TikTok Project Executive Summary

User Report Database Update

Overview

Pandas dataframe for data regarding all factors of user reports has been created and its constituent elements analyzed. A brief summary of the results has been given below.

Objective

To organize the data for user claims for purposes of analysis and modelling and to glean insights gained from said process.

Results

1. User reports are approximately split evenly between claims (50.35%) and opinions (49.65%)
2. Engagement level is strongly correlated with claim status with videos with claims getting considerably higher engagement than those with opinions as user reports.
3. Banned users get the highest engagement for claim videos whereas they get the least engagement for videos with reports of opinions.

Next Steps

Further investigation into the large engagement gap correlated to claim status. Statistical and hypothesis testing to be performed on the database.