**TikTok Proposal**

## **Overview:**

The TikTok claims classification project aims to develop a machine learning model capable of distinguishing between user-generated claims and opinions in video comments. With a high volume of user reports, TikTok's moderation team struggles to review content efficiently. By automating the classification process, the model will help prioritize flagged content, reducing the backlog and improving moderation speed. This initiative will enhance content moderation, ensure compliance with platform policies, and improve the overall user experience.

### **Key Objectives:**

### Analyze and preprocess user comment data.

### Develop and evaluate a predictive model for claim classification.

### Provide insights through reports and visualizations for decision-making.

### The project will follow the PACE framework, ensuring a structured approach from planning to execution.

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| **Milestone** | **Tasks** | **Deliverables/Reports** |
| **1** | **Establish structure for project workflow (PACE)**  **Plan** | Global-level project document |
| **1a** | **Write a project proposal**  **Plan** |  |
| **1b** | **Select software/languages**  **Plan** |  |
| **2** | **Begin exploring the data**  **Analyze** | Ready data |
| **2a** | **Data exploration and cleaning**  **Analyze** |  |
| **3** | **Compile summary information about the data**  **Analyze** | * EDA report |
| **3a** | **Compute descriptive statistics**  **Analyze** |  |
| **3b** | **Conduct hypothesis testing**  **Analyze** | Analysis of testing results between two important variables |
| **4** | **Visualization building**  **Analyze and Construct** | Tableau dashboard/visualizations |
| **5** | **Build a regression model**  **Analyze and Construct** | Determine the model |
| **5a** | **Build a machine learning model**  **Construct** |  |
| **6** | **Establish structure for project workflow (PACE)**  **Construct** | Final model |
| **6a** | **Communicate final insights with stakeholders**  **Execute** | Report to all stakeholders |