# Executive Summary (Task 6)

## Overview

TikTok wants to build a machine learning model to help identify claims and opinions. Videos that are labeled opinions will be less likely to go on to be reviewed by a human moderator. Videos that are labeled as claims will be further sorted by a downstream process to determine whether they should get prioritized for review. For example, perhaps videos that are classified as claims would then be ranked by how many times they were reported, then the top x% would be reviewed by a human each day.

A machine learning model would greatly assist in the effort to present human moderators with videos that are most likely to be in violation of TikTok's terms of service.

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| **Key Insights**   * **Accuracy (99.5%):** the model correctly classified 99.5% of all predictions, whether "claim" or "opinion". * **Precision (99.84%):** the model is able to correctly predict 99.84% of the cases labeled as ‘claim’. * **Recall (99.15%):** the model successfully identified 99.15% of the actual ‘claim’ cases.   **What this means:**  Yes, one can recommend this model because it performed well on both the validation and test holdout data with consistent high metrics. | **Details**  **Confusion Matrix Feature importances**  \*I believe the Random Forest is the most suitable for our predictive model. One can use this model to predict whether the video is about a claim or opinion. The model very successfully classified claims and opinions with high Recall score. The model's most predictive features were all related to the user engagement levels associated with each video, specifically views, likes, shares, and downloads. |
| **The next steps**  As noted, the model performs exceptionally well on the data. Before deploying the model, the team considers further evaluation with more user data. | |