Python Challange

2025

K-pop World Connect

Insights for a global tour

Presented by
zsofiaKad

Python Challange

2025

Challenge proposal

› Pontia Tech School

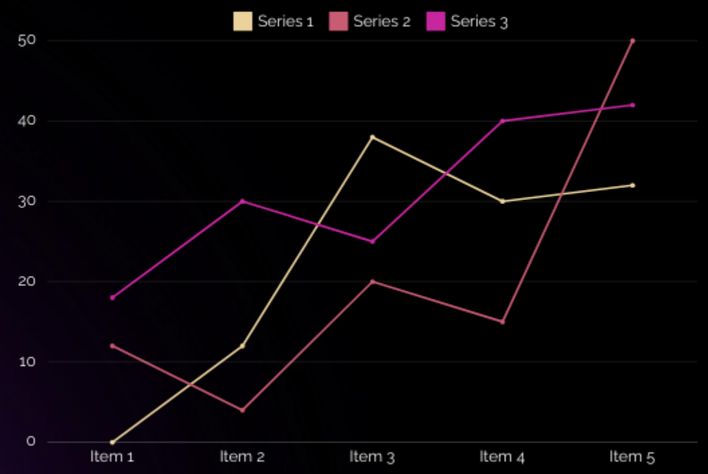
www.pontia.tech

Madrid

kaggle Data Origin

2025

Proyect Overview



PROYECT DESCRIPTION

This project is about exploring the potential of the K-Pop market for a Spanish record label. The goal is to analyze a database of K-Pop artists spanning from 1992 to 2020 to uncover trends and identify successful groups that could perform well on tours in Spain and Latin America.

MAIN OBJECTIVES

1. Discover New Talents: Identify emerging K-Pop groups with similar characteristics to past successful artists.

2. Plan a Summer Festival: Design a lineup for a summer festival featuring multiple K-Pop groups to boost the genre's popularity in Spain and Latin America.

Python Challange

2025

Proyect Resolution

Google Colab
Jupiter Notebook

Complete data analysis, including data preparation, exploration, cleaning, EDA, key insights, and suggested business strategies.

zsofiaKad
GitHub

Python Challange

2025

Business Questions

1. Most Common Birthplace & Country
2. Gender Distribution
3. Most Common Stage Name
4. Active vs. Inactive Groups
5. Group Size Distribution
6. Successful Debut Years
7. Top Companies
8. Most Successful Artists
9. Video Release Trends
10. Release Type and Format

Business Strategies

Discovering New Talent

Focus on scouting idols born in **Seoul** or internationally, particularly in **China** and **Japan**, where talent is growing. Form groups with around **5 members and maintain gender diversity** in group compositions to align with the current industry balance.

Festival Planning

Prioritize artists with a high number of successful videos, such as **FTISLAND**, **Super Junior**, and **T-ARA**, to maximize festival appeal. Schedule performances and video releases around peak months and successful years, especially **January** and **December**, for strategic timing and maximum audience engagement.

Stage Selection: Prioritize hosting the festival at the most common stages, like **Jisoo**, in **South Korea**. This location aligns with the concentration of talent and offers strategic advantages for audience draw and cultural resonance.

2025

Thank You!

Follow Me on LinkedIn

Zsófia Kadler