

# Executive Summary: Statistical Testing Results

## TikTok Claims Classification Project

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### Overview

The TikTok data team is embarking on a project to create a machine learning model that will aid in the categorization of claims made in user submissions.

### Objective

For this phase of the project, the data team will conduct a hypothesis test to analyze the relationship between a user's verified status and the number of views their video receives.

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### Results

- The analysis shows there is a difference in number of views on videos posted by verified and unverified accounts.
    - The average mean view count was 190% higher for unverified accounts.
    - A two sample hypothesis test verified that this was not due to chance.
  - As a result, these findings suggest there might be fundamental behavioral differences between these two groups of accounts: verified and unverified
  - It would be interesting to investigate the root cause of this behavioral difference. For example, consider:
    - Do unverified accounts post more engaging videos? Is that engaging content a claim or opinion?
    - Or, are unverified accounts associated with spam bots that help inflate view counts?
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### Next Steps

The team suggests moving forward and building a regression model for verified status to help analyze user behavior in this group of verified users. Then, this context can be used to consider results from a claim classification model that will be created afterwards.

