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Activity: Create your Course 4 TikTok project

Practice Quiz • 30 min • 1 total point




English



Due Sep 20, 11:59 PM



PDT

To pass this practice quiz, you must receive 100%, or 1 out of 1 point, by completing the activity below. You can learn more about the graded and practice items in the [course overview](#) .



### Activity Overview

In this activity, you will showcase your ability to use statistical methods to analyze and interpret data. In particular, you will use descriptive statistics and hypothesis testing. You will also update team members through an executive summary, demonstrating your ability to organize and communicate key information.

For additional information on how to complete this activity, review the previous readings: [End-of-course project introduction](#)  and [Course 4 end-of-course portfolio project overview: TikTok](#) .

Be sure to complete this activity before moving on. The next course item will provide you with completed exemplars to compare to your own work. You will not be able to access the exemplars until you have completed this activity.

### Scenario

The TikTok data analytics team has completed the first three milestones of the claims classification project and is nearing the halfway point. So far, the team has completed a project proposal, and used Python to perform exploratory data analysis on the dataset for the claims classification project. The team also produced data visualizations in both Python and Tableau to share with stakeholders. The next step is to use statistical methods to analyze and interpret the claims classification data.

You receive a new email from Mary Joanna Rodgers, one of TikTok’s project management officers. Mary Joanna informs the data team about a new request: to determine whether there is a statistically significant difference in the number of views for TikTok videos posted by verified accounts versus unverified accounts. You also receive follow-up emails from Data Science Manager, Rosie Mae Bradshaw and Data Science Lead, Willow Jaffey. These emails share the details of the analysis. A final email from Data