PROJECT MILESTONE 4

PACE: Plan Stage

- What is the research question for this project milestone?

> The research question for this data project milestone can be framed in two ways:
>
> 1. Do videos from verified accounts and videos from unverified accounts have different average view counts?
>
> 2. Is there a relationship between the account being verified and the associated videos' view counts?

PACE: Analyze & Construct Stages

- Why are the descriptive statistics useful at this project milestone?

> Descriptive statistics are useful because they let me quickly explore, understand large amounts of data, and quickly compute the mean values of 'video_view_count' for each group of 'verified_status' in the sample data.

- How did I formulate the null hypothesis and alternative hypothesis?

> NULL HYPOTHESIS: There in NO statistically significant difference between the account being verified and the associated videos' view counts (any observed difference in the sample data is due to chance or sampling variability).
>
> ALTERNATIVE HYPOTHESIS: There is a statistically significant difference between the account being verified and the associated videos' view counts (any observed difference in the sample data is due to an actual difference in the corresponding population means).

- What conclusion can be drawn from the hypothesis test?

> I conclude that there is a statistically significant difference between the account being verified and the associated videos' view counts, so any observed difference in the sample data is due to an actual difference in the "video_view_count" means.

PACE: Execute Stage

- What key business or organizational insight(s) emerged from my A/B test?

> Whether the author was verified or not has a significant impact on the number of views of a certain video. This suggests there might be fundamental behavioral differences between these two groups of accounts.

- What recommendations do I propose based on the results?

> The next step will be to build a regression model on "verified_status" variable.