**TikTok Project Proposal**

## **Overview:**

TikTok’s data team will build a **predictive model** that classifies whether user-reported content contains a **claim** or an **opinion**. This project will streamline moderation, reduce report backlog, and improve trust and safety on the platform.

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

Note: The estimated times for the milestones in the example equate to the length of the courses where you will learn the necessary skills. Realistic timelines when working with actual clients and data scientists as a data scientist would most likely have tight deadlines, for example:

Milestone 1: 1-2 days

Milestone 2: 2-3 weeks

Milestone 3: 1 week

Milestone 4: 1 week

Milestone 5: 1-2 weeks