TikTok Views Analysis

Statistical Test-based Verification of Videos View Count for Varified VS Non-Varified

The main purpose of this project is to determine whether there is a statistically significant difference in the number of views for TikTok videos posted by verified accounts versus unverified accounts.

Key Insights

Significant Difference in Video Videos:

- Findings: There is a statistical significant difference between the mean view counts of verified and unverified authors.

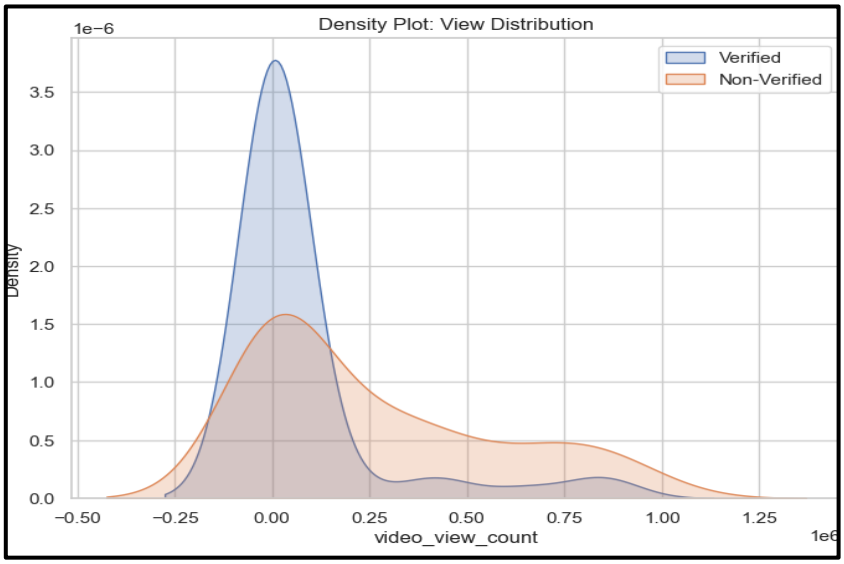
Recommendations for Algorithm Prioritization:

- Prioritize the contents of verified accounts in recommendations.
- Implication: Adjusting the content of recommendation algorithms to favor verified accounts may improve content quality and user retention.

Strategic Opportunities:

- Findings: Potential to monetize the verification process and offer premium features to verified users.
- Implication: Exploring new revenue streams tied to verification status could drive platform growth and profit.

Details



Verified Accounts: Tend to have more consistent and lower view counts.
Non-Verified Accounts: Exhibit greater variability in view counts, with a broader range, including both lower and higher extremes.

Next Steps

- Model view counts as the dependent variable with multiple predictors, including account type (verified vs. non-verified) and other factors like content type, posting time, or engagement metrics (likes, shares).
- Instead of traditional frequentist A/B testing, use Bayesian methods to evaluate the difference between verified and non-verified accounts.