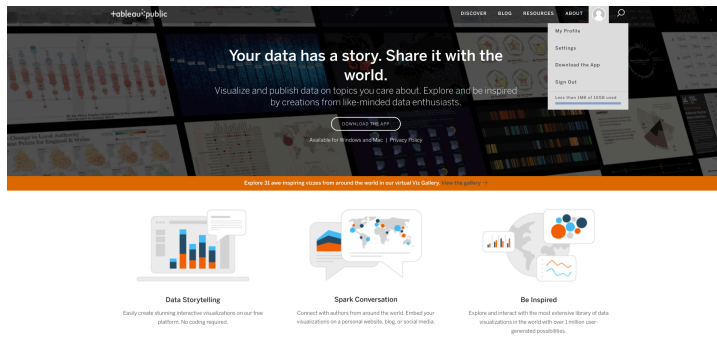


Follow-along guide: TikTok Project

This document includes detailed instructions for how to perform the data visualizations shown in the exemplar executive summary.

Part 1: Access Tableau and data

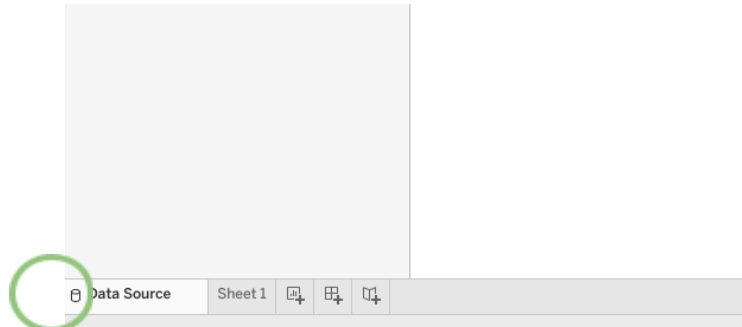
- Go to <https://public.tableau.com/s/>
- Log in to your account
- Go to **My Profile** at top right of Tab Public homepage



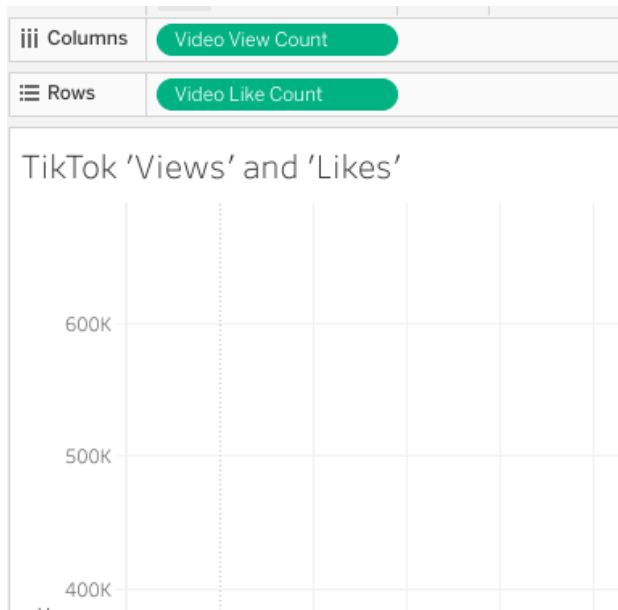
- Under **Vizzes**, select **Create a Viz**
- Upload the dataset: [tiktok_dataset.csv](#)

Part 2: Create worksheets

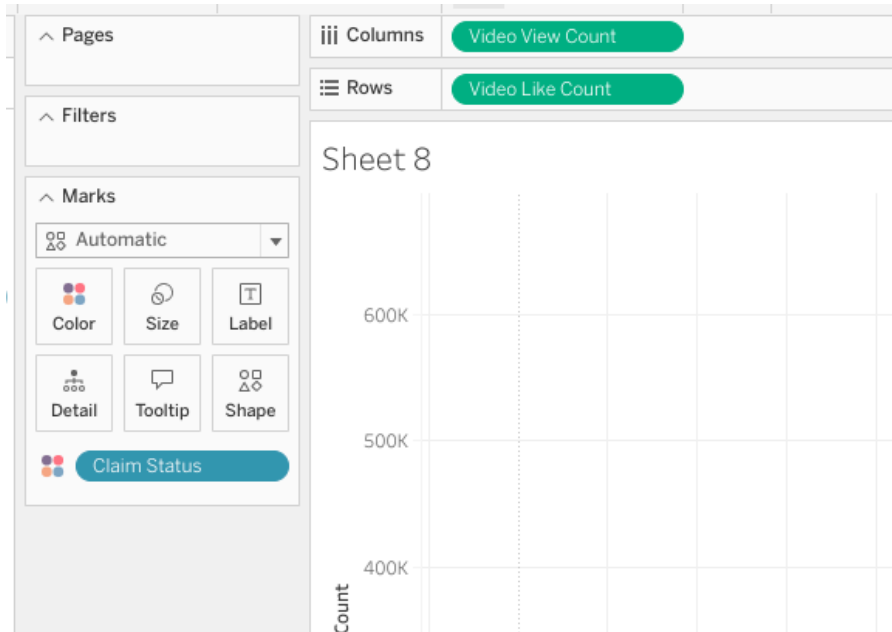
- Click on **New Worksheet**



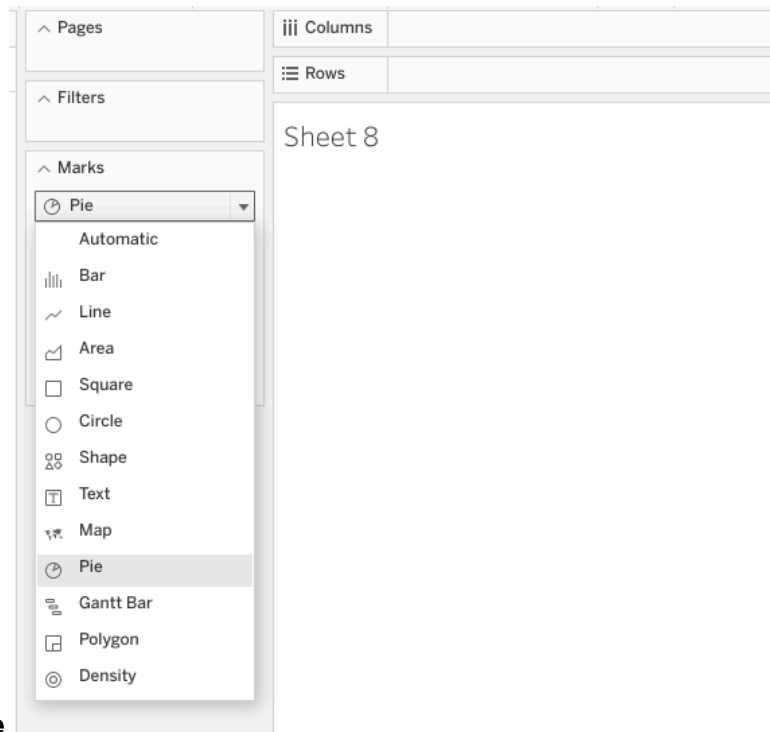
- Drag **Video View Count** and **Video Like Count** to the **Columns** and **Rows** shelves, respectively
 - **Note:** Be sure both variables are converted to **Dimensions**



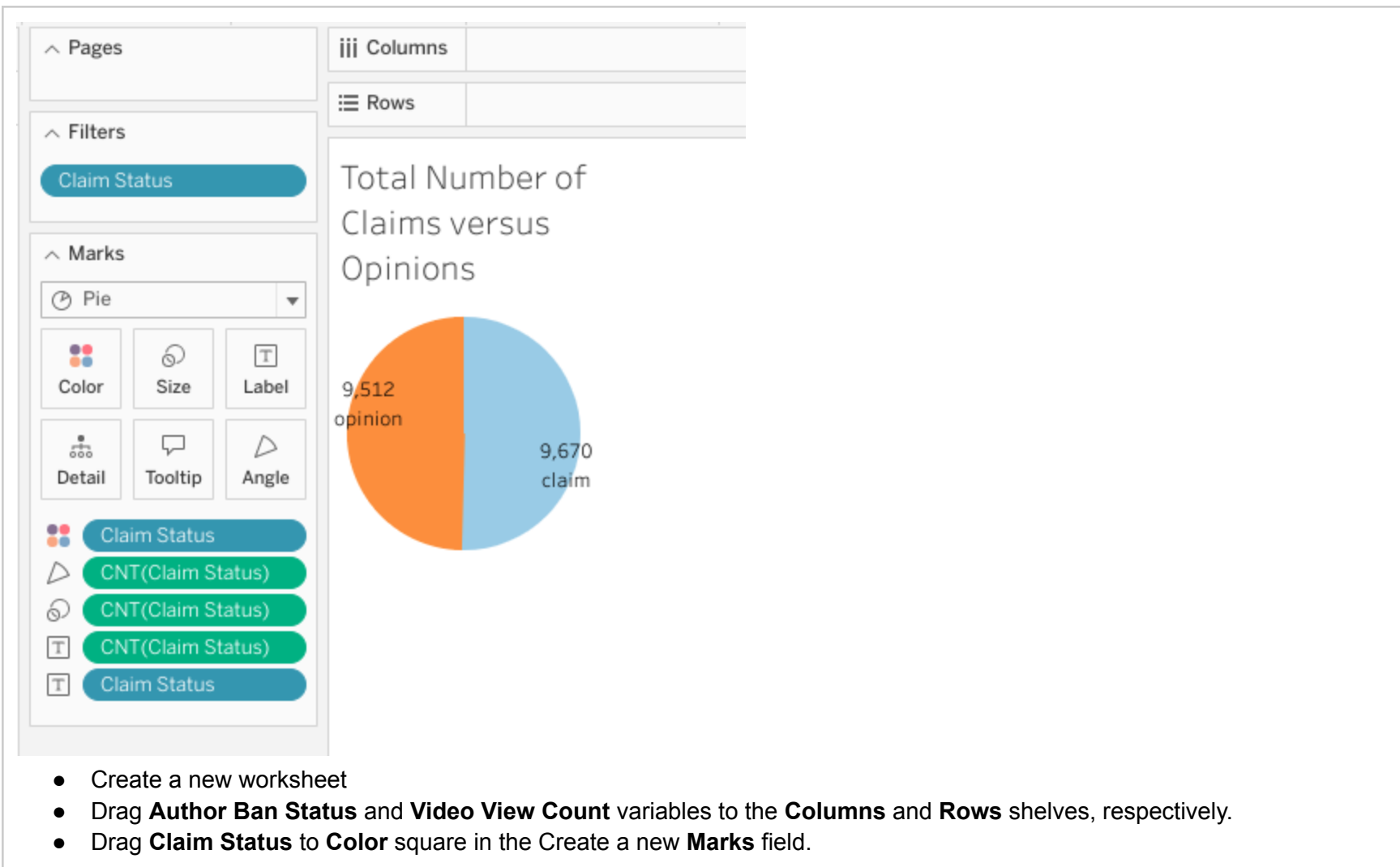
- Drag **Claim Status** to **Color** square under the **Marks** field

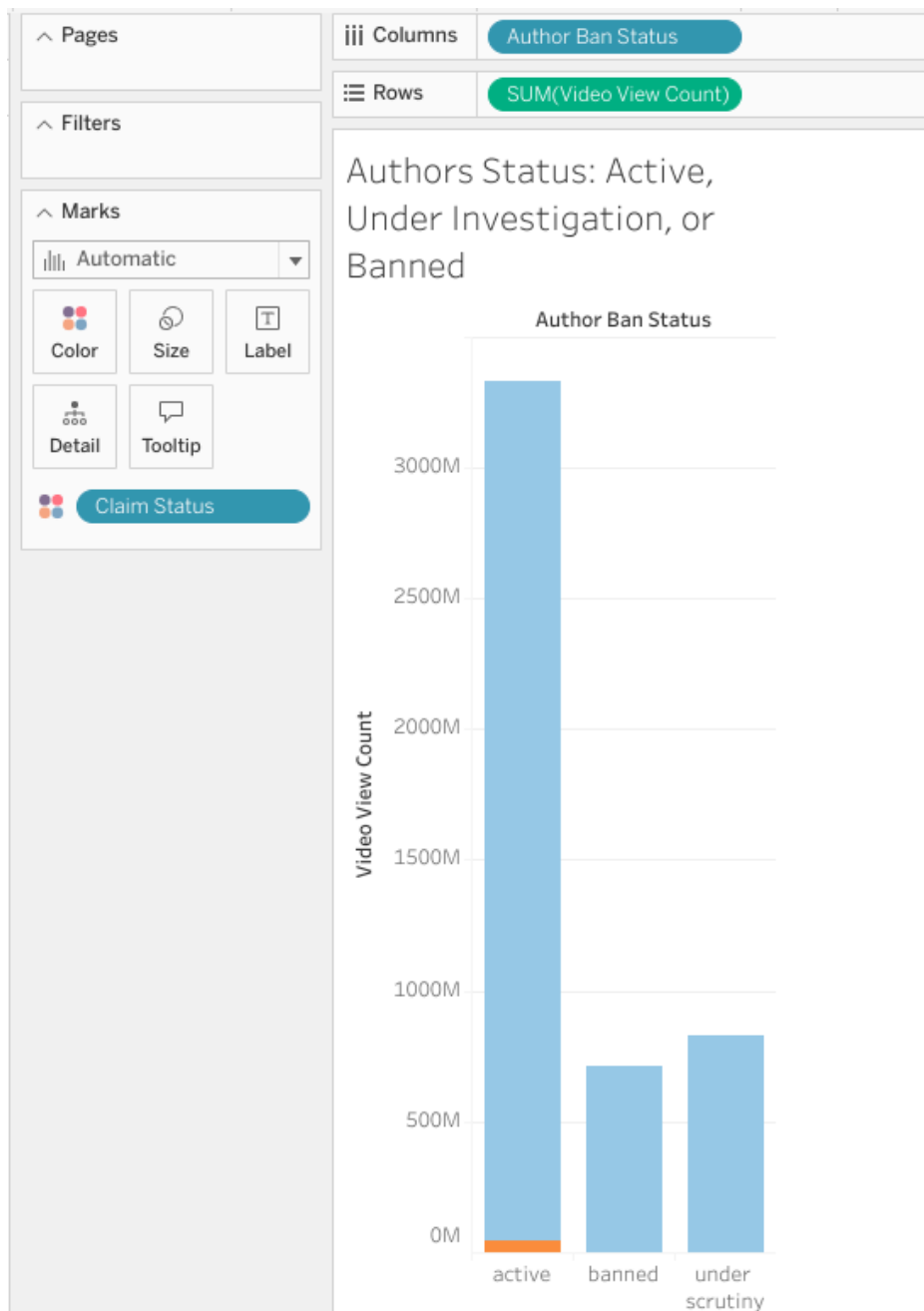


- Use **Size** in the **Marks** field to adjust size of scatter plot marks
- Drag **Claim Status** to **Filters** field and uncheck the **Null** box
- Give worksheet a title, like **TikTok 'Views' and 'Likes'**
- Create a new worksheet

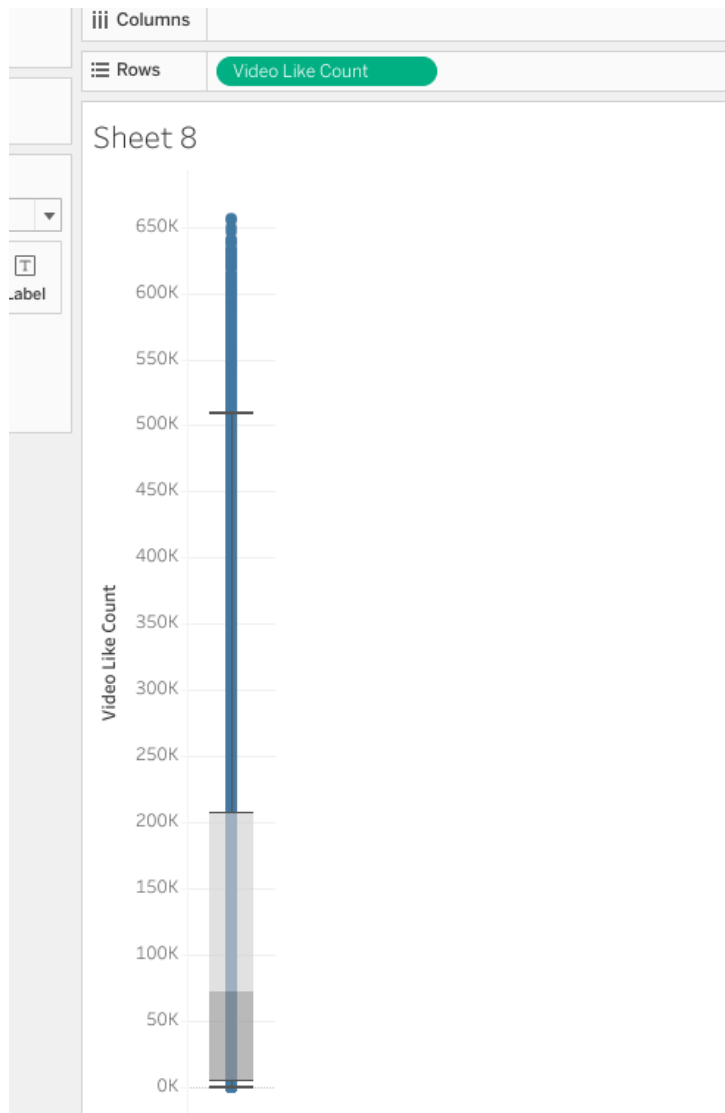


- In **Marks** dropdown, select **Pie**
- Drag **Claim Status** to **Color** square in the **Marks** field
- Drag **Claim Status** to **Filters** field and uncheck the **Null** box
- Drag **Claim Status** to **Angle** square in the **Marks** field to set the pie chart
 - **Note:** Be sure to convert **Claim Status** variable to **Measure > Count**
- Drag **Claim Status** to **Label** square in the **Marks** field to show the total count of each
 - **Note:** Be sure to convert **Claim Status** variable to **Measure > Count**
- Drag **Claim Status** to **Label** square in the **Marks** field (This will label the two sides of the pie, “claim” and “opinion”)
- Drag **Claim Status** to **Size** square in the **Marks** field to adjust pie chart size
 - **Note:** Be sure to convert **Claim Status** variable to **Measure > Count**
- Add title to pie chart, like **Total Number of Claims versus Opinions**





- Give bar chart title like **Author Status: Active, Under Investigation, or Banned**
- Create a new worksheet
- In **Marks** field dropdown, select **Circle**
- Drag **Video Like Count** to **Rows** shelf
 - **Note:** Be sure to select **Measure > Count** from **Video Like Count** variable dropdown
- To complete box plot, convert **Video Like Count** variable to **Dimension**

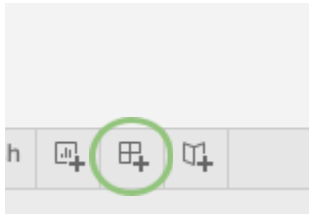


- Create three new worksheets with one boxplot each for **Video Comment Count**, **Video Duration**, and **Video View Count**.
 - Follow same instructions as the boxplot for **Video View Count** above

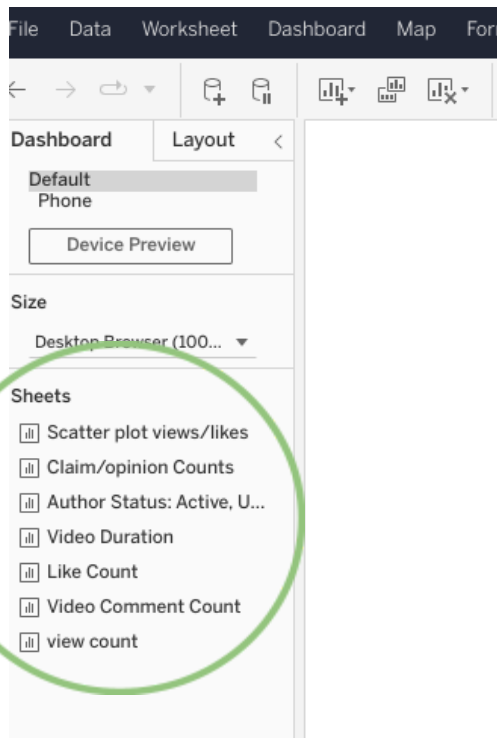
Part 3: Create Dashboard and Story



- Click on **New Dashboard**



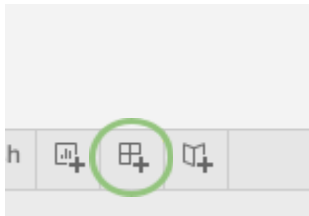
- Notice all worksheets created to this point are in the Sheets field



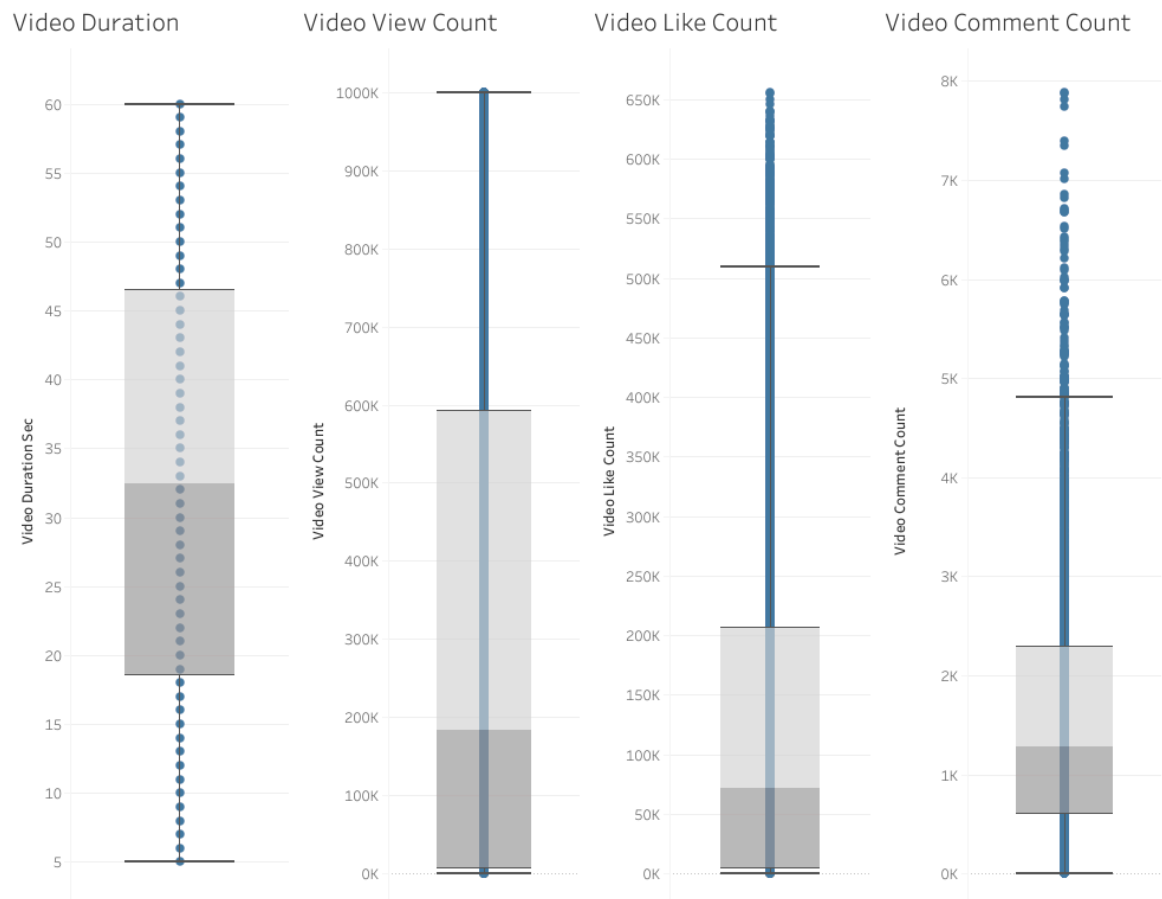
- Drag the scatter plot, pie chart, and bar chart worksheets onto the dashboard and neatly arrange each sheet on the dashboard



- Click on **New Dashboard**

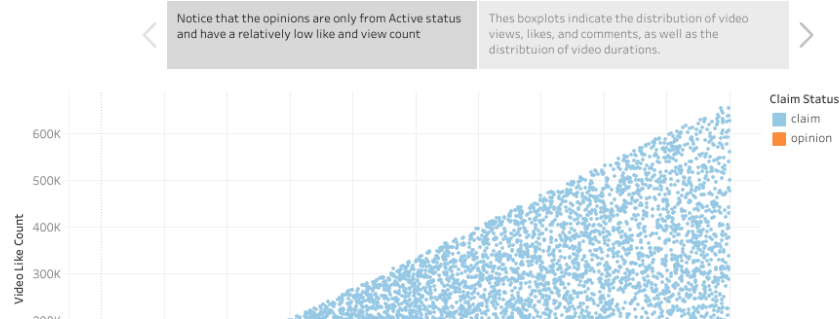


- Drag each box plot worksheet onto the dashboard and arrange neatly



- Adjust titles and legends as needed
- To bring dashboards together, click on **New Story**
- Notice both dashboards are now listed in the **Sheets** field
- Drag the dashboard with the scatter plot, pie chart, and bar chart on first page of story
- Add caption and title at the top

EDA of Claim Classification Dataset



- Navigate to next page of **Story**
- Drag box plot dashboard to second page of **Story**
- Add caption and title at top.

EDA of Claim Classification Dataset

