

Scenario

TikTok, one of the world's leading destinations for short-form mobile videos, has just hired you as the newest member of their data analytics team. Your new supervisor has sent you the following email asking you to complete a project proposal for the team's claims classification project. Review the email, then follow the provided instructions to complete the PACE strategy document and the claims classification project proposal.

Note: Team member names used in this workplace scenario project are fictional and are not representative of TikTok.

Email from Rosie Mae Bradshaw, TikTok's Data Analysis Manager

Subject: Welcome to the TikTok data team

From: Rosie Mae Bradshaw@TikTok

Welcome to the TikTok data team!

We are so glad to have you aboard.

I'd like to get you started on our latest project. I'll provide a little background that will give some context.

With the number of submissions and interactions on TikTok each day, it's challenging for our moderators to review each video, user comment, and content claim in a timely manner. You will assist us with the development of machine learning techniques that will assist in distinguishing between claims or opinions within content on the TikTok platform. The goal is to build a machine learning model with the capability to reliably classify user interaction data as a claim or opinion.

For your first task, please draft a plan of action for the team. Include questions we need to answer before we get started on the project, important details to consider at the beginning of the project, and the milestones we'll likely need throughout the duration of the project. To help get you started, I'll pass along some bullet points I've collected from stakeholders in an email.

I recall from your interview that you've completed a Google Careers Certificate on Advanced Data Analytics. I've heard great things about the Google certificates. I'm sure that you'll be able to use those skills to help get this latest project started.

If you need anything as you are settling in, feel free to reach out.

Rosie Mae Bradshaw

Data Analysis Manager

TikTok