



Workplace scenario

Background on the TikTok scenario

TikTok mission is to inspire creativity and bring joy, curiosity and move at the speed of culture.

TikTok users have the ability to report videos and comments that contain user claims. These reports identify content that needs to be reviewed by moderators. This process generates a large number of user reports that are difficult to address quickly.

TikTok is working on the development of a predictive model that can determine whether a video contains a claim or offers an opinion. With a successful prediction model, TikTok can reduce the backlog of user reports and prioritize them more efficiently.

Team members at TikTok

As a new data analyst, you'll work closely with a talented team of experienced data professionals. You'll also collaborate with TikTok co-workers outside the data team as your project requires.

Data team roles

- Willow Jaffey- Data Science Lead
- Rosie Mae Bradshaw- Data Science Manager
- Orion Rainier- Data Scientist

Cross-functional team members

- Mary Joanna Rodgers- Project Management Officer
- Margery Adebawale- Finance Lead, Americas
- Maika Abadi- Operations Lead

TikTok team includes several managers overseeing operations. It is important to adapt your communication to their roles since their responsibilities are less technical. The members of the data team at TikTok are well versed in data analysis and data science. Messages to these more technical co-workers should be concise and specific.

Note: *The story, all names, characters, and incidents portrayed in this project are fictitious. No identification with actual persons (living or deceased) is intended or should be inferred. The data shared in this project has been altered for pedagogical purposes.*