**TikTok Content Classification Project**

## Overview:

**Objective:**

The primary objective of this project is to develop a machine learning model capable of reliably classifying user interaction data on TikTok as either a claim or an opinion. This model will help streamline the moderation process by efficiently prioritizing user reports, thereby reducing the backlog and enhancing the speed and accuracy of content review.

**Impact:**

By successfully implementing this predictive model, TikTok will significantly improve its content moderation efficiency. This will lead to faster resolution of user reports, better user experience, and an overall enhancement in platform safety and trustworthiness. Additionally, the project will enable TikTok to handle the increasing volume of user interactions more effectively, supporting the platform's growth and user satisfaction.

**Primary audience:** TikTok data team and cross-functional team members.

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| **Milestone** | **Tasks** | **Deliverables/Reports** | **Relevant Stakeholder** | **Deadlines** |  |
| **1** | Establish structure for project workflow (PACE)  Plan | Global-level project document | Rosie Mae Bradshaw — DS Manager | 1-2 days |  |
| **1a** | Write a project proposal  Plan |  | Mary Joanna Rodgers — PM Officer |  |  |
| **2** | Compile summary information about the data  Analyze | * Data files ready for EDA | Orion Rainier — DS | 1-2 weeks |  |
| **2a** | Begin exploring the data  Analyze |  | Orion Rainier — DS |  |  |
| **3** | Data exploration and cleaning  Plan **and** Analyze | * EDA report | Orion Rainier — DS | 3-4 days |  |
| **3a** | Visualization building  Construct **and** Analyze | * Tableau dashboard/visualizations | Orion Rainier — DS |  |  |
| **4** | Compute descriptive statistics  Analyze | * Analysis of testing results between two important variables | Willow Jaffey — DS Lead | 4-5 days |  |
| **4a** | Conduct hypothesis testing  Analyze **and** Construct |  | Orion Rainier — DS |  |  |
| **5** | Build a regression model  Analyze **and** Construct |  | Willow Jaffey — DS Lead | 2-3 days |  |
| **5a** | Evaluate the model  Execute | * Determine the success of the model | Rosie Mae Bradshaw — DS Manager |  |  |
| **6** | Build a machine learning model  Construct | * Final model | Willow Jaffey — DS Lead | 1-2 weeks |  |
| **6a** | Communicate final insights with stakeholders  Execute | * Report to all stakeholders |  |  |  |