Video Content User Claim Prediction Project Proposal

Overview:

TikTok is working on the development of a predictive model that can determine whether a video contains a claim or offers an opinion. With a successful prediction model, TikTok can reduce the backlog of user reports and prioritize them more efficiently.

Milestone	Tasks	Deliverables/Reports	Relevant Stakeholder (Optional Activity)
1	Establish structure for project workflow (PACE) Plan ⌄	• Global-level project document	Data team and Cross-functional team
1a	Write a project proposal⌄ Plan ⌄		Data team
2	Compile summary information about the data Analyze ⌄	• Data files ready for EDA	Data team
2a	Begin exploring the data⌄ Analyze ⌄		Data team

3	Data exploration and cleaning Plan ▾ and Analyze ▾	• EDA report	Data team
3a	Visualization building ▾ Analyze ▾ and Construct ▾	• Tableau dashboard/visualizations	Data team and Cross-functional team
4	Compute descriptive statistics Analyze ▾	• Analysis of testing results between two important variables	Data team
4a	Conduct hypothesis testing ▾ Analyze ▾ and Construct ▾		Data team
5	Build a regression model ▾ Analyze ▾ and Construct ▾		Data team
5a	Evaluate the model ▾ Execute ▾	• Determine the success of the model	Data team
6	Build a machine learning model ▾ Construct ▾	• Final model	Data team

6a	Communicate final insights with stakeholders Execute ▾	• Report to all stakeholders	Data team and Cross-functional team

Milestone 1: 2-3 days
Milestone 2: 2-3 weeks
Milestone 3: 1-2 weeks
Milestone 4: 1-2 weeks
Milestone 5: 1-2 weeks
Milestone 6: 1 week