TikTok

Project proposal

Overview

TikTok seeks a way to use machine learning to extract claims or propositions within TikTok videos and comments and classify each data point as a claim or opinion.

Milestone	Tasks	Deliverables/Reports	Relevant Stakeholder
1 1-2 days	**Establish structure for project workflow (PACE)** `Plan ▾`	• Global-level project document	Rosie Mae Bradshaw — DS Manager
1a	**Write a project proposal** ▾ `Plan ▾`		Mary Joanna Rodgers — PM Officer
2 2-3 weeks	**Compile summary information about the data** `Analyze ▾`	• Data files ready for EDA	Orion Rainier — DS
2a	**Begin exploring the data** ▾ `Analyze ▾`		Orion Rainier — DS
3 1 week	**Data exploration and cleaning** ▾ `Plan ▾` and `Analyze ▾`	• EDA results	Orion Rainier — DS

3a	**Visualization building** **Analyze** ▾ and **Construct** ▾	● Tableau dashboard/visualizations	Mary Joanna Rodgers — PM Officer
4 1 week	**Compute descriptive statistics** **Analyze** ▾	● Analysis of testing results between two important variables	Willow Jaffey — DS Lead
4a	**Conduct hypothesis testing** **Analyze** ▾ and **Construct** ▾		Orion Rainier — DS
5 1-2 weeks	**Build a regression model** **Analyze** ▾ and **Construct** ▾	● Regression model	Willow Jaffey — DS Lead
5a	**Evaluate the model** **Execute** ▾		Rosie Mae Bradshaw — DS Manager
6	**Build a machine learning model** **Construct** ▾	● Final model	Willow Jaffey — DS Lead
6a	**Communicate final insights with stakeholders** **Execute** ▾	● Report to all stakeholders	Willow Jaffey — DS Lead