**TikTok’s Classification Project Proposal**

## **Overview:**

With the number of submissions and interactions on TikTok each day, it is challenging for the moderators to review each video, user comment, and content claim in a timely manner. The goal of this project is to build a machine learning model with the capability to reliably classify user interaction data as a claim or opinion.

| **Milestone** | **Tasks** | **Deliverables/Reports** | **Relevant Stakeholder (Optional Activity)** |
| --- | --- | --- | --- |
| **1** | **Establish structure for project workflow (PACE)**  **Plan** | * Global-level project document | Rosie – DS Manager |
| **1a** | **Write a project proposal**  **Plan** |  | Mary – PM Officer |
| **2** | **Compile summary information about the data**  **Analyze** | * Data files ready for exploratory data analysis EDA | Orion – DS |
| **2a** | **Begin exploring the data**  **Analyze** |  | Orion – DS |
| **3** | **Data exploration and cleaning**  **Plan and Analyze** | * EDA results | Orion – DS |
| **3a** | **Visualization building**  **Analyze and Construct** | * Tableau dashboard/visualizations | Mary – PM Officer |
| **4** | **Compute descriptive statistics**  **Analyze** | * Analysis of testing results between two important variables | Willow – DS Lead |
| **4a** | **Conduct hypothesis testing**  **Analyze and Construct** |  | Orion – DS |
| **5** | **Build a regression model**  **Analyze and Construct** | * Regression model | Willow – DS Lead |
| **5a** | **Evaluate the model**  **Execute** | * Determine the success of the model | Rosie – DS Manager |
| **6** | **Build a machine learning model**  **Construct** | * Final model | Willow – DS Lead |
| **6a** | **Communicate final insights with stakeholders**  **Execute** | * Report to all stakeholders | Willow – DS Lead |