

Phase 1: PACE Planning & Stakeholder Alignment for TikTok Claims Classification Project

Email from Rosie Mae Bradshaw, TikTok's Data Science Manager

Subject: Welcome to the TikTok data team

From: Rosie Mae Bradshaw@TikTok

Welcome to the TikTok data team!

We are so glad to have you aboard.

I'd like to get you started on our latest project. I'll provide a little background that will give some context.

With the number of submissions and interactions on TikTok each day, it's challenging for our moderators to review each video, user comment, and content claim in a timely manner. You will assist us with the development of machine learning techniques that will assist in distinguishing between claims or opinions within content on the TikTok platform. The goal is to build a machine learning model with the capability to reliably classify user interaction data as a claim or opinion.

For your first task, please draft a plan of action for the team. Include questions we need to answer before we get started on the project, important details to consider at the beginning of the project, and the milestones we'll likely need throughout the duration of the project. To help get you started, I'll pass along some bullet points I've collected from stakeholders in an email.

I recall from your interview that you've completed a Google Careers Certificate on Advanced Data Analytics. I've heard great things about the Google certificates. I'm sure that you'll be able to use those skills to help get this latest project started.

If you need anything as you are settling in, feel free to reach out.

Rosie Mae Bradshaw

Data Science Manager

TikTok

Meeting notes

Now that I'm onboard, I have access to the company network and am set up with a company email account.

I notice an email from my supervisor at the top of my inbox.

From: Rosie Mae Bradshaw

Subject: Your first task: Review meeting notes

If you are able to read this, then your company accounts have been created! It's the perfect time to get started with your first task. Last week, I attended an internal meeting with our leadership team about a new project we are about to begin. You'll receive more information in the next few days, but I would like you to be aware of some needs that were identified by our leadership. Here is an excerpt from the notes I took during the leadership team meeting. I've organized the points by the individual who made the comment:

Mary Joanna Rodgers- Project Management Officer

The project will need a global document identifying deliverables & milestones.

We will need to generate some visuals to share with TikTok executives.

Orion Rainier-Data Scientist

We will need to have an understanding of the data we will be working with on this project.

It will require someone on the team to inspect the dataset for missing data.

The data team needs to determine what information will be the most useful in TikTok's data through exploratory data analysis (EDA).

Eventually, our team will need to run some method of statistical testing.

Willow Jaffey- Data Science Lead

The goal of the claim classification project is to build and deliver a reliable machine learning model.

The team will need to determine the type of regression model for this project.

Once we have a final model, I'll need to know the main talking points going into our presentation to the leadership team.

The team will need to determine the best method of hypothesis testing for this dataset.

My thoughts and concerns...

I think it's best to use Python for this project. I'll have someone on my team set that up as soon as we have the project proposal in place.

I'd suggest the data team will need to check the assumptions made by any regression modeling developed for this project.

The data team will identify and set up the project's workflow.

There will be more details sent to you very soon.

Welcome to the team,

Rosie Mae Bradshaw

Data Science Manager

TikTok

(P.S. Don't forget about the company-sponsored lunch on Friday. The food is always fantastic. It's a great opportunity to meet more of our wonderful co-workers. Our team meets in the lobby around noon. Please join us!)