



## TikTok Introduction

Data Introduction

Review Overview

Review Detail

Review Peaks

Words Statistic

Words Trend

# Tik Tok Review - Introduction



## What is Tik Tok?

- Short-form **video hosting service**
- Owned by: **ByteDance** (internet company)
- Original country: **China**
- Chinese app version: **Douyin**
- Released date: **13 September 2017**

**1,574,761,000**

Total user in the Word 2024

**157**

Countries



**3.8** ★

Number **1** in **Top Grossing** App

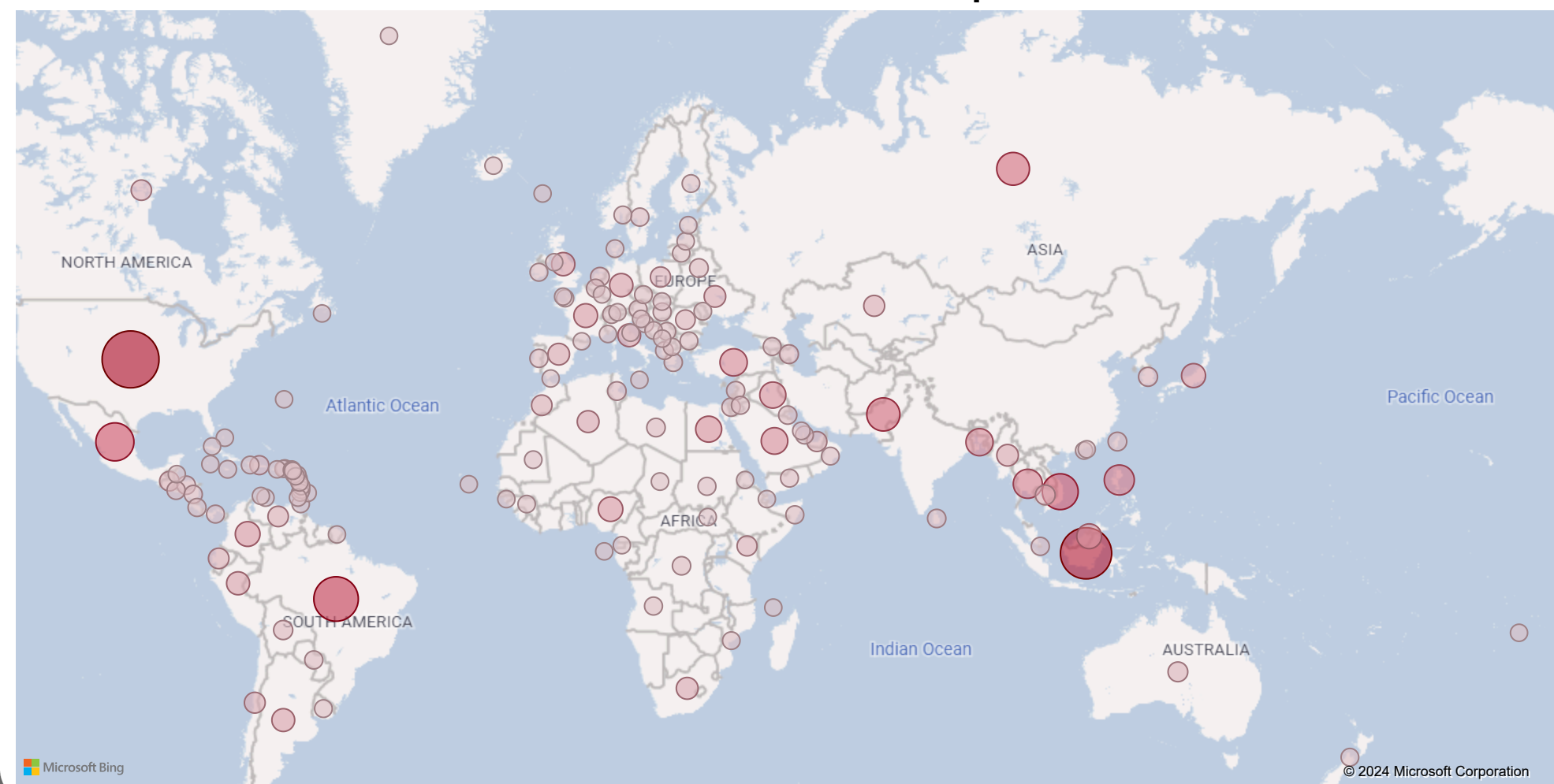
Number **2** in **Top Free** App

**500M+** Downloads

**20M** Reviews

\*Google Play Vietnam, as of September 2024

## Tiktok users world map





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# Tik Tok Review - Data Introduction

## Where does the data coming from?

Data name: **Tik Tok review on Google Play Store**

Source: Google Play review

Timeline: **01 Jan 2024 - 31 July 2024**

Collecting method: Utilizing the 'google\_play\_scraper' package to extract only English comments from the webpage.

## What is the goal of this project?

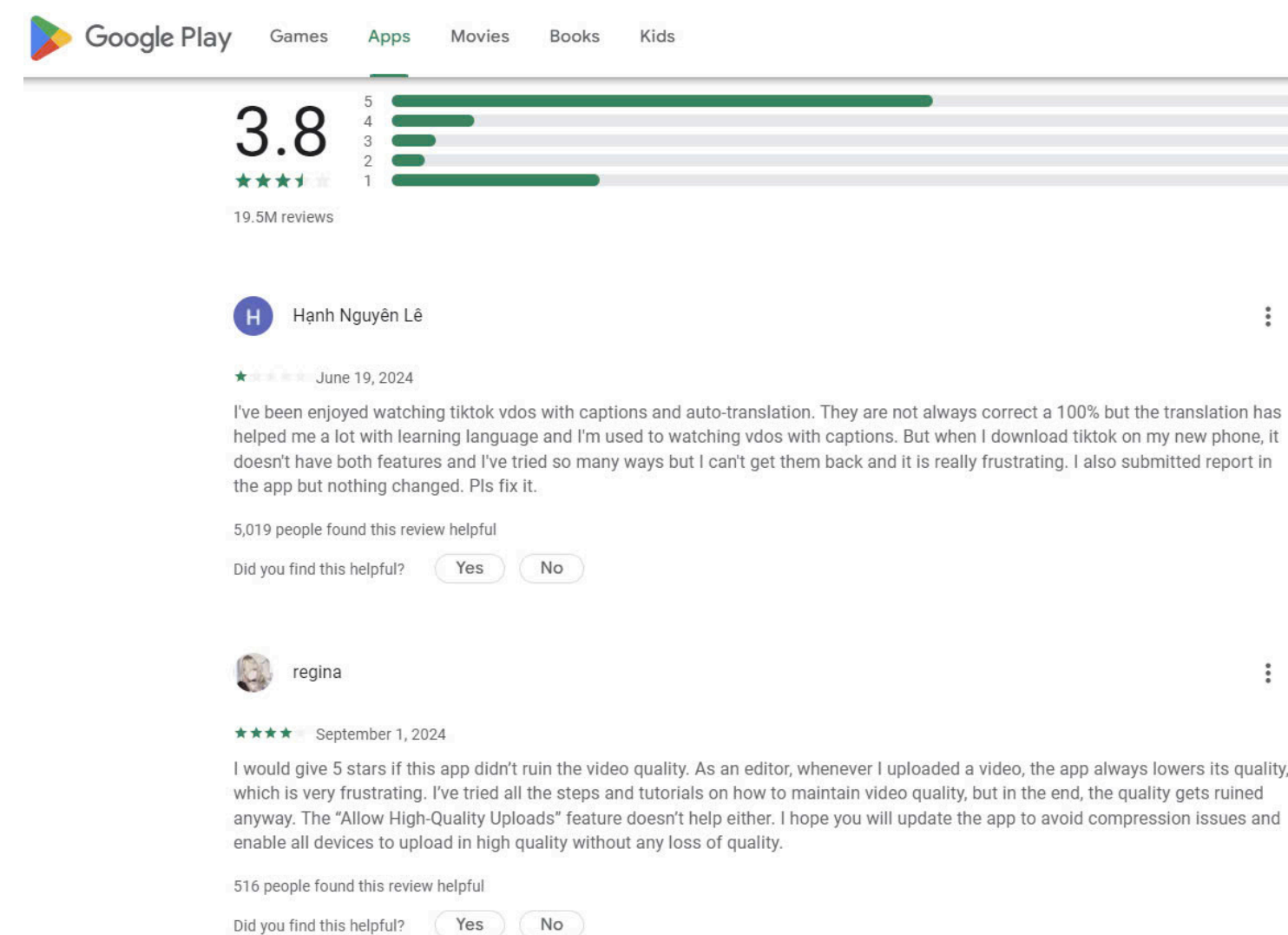
TikTok is one of the most popular apps among Generation Z in Vietnam. According to [worldpopulationreview.com](https://worldpopulationreview.com), Vietnam has over 69 million TikTok users, representing more than 60% of the country's population. The aim of this project is to explore:

- . User sentiment toward TikTok, as well as their interests and concerns with the app, using the 'nltk' package in Python.
- . Additionally, it serves as a practice in applying Python packages for word tokenization and sentiment analysis.

## Tools used:

- .Python: Data scraping, Cleaning, Analysis
- .Google sheet: For additional data cleaning
- .Power BI: Visualization

\*\* Vietnam Population September 2024: 99,614,134 by [Danso.org](https://danso.org)





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Month

All

Sentiment

All

Ranking

All

Clear all slicers

# Tik Tok Review - Overview

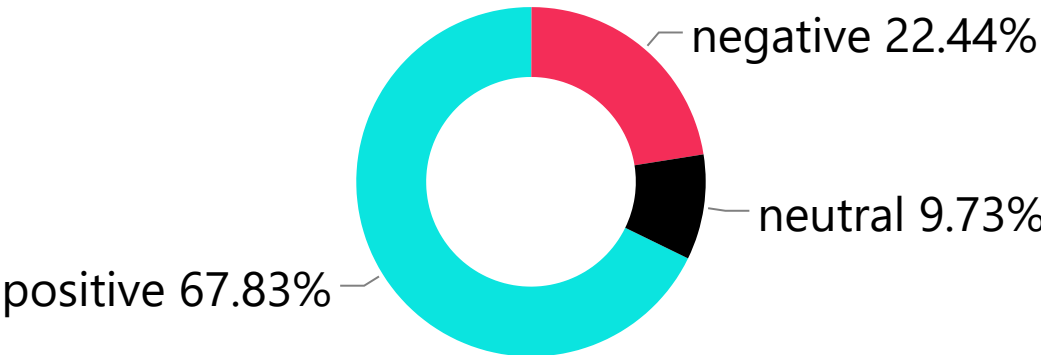


Google Play

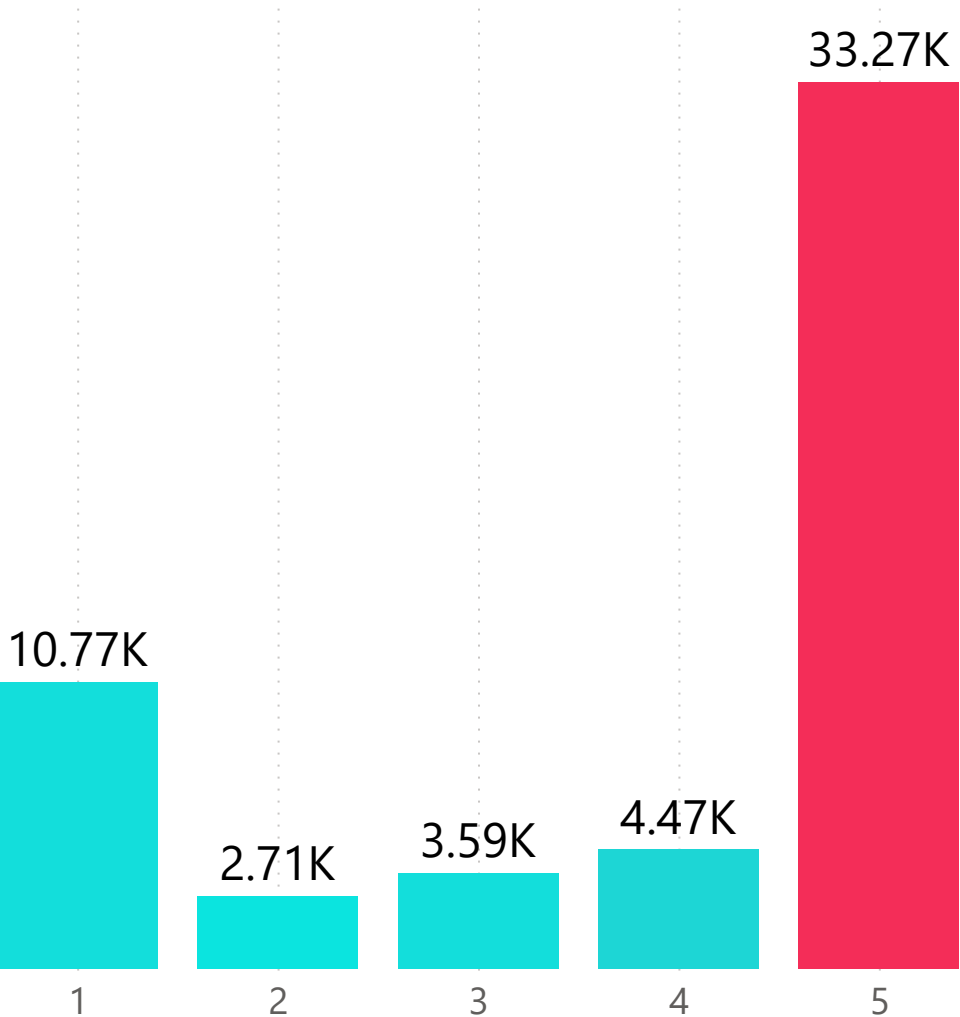
54,810

Reviews in English

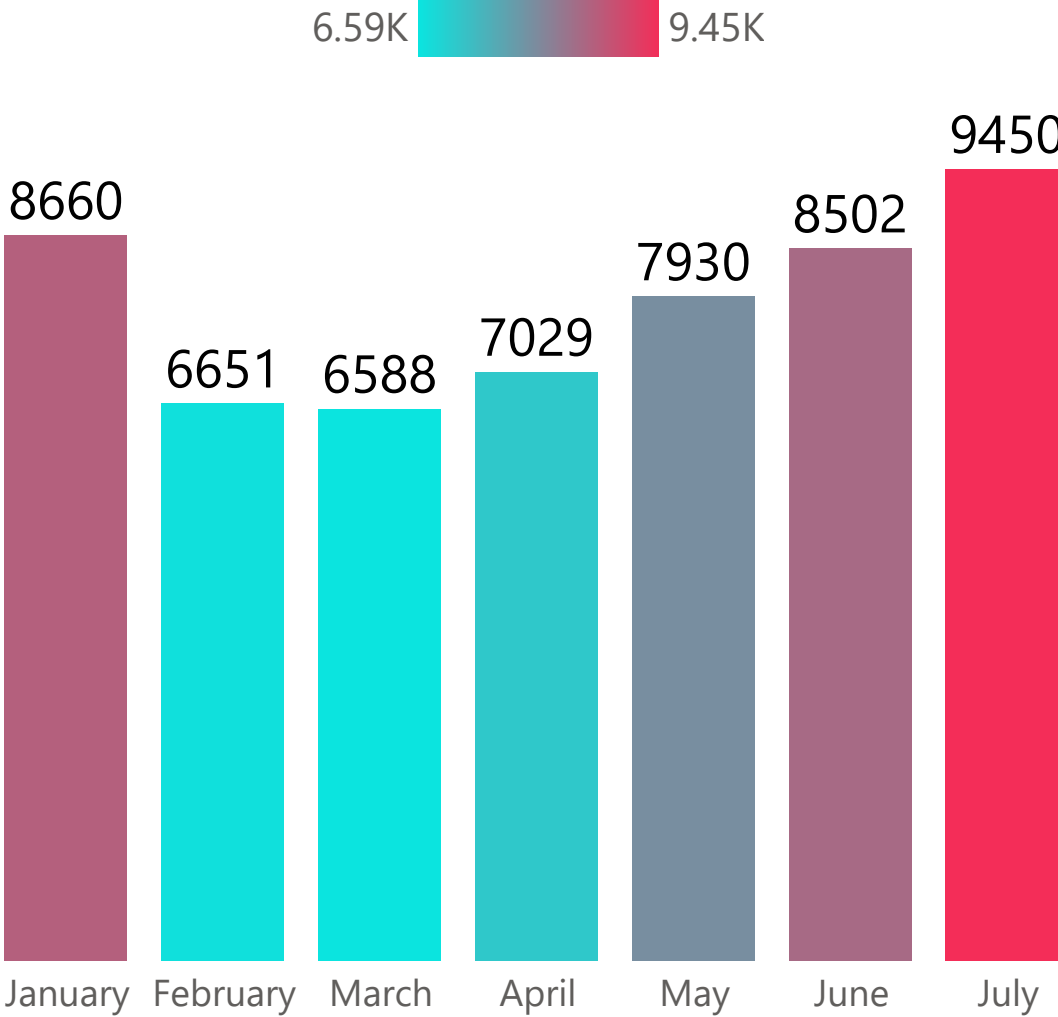
## How is Sentiment segmentation performed?



## ★ Rating distribution ★



## Which month have the highest review?



## How users review by week and day?

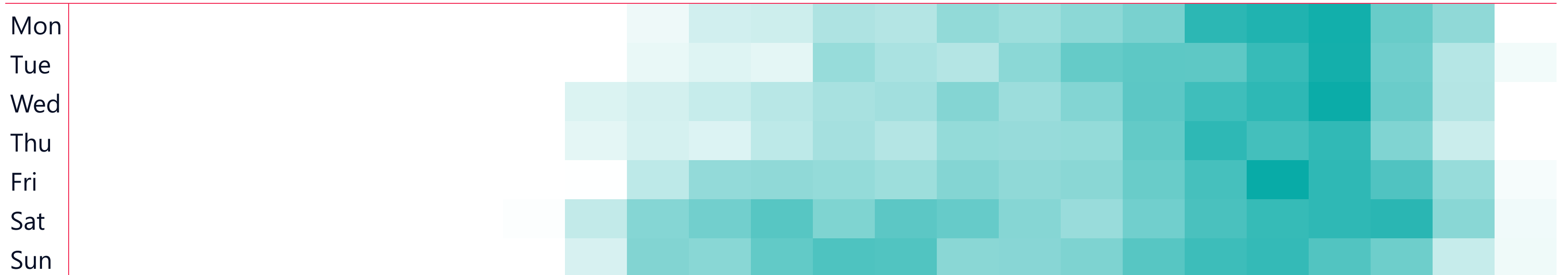
Week Mon Tue Wed Thu Fri Sat Sun





## Words Trend

## Clear all slicers





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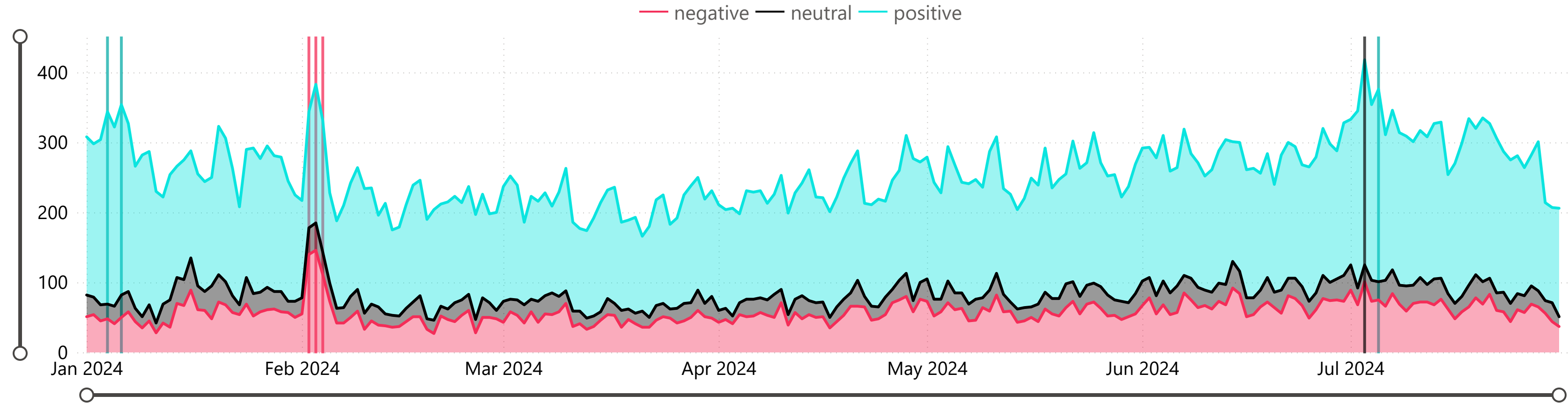
Ranking

All

Clear all slicers

# Tik Tok Review - Peaks

When do Positive and Negative reviews appear the most?



Which days have the highest Negative review?

Date	Review	Sentiment
Saturday, February 03, 2024	146	negative
Friday, February 02, 2024	140	negative
Sunday, February 04, 2024	111	negative
Wednesday, July 03, 2024	101	negative

What do they talk about?

Word	Review
remove	80
music	76
sound	65
video	57
song	50
mute	46

Which days have the highest Positive review?

Date	Review	Sentiment
Wednesday, July 03, 2024	293	positive
Thursday, January 04, 2024	275	positive
Friday, July 05, 2024	275	positive
Saturday, January 06, 2024	272	positive

What do they talk about?

Word	Review
good	304
nice	150
love	98
like	87
fun	56
ok	45





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Clear all slicers

# Tik Tok Review - Words Statistic

322

Words that repeated >50 times

Top 7 words  
good  
12294

nice  
5346

like  
4576

video  
3962

love  
3705

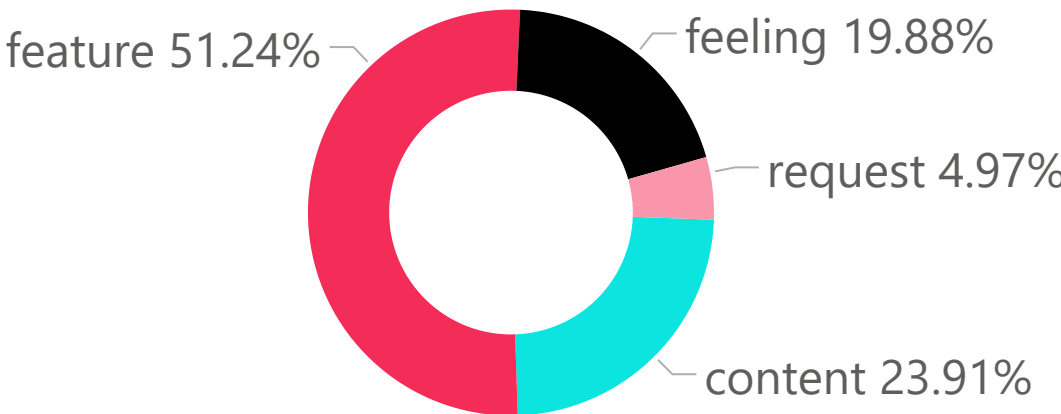
please  
3426

account  
2433

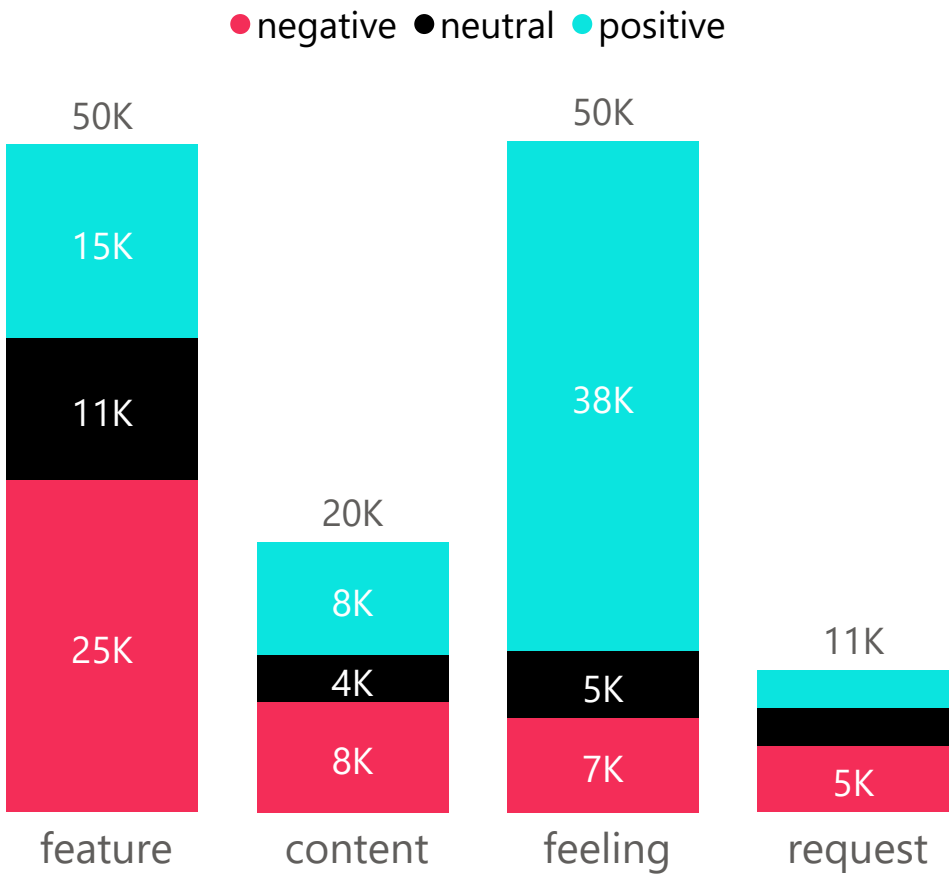
Select one of the top 7 words to discover which words typically appear alongside it.

Relate Word	Frequency
video	20,096
please	12,371
update	8,872
watch	7,891
like	7,590
time	7,337
work	6,025
problem	4,859
thank	4,841
open	4,615
love	4,076
post	3,893
star	3,865
Total	291,732

What topics those Words represent and there distribution?



How Users feel about those topic?



List of Words

Word	negative	neutral	positive
good	670	944	10680
nice	153	326	4867
love	157	269	3279
like	948	765	2863
video	1453	808	1701
fun	153	197	1629
ok	134	186	1298
best	44	57	1230
great	89	194	1163
watch	312	205	1160
please	1266	1007	1153
thank	138	163	1140
happy	77	69	1063
amazing	39	80	1056
cool	51	73	915
enjoy	61	65	774
account	1415	390	628
help	180	130	623
entertain ment	61	99	622
beautiful	52	44	544



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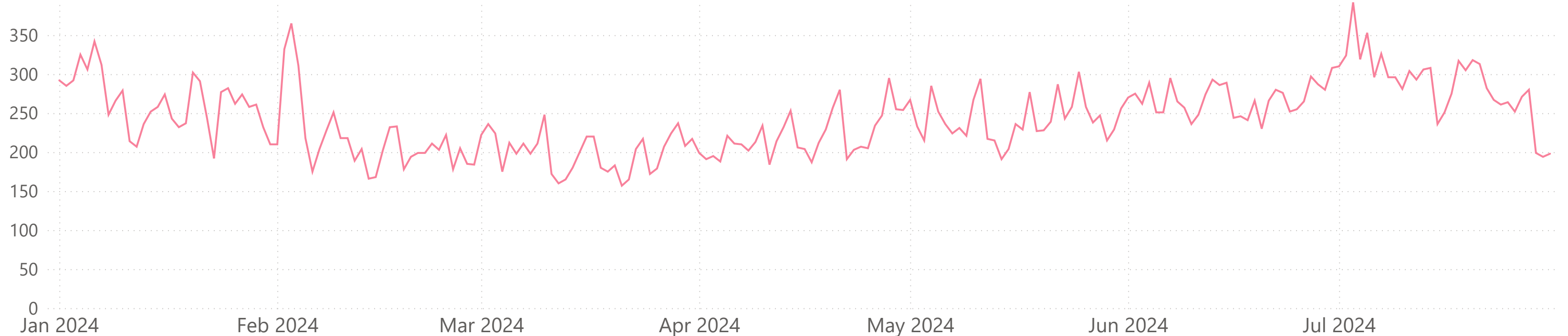
Word Category

All

Clear all slicers

# Tik Tok Review - Words Trend

How each word perform in 7 months?



Choose one of the words below to view its performance over the past 7 months.

Top 5 trending words

Word	Frequency	Trend	Category
streak	157	15600.00%	feature
refresh	75	140.91%	feature
force	86	130.77%	request
restart	160	126.53%	feature
reset	63	100.00%	feature

Top 5 always on Trend

Word	January	February	March	April	May	June	July
good	1997	1525	1470	1579	1749	1817	2157
nice	895	627	663	710	721	760	970
like	714	534	549	540	684	723	832
video	650	502	443	497	540	668	662
love	597	423	406	439	578	612	650

Top 5 Out trend Words

Word	Frequency	Trend	Category
mute	193	-80.12%	feature
watermark	645	-76.44%	feature
sound	323	-67.08%	feature
music	258	-62.77%	feature
audio	90	-57.14%	feature
song	240	-57.14%	feature