

# TikTok PROJECT PROPOSAL



## Project Goal:

This project proposal outlines a 12-week initiative to develop a machine learning model for classifying user interactions on TikTok as claims or opinions. The goal is to enhance content moderation efficiency, reduce user report backlogs, and improve overall user experience. The project will involve collaboration between the data team, cross-functional members, and TikTok executives.

## Background:

TikTok is the leading destination for short-form mobile video. The platform is built to help imaginations thrive. TikTok's mission is to create a place for inclusive, joyful, and authentic content—where people can safely discover, create, and connect.

Milestone	Tasks/Stage	Deliverables/Reports	Relevant Stakeholder(s)
<b>1</b> 1-2 days	Establish structure for project workflow <ul style="list-style-type: none"><li>Plan</li></ul>	PACE Workflow Document: <ul style="list-style-type: none"><li>Project Scope and objectives outline</li><li>Initial project Timeline and milestone chart</li></ul>	<ul style="list-style-type: none"><li>Willow Jaffey (DS Lead)</li><li>Rosie Mae Bradshaw (DS Manager)</li></ul>
<b>1a</b> 1 day	Write a project proposal <ul style="list-style-type: none"><li>Plan</li></ul>	Project Proposal Document: <ul style="list-style-type: none"><li>List of stakeholders and their roles</li><li>Approval from the executive team</li></ul>	<ul style="list-style-type: none"><li>Mary Joanna Rodgers (PM Officer)</li></ul>
<b>2</b> 1 day	Compile summary information about the data <ul style="list-style-type: none"><li>Analyse</li></ul>	Comprehensive Data Summary Report: <ul style="list-style-type: none"><li>Identified key features and variables</li></ul>	<ul style="list-style-type: none"><li>Orion Rainier (Data Scientist)</li></ul>
<b>2a</b> 2 days	Begin exploring the data <ul style="list-style-type: none"><li>Analyse</li></ul>	Executive Summary: <ul style="list-style-type: none"><li>A preliminary data overview report</li><li>Initial data summary statistics</li><li>initial insights and patterns document</li></ul>	<ul style="list-style-type: none"><li>Orion Rainier (Data Scientist)</li></ul>
<b>3</b> 1-3 days	Full EDA and cleaning <ul style="list-style-type: none"><li>Analyse</li></ul>	Cleaned Dataset: <ul style="list-style-type: none"><li>Including cleaning log documentation.</li></ul> EDA Executive Summary: <ul style="list-style-type: none"><li>Include Tableau visualizations and dashboards to effectively engage and communicate results to stakeholders.</li></ul>	<ul style="list-style-type: none"><li>Orion Rainier (Data Scientist)</li></ul>
<b>3a</b> 1 wk.	Visualization building <ul style="list-style-type: none"><li>Construct</li></ul>	Visualization Assets: <ul style="list-style-type: none"><li>Graphs, charts, Interactive data dashboards</li></ul>	<ul style="list-style-type: none"><li>Mary Joanna Rodgers (PM Officer)</li></ul>

<b>4</b> 1 wk.	Compute descriptive statistics - Analyse	Descriptive Statistics Report - Data distribution visualizations - Analysis of testing results between two important variables	- Willow Jaffey (DS Lead)
<b>4a</b> 1 wk.	Conduct hypothesis testing - Analyse and Construct	Hypothesis Testing Results Report: - Recommendations for feature selection	- Orion Rainier (Data Scientist)
<b>5</b> 1-2 wks.	Build regression model - Analyse and Construct	Initial Regression Model Model Performance Evaluation Report	- Willow Jaffey (DS Lead)
<b>5a</b> 1-2 wks.	Evaluate the model - Execute	Model Evaluation Report: - Identify areas for improvement	- Rosie Mae Bradshaw (DS Manager)
<b>6</b> 1-2 wks.	Build a machine learning model - Construct	Model Architecture Documentation Final Model	- Willow Jaffey (DS Lead)
<b>6a</b> 1-2 wks.	Communicate final insights with stakeholders - Execute	Report to all Stakeholders Final Insights Presentation Stakeholder Feedback Report	- Data team, TikTok executives

### Conclusion:

The successful execution of this project will streamline TikTok's moderation efforts and enhance the overall user experience, fostering a platform where creativity and authenticity can thrive without compromising safety. With the combined efforts of the data team, cross-functional members, and TikTok executives, we are confident that this project will deliver meaningful results that align with TikTok's mission.

We look forward to your support and approval to move forward with this important initiative.