Executive Summary

Milestone # 04

ISSUE / PROBLEM

TikTok team si adamant to pick out ideas and classify them as claims or opinions. The team had previously performed exploratory data analysis and had found many key information.

RESPONSE

Performed hypothesis testing wanted to determine whether there is a significant difference in video views for verified versus unverified accounts.

Null Hypothesis : There is no significant difference in video views for verified versus unverified accounts.

Alternate Hypothesis : There is a significant difference in video views for verified versus unverified accounts

IMPACT

This hypothesis testing will prove to be key factor in determining whether view affect claim_status and help the team make informed decisions in the future

ANALYSIS

- Started off with descriptive statistics of interested columns verified_status and video_view_count
  We find that non-verified users have significantly higher video view counts

- With significant level of 5% , we performed two sample t-test ro compare mean
  .
- Resultant p-value is 2.60% that is much lesser than 5% hence hypothesis was rejected.

KEY INSIGHTS

- We reject the null hypothesis.
- There is a significant difference in video views for verified versus unverified accounts. The difference we observed during descriptive statistics is actual difference and not by chance.