Activity_Course 4 TikTok project lab

October 28, 2025

1 TikTok Project

Course 4 - The Power of Statistics

You are a data professional at TikTok. The current project is reaching its midpoint; a project proposal, Python coding work, and exploratory data analysis have all been completed.

The team has reviewed the results of the exploratory data analysis and the previous executive summary the team prepared. You received an email from Orion Rainier, Data Scientist at TikTok, with your next assignment: determine and conduct the necessary hypothesis tests and statistical analysis for the TikTok classification project.

A notebook was structured and prepared to help you in this project. Please complete the following questions.

2 Course 4 End-of-course project: Data exploration and hypothesis testing

In this activity, you will explore the data provided and conduct hypothesis testing.

The purpose of this project is to demostrate knowledge of how to prepare, create, and analyze hypothesis tests.

The goal is to apply descriptive and inferential statistics, probability distributions, and hypothesis testing in Python.

This activity has three parts:

Part 1: Imports and data loading * What data packages will be necessary for hypothesis testing?

Part 2: Conduct hypothesis testing * How will descriptive statistics help you analyze your data?

- How will you formulate your null hypothesis and alternative hypothesis?

Part 3: Communicate insights with stakeholders

- What key business insight(s) emerge from your hypothesis test?
- What business recommendations do you propose based on your results?

Follow the instructions and answer the questions below to complete the activity. Then, complete an executive summary using the questions listed on the PACE Strategy Document.

Be sure to complete this activity before moving on. The next course item will provide you with a completed exemplar to compare to your own work.

3 Data exploration and hypothesis testing

4 PACE stages

Throughout these project notebooks, you'll see references to the problem-solving framework PACE. The following notebook components are labeled with the respective PACE stage: Plan, Analyze, Construct, and Execute.

4.1 PACE: Plan

Consider the questions in your PACE Strategy Document and those below to craft your response.

1. What is your research question for this data project? Later on, you will need to formulate the null and alternative hypotheses as the first step of your hypothesis test. Consider your research question now, at the start of this task.

Is there a statistically significant difference in the average Air Quality Index (AQI) between Los Angeles County and the rest of California?

Complete the following steps to perform statistical analysis of your data:

4.1.1 Task 1. Imports and Data Loading

Import packages and libraries needed to compute descriptive statistics and conduct a hypothesis test.

Hint:

Be sure to import `pandas`, `numpy`, `matplotlib.pyplot`, `seaborn`, and `scipy`.

[1]:

```python
# Import packages for data manipulation
import pandas as pd
import numpy as np

# Import packages for data visualization
import matplotlib.pyplot as plt
import seaborn as sns

# Import packages for statistical analysis/hypothesis testing
from scipy import stats
```

Load the dataset.

Note: As shown in this cell, the dataset has been automatically loaded in for you. You do not need to download the .csv file, or provide more code, in order to access the dataset and proceed with this lab. Please continue with this activity by completing the following instructions.

[2]:
```
# Load dataset into dataframe
data = pd.read_csv("tiktok_dataset.csv")
```

4.2 PACE: Analyze and Construct

Consider the questions in your PACE Strategy Document and those below to craft your response: 1. Data professionals use descriptive statistics for Exploratory Data Analysis. How can computing descriptive statistics help you learn more about your data in this stage of your analysis?

Descriptive statistics help data professionals summarize and understand the key characteristics of a dataset before performing deeper analysis. By computing measures such as the mean, median, standard deviation, and range, we can identify patterns, trends, and potential outliers in the TikTok dataset.

This step allows us to see how engagement metrics (like views, likes, or comments) are distributed, compare averages between content types, and check for skewness or variability. These insights help guide which hypothesis tests are most appropriate for detecting statistically significant differences between groups.

4.2.1 Task 2. Data exploration

Use descriptive statistics to conduct Exploratory Data Analysis (EDA).

Hint:

Refer back to *Self Review Descriptive Statistics* for this step-by-step proccess.

Inspect the first five rows of the dataframe.

[4]:
```
# Display first few rows
data.head()
```

[4]:
```
   # claim_status    video_id  video_duration_sec  \
0  1        claim  7017666017                  59
1  2        claim  4014381136                  32
2  3        claim  9859838091                  31
3  4        claim  1866847991                  25
4  5        claim  7105231098                  19

                            video_transcription_text verified_status  \
0  someone shared with me that drone deliveries a…    not verified
1  someone shared with me that there are more mic…    not verified
2  someone shared with me that american industria…    not verified
3  someone shared with me that the metro of st. p…    not verified
4  someone shared with me that the number of busi…    not verified
```

```
  author_ban_status  video_view_count  video_like_count  video_share_count  \
0      under review          343296.0           19425.0              241.0
1            active          140877.0           77355.0            19034.0
2            active          902185.0           97690.0             2858.0
3            active          437506.0          239954.0            34812.0
4            active           56167.0           34987.0             4110.0

   video_download_count  video_comment_count
0                   1.0                  0.0
1                1161.0                684.0
2                 833.0                329.0
3                1234.0                584.0
4                 547.0                152.0
```

[5]:
```
# Generate a table of descriptive statistics about the data
data.describe()
```

[5]:
```
                  #      video_id  video_duration_sec  video_view_count  \
count  19382.000000  1.938200e+04        19382.000000      19084.000000
mean    9691.500000  5.627454e+09           32.421732     254708.558688
std     5595.245794  2.536440e+09           16.229967     322893.280814
min        1.000000  1.234959e+09            5.000000         20.000000
25%     4846.250000  3.430417e+09           18.000000       4942.500000
50%     9691.500000  5.618664e+09           32.000000       9954.500000
75%    14536.750000  7.843960e+09           47.000000     504327.000000
max    19382.000000  9.999873e+09           60.000000     999817.000000

       video_like_count  video_share_count  video_download_count  \
count      19084.000000       19084.000000          19084.000000
mean       84304.636030       16735.248323           1049.429627
std       133420.546814       32036.174350           2004.299894
min            0.000000           0.000000              0.000000
25%          810.750000         115.000000              7.000000
50%         3403.500000         717.000000             46.000000
75%       125020.000000       18222.000000           1156.250000
max       657830.000000      256130.000000          14994.000000

       video_comment_count
count         19084.000000
mean            349.312146
std             799.638865
min               0.000000
25%               1.000000
50%               9.000000
75%             292.000000
max            9599.000000
```

Check for and handle missing values.

```
[6]: # Check for missing values
     data.isnull().sum()
```

```
[6]: #                             0
     claim_status                298
     video_id                      0
     video_duration_sec            0
     video_transcription_text    298
     verified_status               0
     author_ban_status             0
     video_view_count            298
     video_like_count            298
     video_share_count           298
     video_download_count        298
     video_comment_count         298
     dtype: int64
```

```
[7]: # Drop rows with missing values
     data = data.dropna()
```

```
[8]: # Display first few rows after handling missing values
     data.head()
```

```
[8]:    # claim_status    video_id  video_duration_sec  \
     0  1        claim  7017666017                  59
     1  2        claim  4014381136                  32
     2  3        claim  9859838091                  31
     3  4        claim  1866847991                  25
     4  5        claim  7105231098                  19

                                  video_transcription_text verified_status  \
     0  someone shared with me that drone deliveries a…    not verified
     1  someone shared with me that there are more mic…    not verified
     2  someone shared with me that american industria…    not verified
     3  someone shared with me that the metro of st. p…    not verified
     4  someone shared with me that the number of busi…    not verified

       author_ban_status  video_view_count  video_like_count  video_share_count  \
     0      under review          343296.0           19425.0              241.0
     1            active          140877.0           77355.0            19034.0
     2            active          902185.0           97690.0             2858.0
     3            active          437506.0          239954.0            34812.0
     4            active           56167.0           34987.0             4110.0

        video_download_count  video_comment_count
```

```
0                    1.0                    0.0
1                 1161.0                  684.0
2                  833.0                  329.0
3                 1234.0                  584.0
4                  547.0                  152.0
```

You are interested in the relationship between `verified_status` and `video_view_count`. One approach is to examine the mean value of `video_view_count` for each group of `verified_status` in the sample data.

[9]:

```python
# Compute the mean `video_view_count` for each group in `verified_status`
data.groupby('verified_status')['video_view_count'].mean()
```

[9]:

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

4.2.2 Task 3. Hypothesis testing

Before you conduct your hypothesis test, consider the following questions where applicable to complete your code response:

1. Recall the difference between the null hypothesis and the alternative hypotheses. What are your hypotheses for this data project?

The null hypothesis (H) assumes there is no difference between the group means.

The alternative hypothesis (H) assumes there is a difference between the group means.

Your goal in this step is to conduct a two-sample t-test. Recall the steps for conducting a hypothesis test:

1. State the null hypothesis and the alternative hypothesis
2. Choose a signficance level
3. Find the p-value
4. Reject or fail to reject the null hypothesis

Null Hypothesis (H): There is no difference in the mean video view counts between verified and non-verified TikTok accounts. Alternative Hypothesis (H): There is a difference in the mean video view counts between verified and non-verified TikTok accounts.

You choose 5% as the significance level and proceed with a two-sample t-test.

[10]:

```python
# Conduct a two-sample t-test to compare means
from scipy import stats

# Separate data into two groups
verified = data[data['verified_status'] == 'verified']['video_view_count']
```

```python
not_verified = data[data['verified_status'] == 'not␣
 ↪verified']['video_view_count']

# Perform Welch’s t-test (does not assume equal variances)
t_stat, p_value = stats.ttest_ind(verified, not_verified, equal_var=False)

print(f"T-statistic: {t_stat}")
print(f"P-value: {p_value}")
```

```
T-statistic: -25.499441780633777
P-value: 2.6088823687177823e-120
```

Question: Based on the p-value you got above, do you reject or fail to reject the null hypothesis?

Based on the p-value (2.61×10^{12}), which is much smaller than the significance level of 0.05, I reject the null hypothesis. This means there is a statistically significant difference in the mean video view counts between verified and non-verified TikTok accounts.

4.3 PACE: Execute

Consider the questions in your PACE Strategy Documentto reflect on the Execute stage.

4.4 Step 4: Communicate insights with stakeholders

Ask yourself the following questions:

1. What business insight(s) can you draw from the result of your hypothesis test?

The hypothesis test shows a significant difference in the average view counts between verified and non-verified TikTok accounts. This suggests that verification status is likely associated with higher visibility and engagement on the platform. From a business perspective, this insight highlights the importance of encouraging content creators to pursue verification, as it may enhance reach and audience engagement. Additionally, TikTok could further analyze verified accounts to identify strategies or behaviors that drive higher viewership and apply those insights to help non-verified creators grow.

Congratulations! You’ve completed this lab. However, you may not notice a green check mark next to this item on Coursera’s platform. Please continue your progress regardless of the check mark. Just click on the “save” icon at the top of this notebook to ensure your work has been logged.