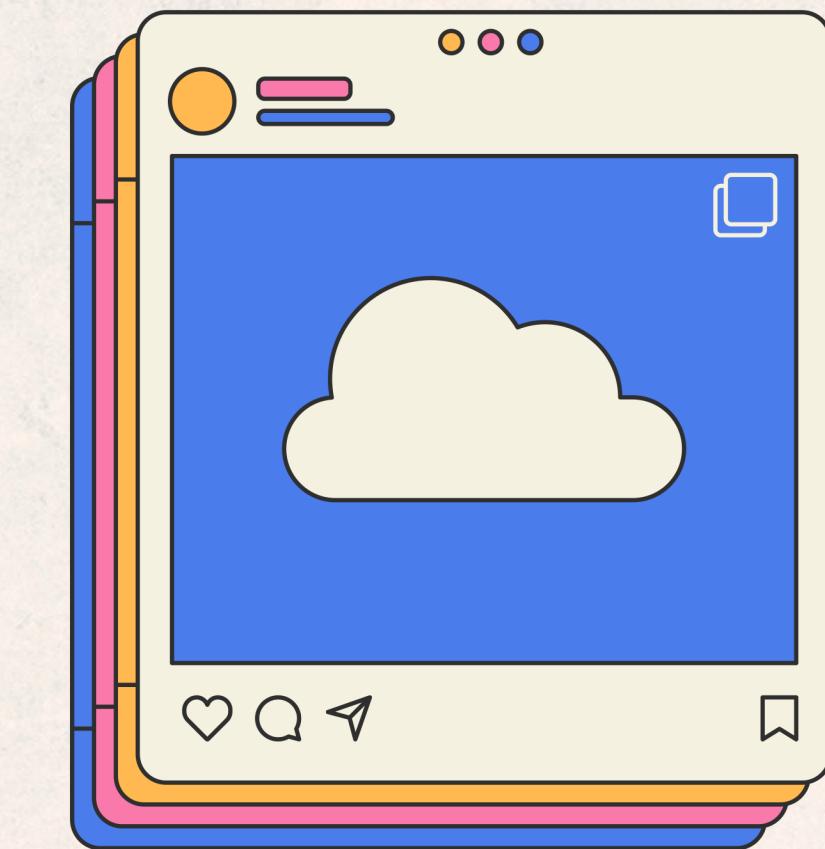
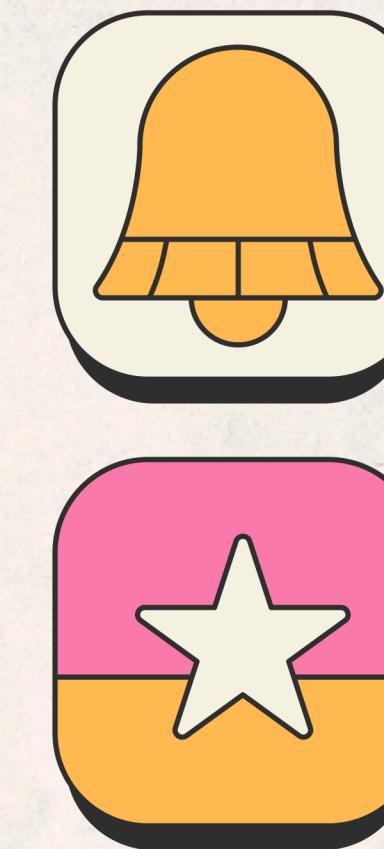
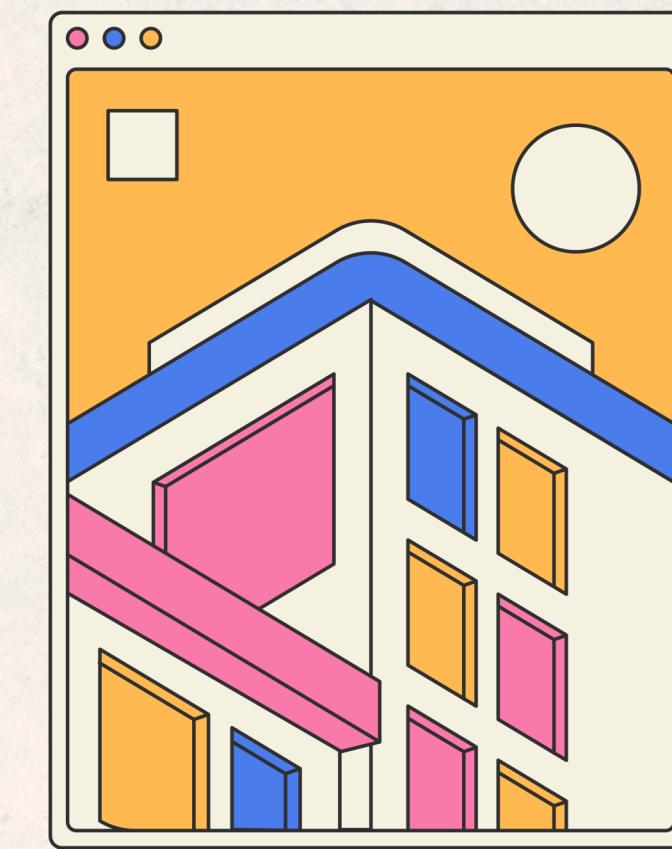
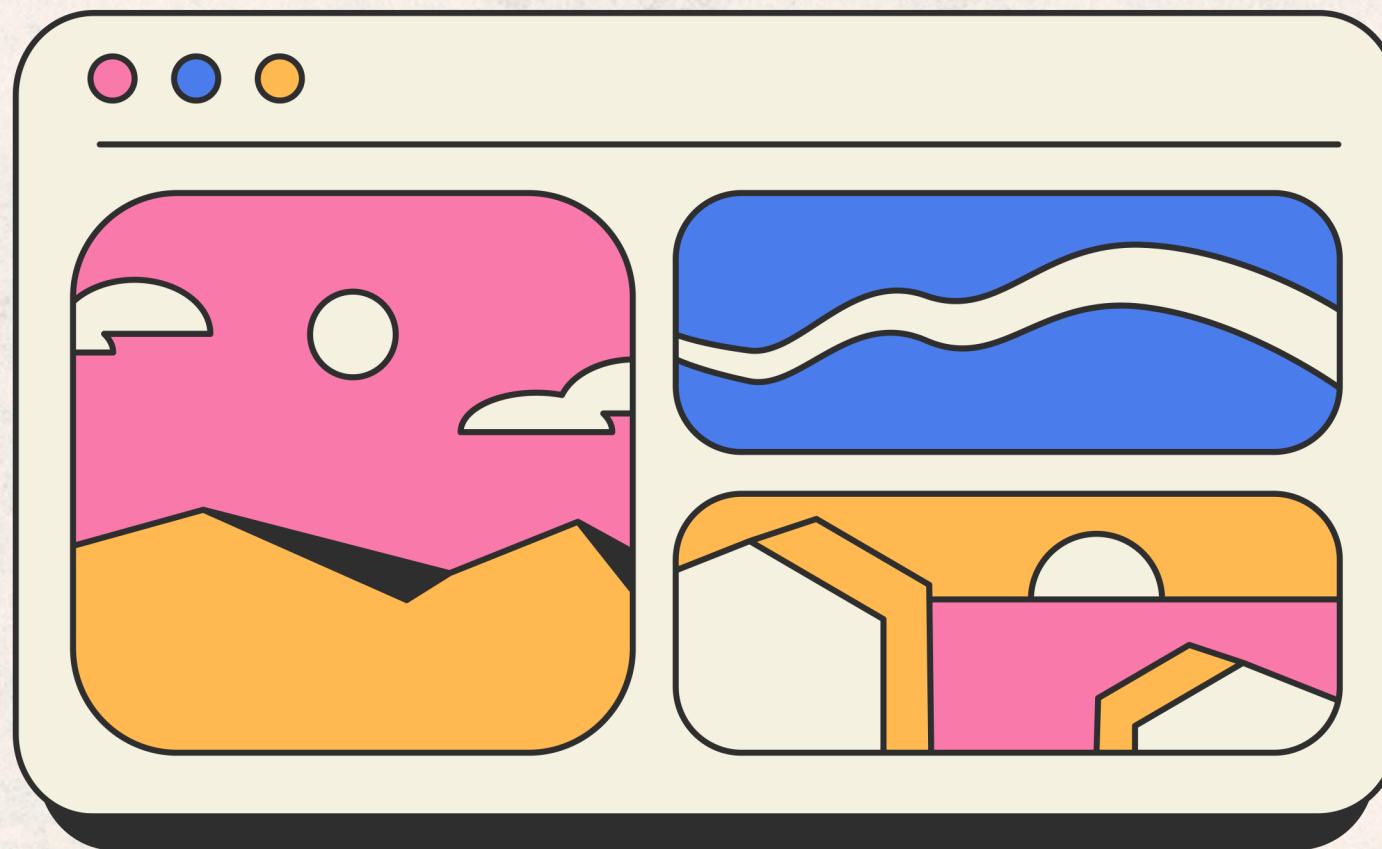
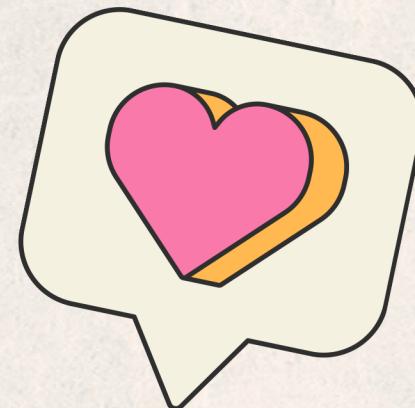
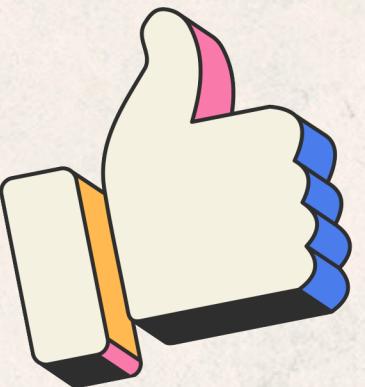
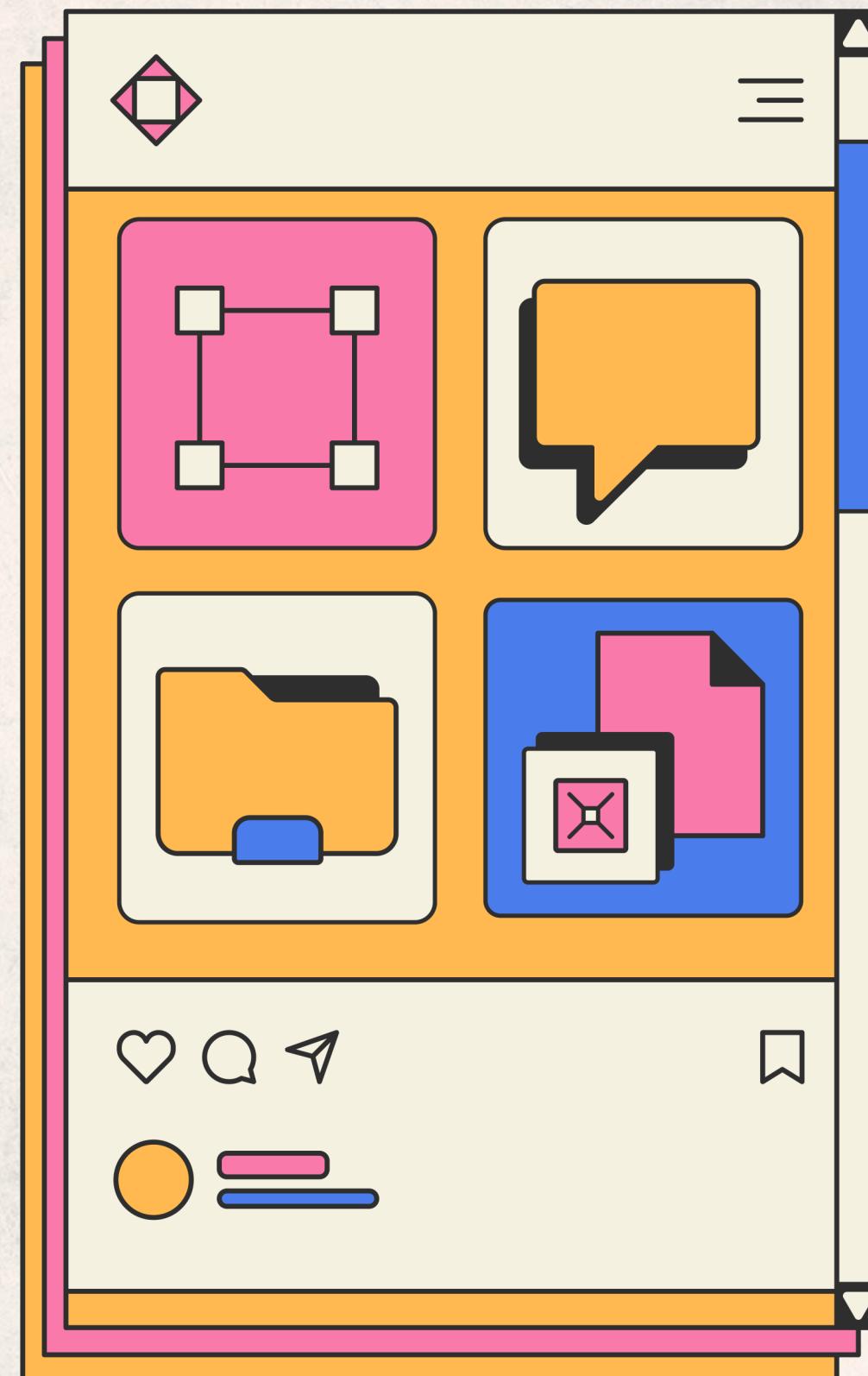


TikTok

Feature Updates





Introduction

TikTok is a social media which generates trends around the current generation. Its mostly the influencers and not the platform that are trendsetters.

It mostly consists of 15 - 60 second videos which creates captivates their audience and gives people a chance to influence their audience in certain topics to create engagement and then generate ad-revenue through those engagement.

Types of Influencers

01

Micro-Influencers

- Higher niche audience
- 10,000 - 500,000 followers

02

Macro-Influencers

- More wide audience
- Higher than 500,000 followers

Path Forward

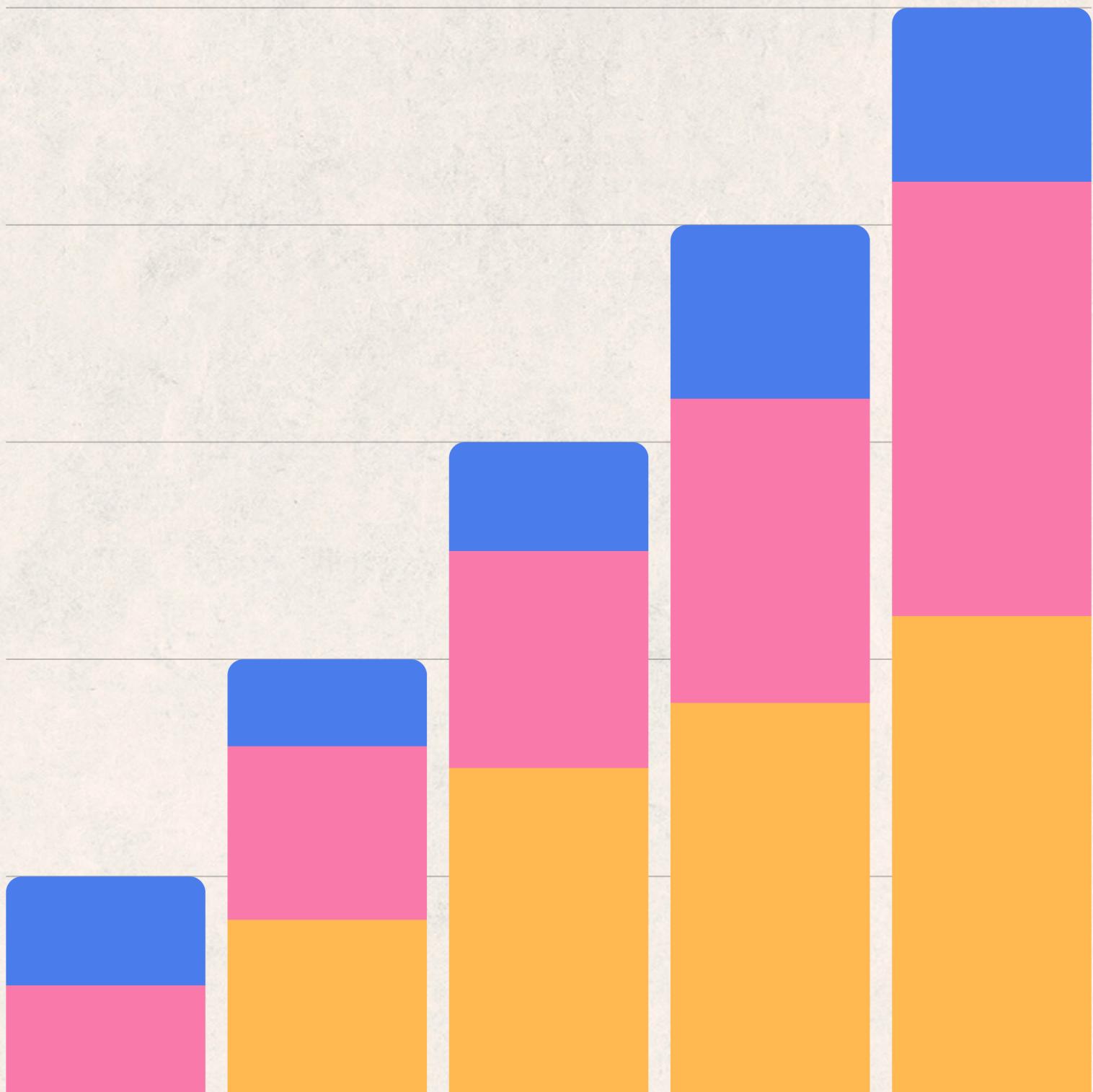
- Figuring out what is the reach of the types of influencers.
- What problems exist in these two different types of influencers?
- How to create more engagement by figuring out how to tackle the problems faced by the types of influencers?



Path Forward Contd.

Models:

- User Segmentation:
 - K-Means Clustering
- Analysis using NLP
 - Topic Modeling
 - Sentiment Analysis



Thank you!

