



TikTok Content Classification Using Machine Learning

Overview:

This project aims to support TikTok's content moderation efforts by building a machine learning model capable of classifying user-generated video content as either a claim or an opinion. By applying the PACE framework, the project will identify useful data features, clean and analyze the dataset, construct a predictive model, and communicate final results. This solution will help improve moderation efficiency and promote a safer, more family-friendly platform

Milestone	Tasks	Deliverables/Reports	Relevant Stakeholder (Optional Activity)
1	<div>Write a project proposal</div> <div>Plan</div>	<ul style="list-style-type: none">Global-level project document	Rosie Mae Bradshaw (Data Analysis Manager)
1a	<div>Establish structure for project workflow (PACE)</div> <div>Plan</div>	Workflow framework	
2	<div>Data exploration and cleaning</div> <div>Analyze</div>	<ul style="list-style-type: none">Data files ready for EDA	
2a	<div>Compute descriptive statistics</div> <div>Construct</div>	Descriptive statistics summary	



Course 1: Foundations of Data Science

3	<p>Begin exploring the data</p> <p>Analyze and Plan</p>	<ul style="list-style-type: none">EDA report	
3a	<p>Visualization building</p> <p>Construct and Execute</p>	<ul style="list-style-type: none">Tableau dashboard/visualizations	Mary Joanna Rodgers
4	<p>Conduct hypothesis testing</p> <p>Construct</p>	<ul style="list-style-type: none">Analysis of testing results between two important variables	
4a	<p>Evaluate the model</p> <p>Construct and Execute</p>	Evaluation metrics summary	
5	<p>Build a regression model</p> <p>Analyze and Construct</p>	Regression model code and performance results	
5a	<p>Compile summary information about the data</p> <p>Construct</p>	<ul style="list-style-type: none">Determine the success of the model	
6	<p>Build a machine learning model</p> <p>Construct</p>	<ul style="list-style-type: none">Final model	



Course 1: Foundations of Data Science

6a	<div>Communicate final insights with stakeholders</div> <div>Execute ▾</div>	<ul style="list-style-type: none">Report to all stakeholders	Rosie Mae Bradshaw, Willow Jaffey, Mary Joanna Rodgers
----	--	--	--