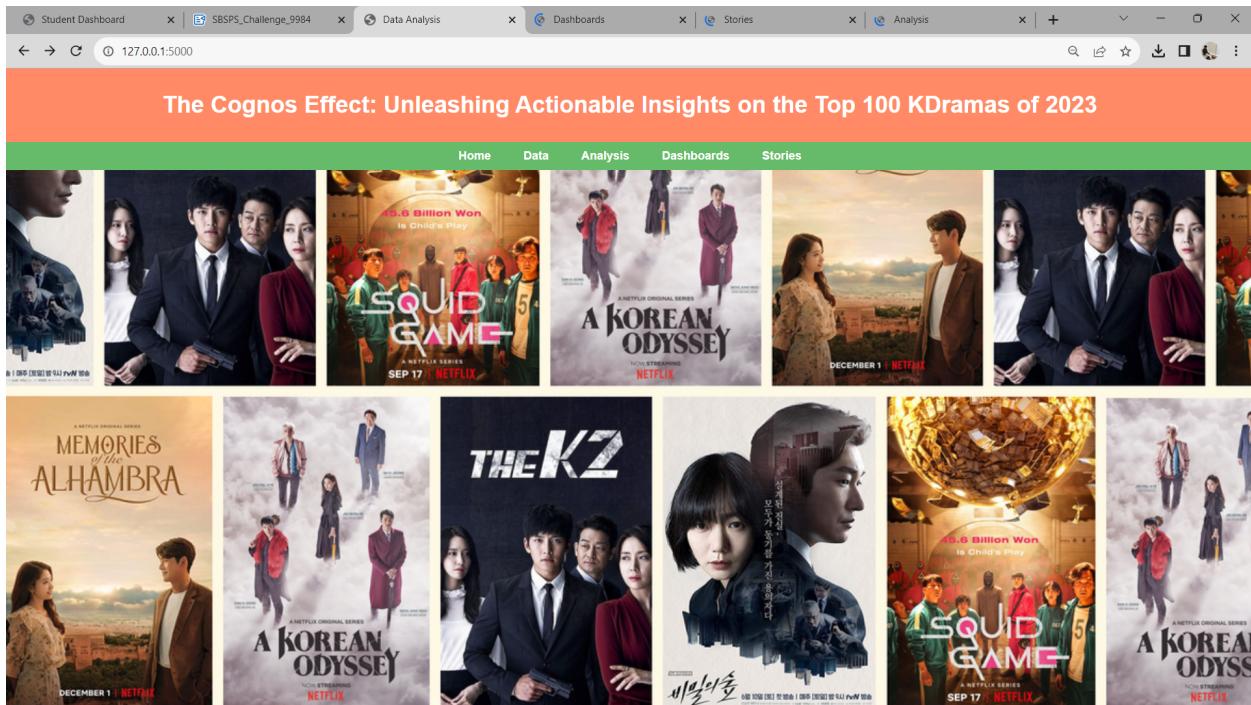
FLOWCHART



EXPERIMENTAL INVESTIGATIONS:

The analytics performed on the Top 100 KDrama 2023 dataset can provide insights into viewer preferences, enabling production companies to create content that resonates with diverse audiences. By understanding viewers' interests and cultural influences, KDramas can foster social connections, promote cultural exchange, and contribute to a shared viewing experience.

RESULT:



Student Dashboard | SBSPS_Challenge_9984 | Home | Dashboards | Stories | Analysis | + | - | X

127.0.0.1:5000/home

Back | HOME

Description

The popularity of Korean dramas (KDramas) has soared globally, and in 2023, the market is flooded with numerous productions. Here we have leveraged 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.

Solution

The objective here is to leverage the capabilities of the Cognos analytics platform to gather, integrate, and analyze data on the top 100 KDramas of 2023. By utilizing Cognos' advanced analytics and reporting features, stakeholders in the KDrama industry can gain actionable insights to guide their decision-making processes, improve content creation strategies, optimize monetization models, and enhance audience engagement and satisfaction.

Technologies & Tools

IBM Cognos, Python, web framework like flask or Django

Student Dashboard | SBSPS_Challenge_9984 | Data Table | Dashboards | Stories | Analysis | + | - | X

127.0.0.1:5000/data

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ID	Title	Genre	Tags	Rank	Popularity	Score	Episodes	Duration	Watchers	start_date	end_date	Day_aired	Main role
1	Move to Heaven	Life, Drama	Uncle-Nephew Relationship, Autism, Death, Savant Syndrome, Mourning,	8	94	9.2	10	52	64103	5/14/2021	-	Friday	Lee Je Hoon, Tang Jun Sang, Hong Seung Hee
2	Weak Hero Class 1	Action, Youth, Drama	Smart Male Lead, Bromance, School Bullying, Violence, Friendship, High School, Skilled Fighter, Adapted From A Webtoon, School Setting, Fight	12	290	9.1	8	40	32415	11/18/2022	-	Friday	Park Ji Hoon, Hong Kyung, Choi Hyun Wook, Kim Su Gyeom
3	Hospital Playlist Season 2	Romance, Life, Drama, Medical	Multiple Mains, Band, Music, Strong Female Lead, Multiple Couples, Comedy, Smart Female Lead, Bromance, Cardiovascular Disease, Workplace Setting	14	177	9.1	12	100	43574	6/17/2021	9/16/2021	Thursday	Jo Jung Suk, Jung Kyung Ho, Jeon Mi Do, Yoo Yeon Seok, Kim Dae Myung
4	Flower of Evil	Thriller, Romance, Crime, Melodrama	Deception, Family Secret, Mystery, Suspense, Smart Female Lead, Hidden Personality, Antisocial Personality Disorder, Investigation, Murder, Hidden Identity	16	31	9.1	16	70	98411	2020-07-29	2020-09-23	Wednesday, Thursday	Lee Joon Gi, Jang Hee Jin, Moon Chae Won, Seo Hyun Woo
5	Hospital Playlist	Romance, Life, Drama, Medical	Nice Male Lead, Multiple Mains, Slow Romance, Multiple Couples, Strong Female	17	51	9.1	12	90	81568	03-12-2020	5/28/2020	Thursday	Jo Jung Suk, Jung Kyung Ho, Jeon Mi Do, Yoo Yeon Seok, Kim Dae Myung
6	Alchemy of Souls	Action, Historical, Romance, Fantasy	Transmigration, Strong Female Lead, Master-Disciple Relationship, Kind Male Lead, Multiple Mains, Supernatural, Magical Power, Hidden Identity, Body Swap, Elemental Power	21	42	9.1	20	95	85986	11-06-2015	1/16/2016	Friday, Saturday	Lee Jae Wook, Hwang Min Hyun, Yoo Joon Sang, Jung So Min, Shin Seung Ho, Oh Na Ra
7	Reply 1988	Comedy, Romance, Life, Youth	Nostalgia, Multiple Couples, Poor Family, Love Triangle, Heartfelt, High School, Friendship, Mother-Son Relationship, Coming Of Age, Bromance	21	42	9.1	20	95	85986	11-06-2015	1/16/2016	Friday, Saturday	Lee Hye Ri, Ryu Joon Yeol, Lee Dong Hwi, Go Kyung Pyo, Park Bo Gum
8	My Mister	Psychological, Life, Drama	Nice Male Lead, Depression, Healing, Poor Female Lead, Strong Female Lead, Infidelity, Lying, Power Struggle, Deception, Grandma-Granddaughter Relationship	26	104	9	16	77	60644	2018-03-21	2018-05-17	Wednesday, Thursday	Lee Sun Kyun, IU

K-Drama Analysis

Line Column Graph

- Over all values of Duration, the sum of Watchers is over 5.3 million.
- Watchers ranges from over 13 thousand, when Duration is 60, to over 1.2 million, when Duration is 60.
- Popularity is unusually high when Duration is 60, 75 and 70.
- The total number of results for Episodes, across all Duration, is 100.

Tree Map

Packed Bubble

- Popularity is unusually high when Duration is 60.
- From 2022-10-19 to 2022-10-20, Popularity dropped by 50%.
- On 2022-10-20, the sum of Duration is over 32 thousand.

Area Graph

- Popularity is unusually high when Duration is 60.
- From 2022-10-19 to 2022-10-20, Popularity dropped by 50%.
- On 2022-10-20, the sum of Duration is over 32 thousand.

Line Graph

- Over all values of Day_aired, the average of Episodes is 10.08.
- Duration ranges from over 70 days, when Day_aired is Friday, Saturday, Sunday, to nearly two thousand days, when Day_aired is Saturday.
- The total number of results for Episodes, across all Day_aired, is 100.

Rank and Watchers by Duration

Analysis Using Duration

Duration by End_date

- From 2022-10-19 to 2022-10-20, Duration increased by 50%.
- End_date 2022-10-13 has the most significant value of Duration.
- Episodes last is around 4000.
- End_date and Rank, the sum of Duration is over 6500.

Duration and Popularity for Day_aired

- Duration is unusually high when Day_aired is Saturday.
- For Popularity, the most significant value of Days_aired is Monday, Tuesday, Saturday, Sunday, Friday, Saturday, Sunday, and Wednesday.
- Whose cumulative Popularity value adds up to 31 thousand, or 98.3 % of the total.
- Across all values of Day_aired, the sum of Duration is over 2500.

Popularity and Watchers by Duration

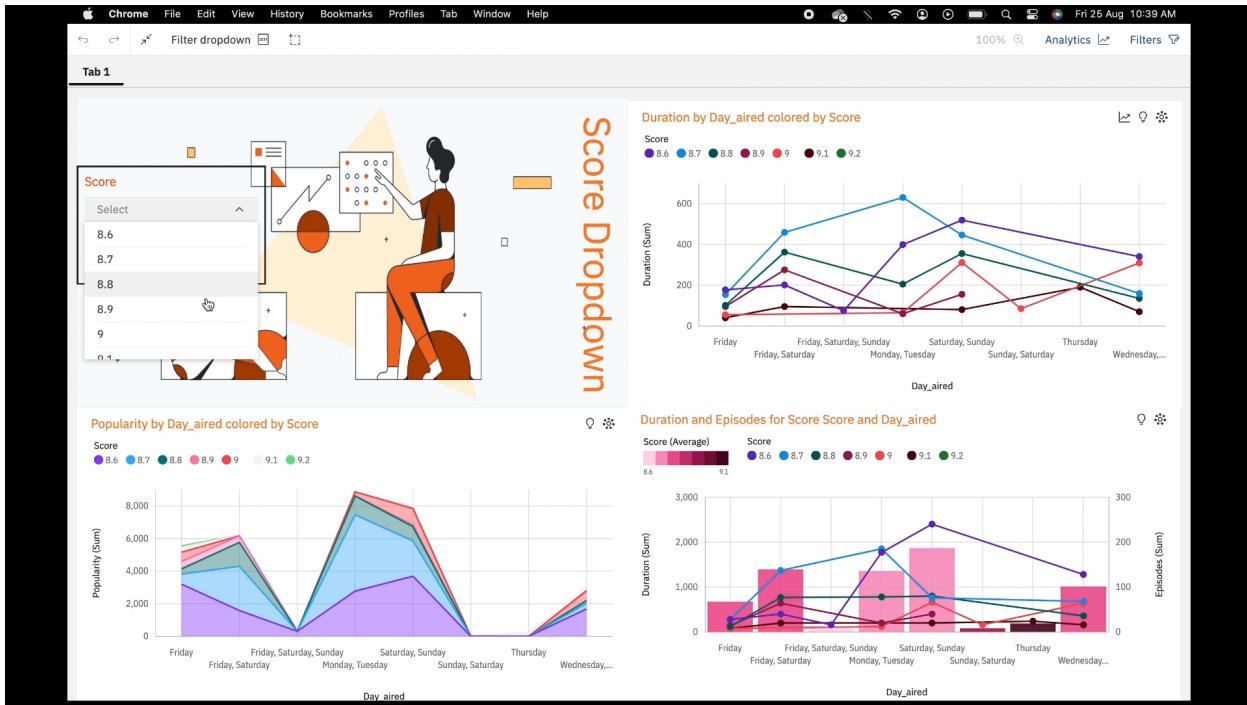
- Across all values of Duration, the sum of Watchers is over 5.3 million.
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- The total number of results for Episodes, across all Duration, is 100.

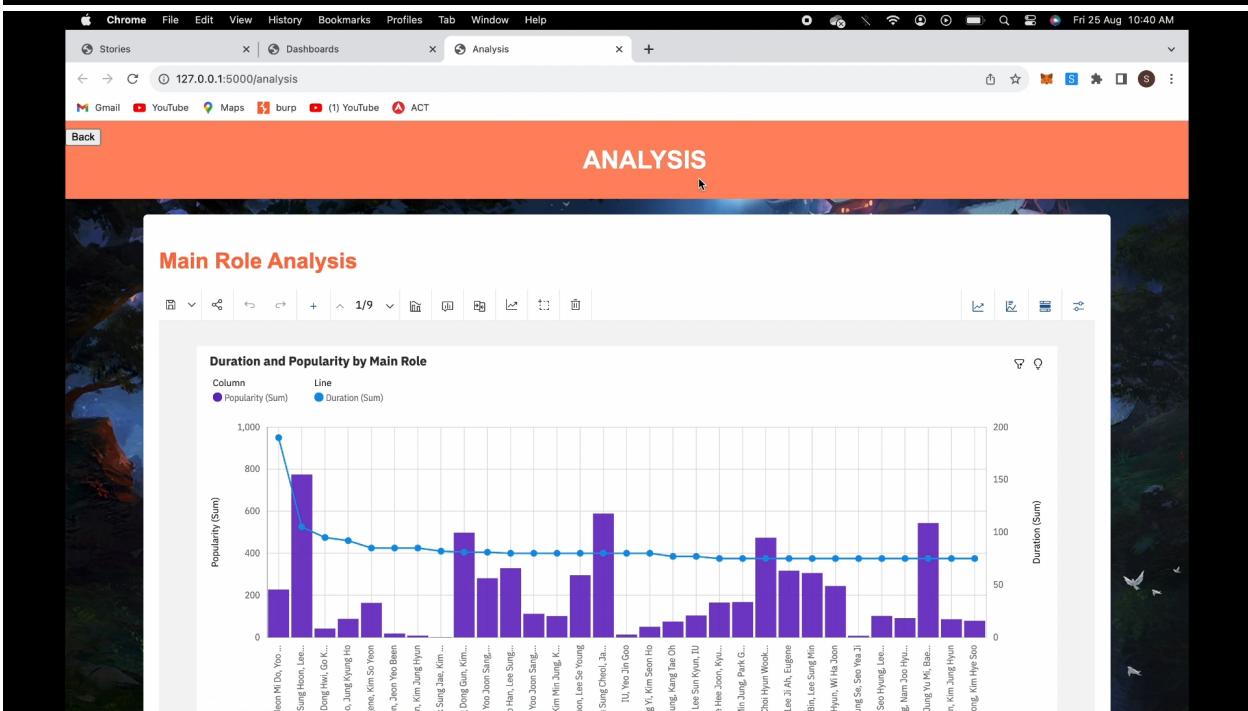
Dashboard

K-DRAMA

Genre Watchers Duration Episodes

77 5.31M 6.65K 1.81K





ADVANTAGES :

By utilizing Cognos' advanced analytics and reporting features, stakeholders in KDrama industry can gain actionable insights to guide their decision-making processes, improve content creation strategies, optimize monetization models, and enhance audience engagement and satisfaction.

APPLICATIONS:

The analytics performed on the Top 100 KDrama 2023 dataset can provide insights into viewer preferences, enabling production companies to create content that resonates with diverse audiences. By understanding viewers' interests and cultural influences, KDramas can foster social connections, promote cultural exchange, and contribute to a shared viewing experience.

CONCLUSION:

The Objective here is to leverage the capabilities of the Cognos analytics platform to gather, integrate, and analyze data on the top 100 KDramas of 2023. By utilizing Cognos' advanced analytics and reporting features, stakeholders in KDrama industry can gain actionable insights to guide their decision-making processes, improve content creation strategies, optimize monetization models, and enhance audience engagement and satisfaction.

APPENDIX:

SOURCE CODE

Index.html

```
<!DOCTYPE html>
<html lang="en">
<head>
<meta charset="UTF-8">
<meta name="viewport" content="width=device-width, initial-scale=1.0">
<title>Data Analysis</title>
<style>
body {
    font-family: Arial, sans-serif;
    margin: 0;
    padding: 0;
    background-image: url("{{ url_for('static', filename='kdl.jpg') }}");
    background-size: cover;
    background-repeat: no-repeat;
    background-attachment: fixed;
}
header {
    background-color: #ff8a65;
    color: white;
    text-align: center;
    padding: 10px 0;
}
```

```
nav {
    background-color: #66bb6a;
    text-align: center;
    padding: 10px 0;
}

nav a {
    color: white;
    text-decoration: none;
    margin: 0 20px;
    font-weight: bold;
    transition: color 0.3s ease;
}

nav a:hover {
    color: #f0f0f0;
}

.container {
    max-width: 1200px;
    margin: 20px auto;
    padding: 20px;
    background-color: #fff;
    border-radius: 5px;
    box-shadow: 0 2px 4px rgba(0, 0, 0, 0.1);
}

.section-title {
    font-size: 28px;
    color: #ff7043;
    margin-bottom: 20px;
}

.section-content {
    color: #555;
    line-height: 1.6;
}

</style>
</head>
<body>
    <header>
```

```

<h1>The Cognos Effect: Unleashing Actionable Insights on the Top 100
KDramas of 2023</h1>
</header>
<nav>
    <a href="{{ url_for('home') }}>Home</a>
    <a href="{{ url_for('data') }}>Data</a>
    <a href="{{ url_for('analysis') }}>Analysis</a>
    <a href="{{ url_for('dashboards') }}>Dashboards</a>
    <a href="{{ url_for('stories') }}>Stories</a>
</nav>
</body>
</html>

```

Home.html

```

<!DOCTYPE html>
<html lang="en">
<head>
<meta charset="UTF-8">
<meta name="viewport" content="width=device-width, initial-scale=1.0">
<title>Home</title>
<style>
    body {
        font-family: Arial, sans-serif;
        margin: 0;
        padding: 0;
        background-image: url="{{ url_for('static', filename='bg.jpg') }}";
        background-size: cover;
        background-repeat: no-repeat;
        background-attachment: fixed;
    }
    header {
        background-color: #ff8a65;
        color: white;
        text-align: center;
        padding: 10px 0;
    }

```

```
[...]

nav {
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    border-radius: 5px;
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}

.section-title {
    font-size: 28px;
    color: #ff7043;
    margin-bottom: 20px;
}

.section-content {
    color: #555;
    line-height: 1.6;
}

.back-button {
    float: left;
}
```

```
</style>
</head>
<body>
    <header>
        <button class="back-button" onclick="goBack () " > Back</button>
    <script>
        function goBack () {
            window.history.back ();
        }
    </script>
    <h1>HOME</h1>
    </header>
    <div class="container">
        <section id="home">
            <h2 class="section-title">Description</h2>
            <p class="section-content">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.</p>
        </div>
        <div class="container">
            <section id="home">
                <h2 class="section-title">Solution</h2>
                <p class="section-content">The Objective here is to leverage the capabilities of the Cognos analytics platform to gather, integrate, and analyze data on the top 100 KDramas of 2023. By utilizing Cognos' advanced analytics and reporting features, stakeholders in the Kdrama industry can gain actionable insights to guide their decision-making processes, improve content creation strategies, optimize monetization models, and enhance audience engagement and satisfaction.</p>
            </div>
            <div class="container">
                <section id="home">
                    <h2 class="section-title">Technologies & Tools</h2>
```

```
<p class="section-content">IBM Cognos, Python, web Framework like  
flask or Django</p>  
</div>  
</body>  
</html>
```

app.py

```
from flask import Flask, render_template  
app = Flask(__name__)  
@app.route('/')  
def index():  
    return render_template('index.html')  
@app.route('/home')  
def home():  
    return render_template('home.html')  
@app.route('/data')  
def data():  
    return render_template('data.html')  
@app.route('/analysis')  
def analysis():  
    return render_template('analysis.html')  
@app.route('/dashboards')  
def dashboards():  
    return render_template('dashboards.html')  
@app.route('/stories')  
def stories():  
    return render_template('stories.html')  
if __name__ == '__main__':  
    app.run(debug=True)
```