TikTok Classification Project

Hypothesis Testing

Overview

We found there is a significant difference between the views earned by non verified users compared to verified users

Problem

TikTok assigned us to create a Machine Learning Model that can accurately distinguish between claims and opinions

Solution

To solve this we need to look further into the recommendation algorithm and find a way to get more users to become verified.

Details

A hypothesis test indicated there is a difference in view count for unverified users vs verified users. This was tested at a 5% significance level.

It was found that non-verified users have a much greater average view count compared to verified ones, 262,000 vs 96,000.

This will help in determining what features to use in the model.

```
verified_status
not verified     265663.785339
verified          91439.164167
Name: video_view_count, dtype: float64
```

Image Alt-Text Here

Next Steps

Create the model using findings from this and the previous EDA and present those findings.