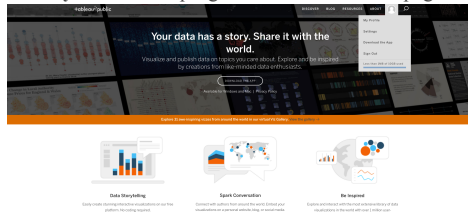# Follow-along guide: TikTok Project

This document includes detailed instructions for how to perform the data visualizations shown in the exemplar executive summary.

Part 1: Access Tableau and data

- Go to https://public.tableau.com/s/
- Log in to your account
- Go to **My Profile** at top right of Tab Public homepage

- Under **Vizzes**, select **Create a Viz**
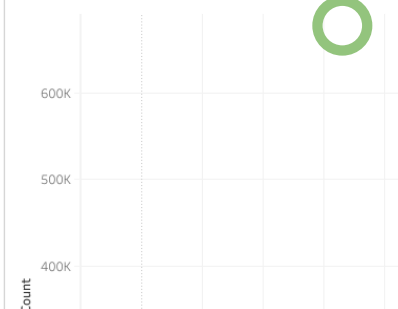- Upload the dataset: tiktok_dataset.csv

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Part 2: Create worksheets
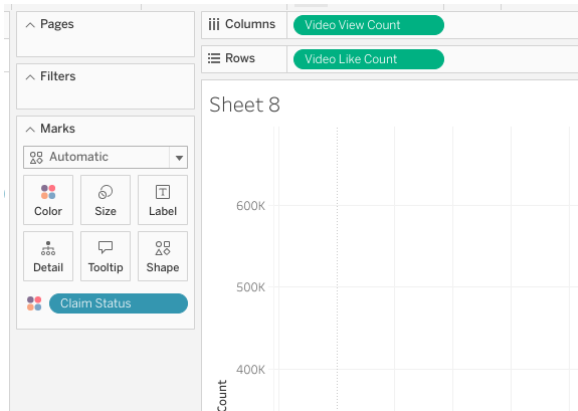
- Click on **New Worksheet**

- Drag **Video View Count** and **Video Like Count** to the **Columns** and **Rows** shelves, respectively
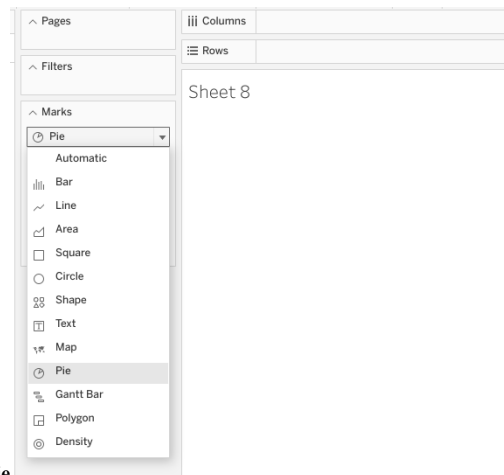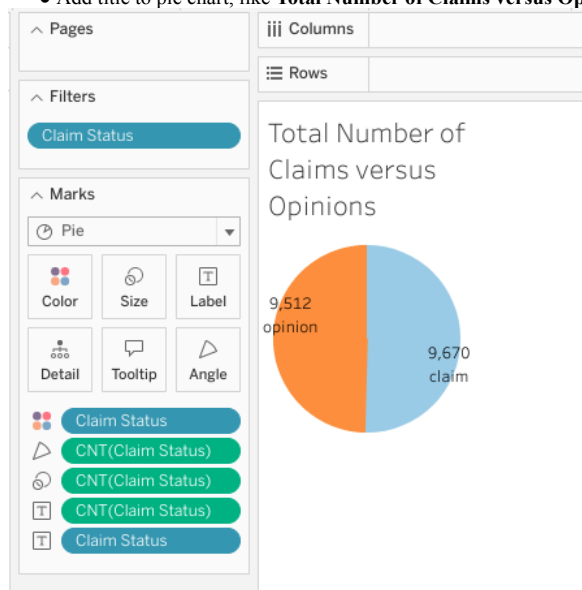 - **Note:** Be sure both variables are converted to **Dimensions**

- Drag **Claim Status** to **Color** square under the **Marks** field

- Use **Size** in the **Marks** field to adjust size of scatter plot marks
- Drag **Claim Status** to **Filters** field and uncheck the **Null** box
- Give worksheet a title, like **TikTok 'Views' and 'Likes'**
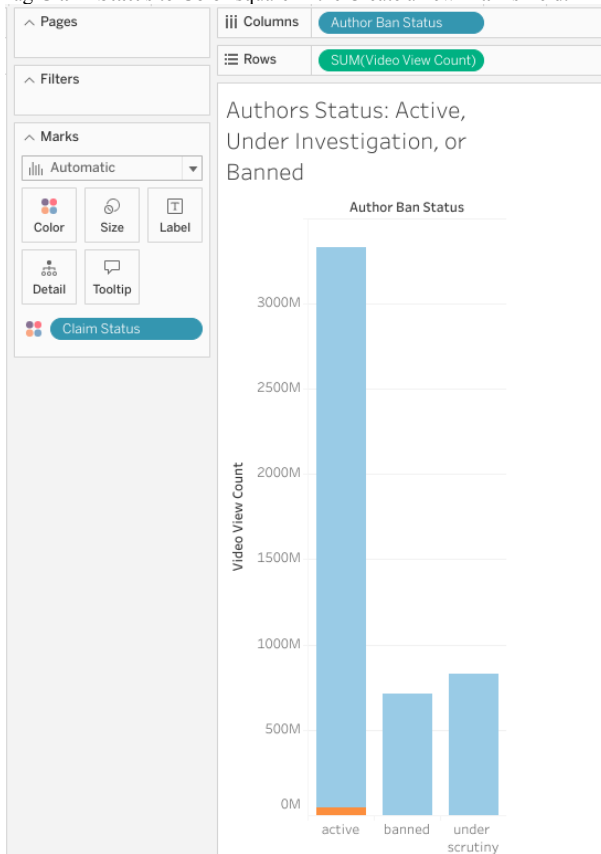- Create a new worksheet

- In **Marks** dropdown, select **Pie**
- Drag **Claim Status** to **Color** square in the **Marks** field
- Drag **Claim Status** to **Filters** field and uncheck the **Null** box
- Drag **Claim Status** to **Angle** square in the **Marks** field to set the pie chart
   - **Note:** Be sure to convert **Claim Status** variable to **Measure > Count**
- Drag **Claim Status** to **Label** square in the **Marks** field to show the total count of each
   - **Note:** Be sure to convert **Claim Status** variable to **Measure > Count**
- Drag **Claim Status** to **Label** square in the **Marks** field (This will label the two sides of the pie, "claim" and "opinion")
- Drag **Claim Status** to **Size** square in the **Marks** field to adjust pie chart size
   - **Note:** Be sure to convert **Claim Status** variable to **Measure > Count**
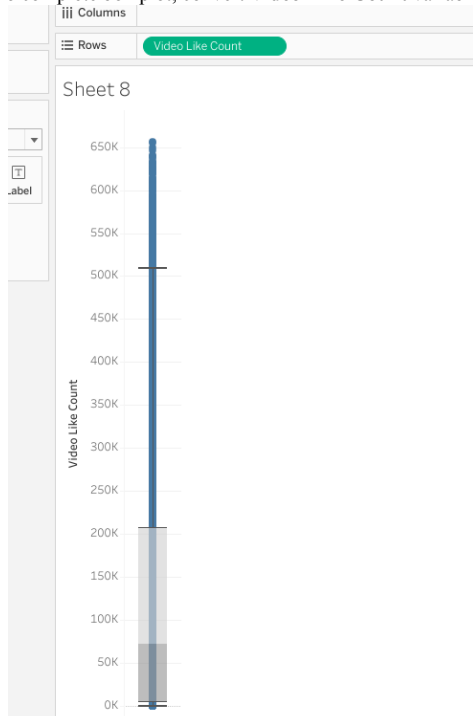- Add title to pie chart, like **Total Number of Claims versus Opinions**

- Create a new worksheet
- Drag **Author Ban Status** and **Video View Count** variables to the **Columns** and **Rows** shelves, respectively.

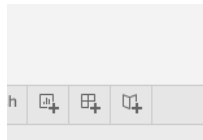● Drag **Claim Status** to **Color** square in the Create a new **Marks** field.

● Give bar chart title like **Author Status: Active, Under Investigation, or Banned**
● Create a new worksheet
● In **Marks** field dropdown, select **Circle**
● Drag **Video Like Count** to **Rows** shelf
　　○ **Note:** Be sure to select **Measure > Count** from **Video Like Count** variable dropdown
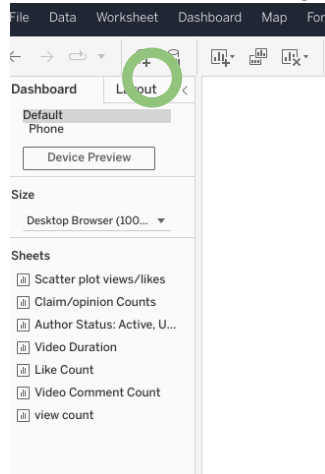● To complete box plot, convert **Video Like Count** variable to **Dimension**

● Create three new worksheets with one boxplot each for **Video Comment Count**, **Video Duration**, and **Video View Count**.
　　○ Follow same instructions as the boxplot for **Video View Count** above

Part 3: Create Dashboard and Story
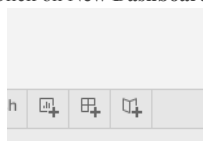
- Click on **New Dashboard**

- Notice all worksheets created to this point are in the Sheets field

- Drag the scatter plot, pie chart, and bar chart worksheets onto the dashboard and neatly arrange each sheet on the dashboard
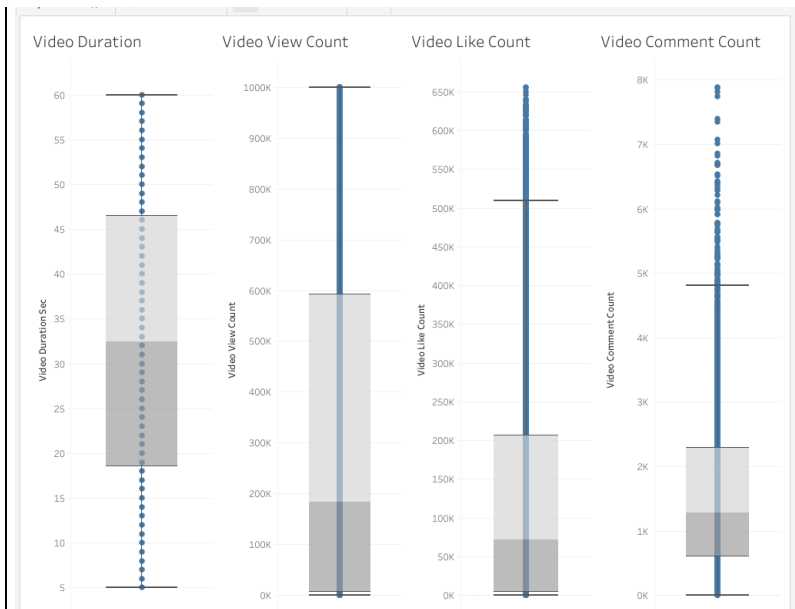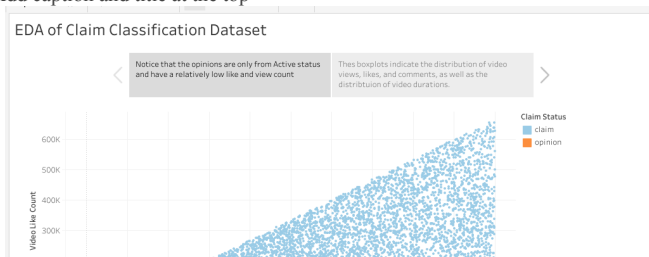
- Click on **New Dashboard**

- Drag each box plot worksheet onto the dashboard and arrange neatly

| Video Duration | Video View Count | Video Like Count | Video Comment Count |

- Adjust titles and legends as needed
- To bring dashboards together, click on **New Story**
- Notice both dashboards are now listed in the **Sheets** field
- Drag the dashboard with the scatter plot, pie chart, and bar chart on first page of story
- Add caption and title at the top

EDA of Claim Classification Dataset

Notice that the opinions are only from Active status and have a relatively low like and view count

Thes boxplots indicate the distribution of video views, likes, and comments, as well as the distribtuion of video durations.

- Navigate to next page of **Story**
- Drag box plot dashboard to second page of **Story**
- Add caption and title at top.

EDA of Claim Classification Dataset

Notice that the opinions are only from Active status and have a relatively low like and view count

Thes boxplots indicate the distribution of video views, likes, and comments, as well as the distribtuion of video durations.

| Video Duration | Video View Count | Video Like Count | Video Comment Count |