

NURUL LIYANA PRESENTS

17 SEPTEMBER 2022

TIKTOK DATAFRAME

FINAL PRESENTATION

@NLRYLN

OBJECTIVE

Achieve to be the one of the top 5
users in Tiktok

CONTENTS

THE THREE THINGS ON TIKTOK DATFRAME

01

SET OF QUESTIONS

02

GENRAL DATA FOUND

03

DEEP DIVING TO THE
DATA

TIKTOK DATFRAME | 04

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SET OF QUESTIONS

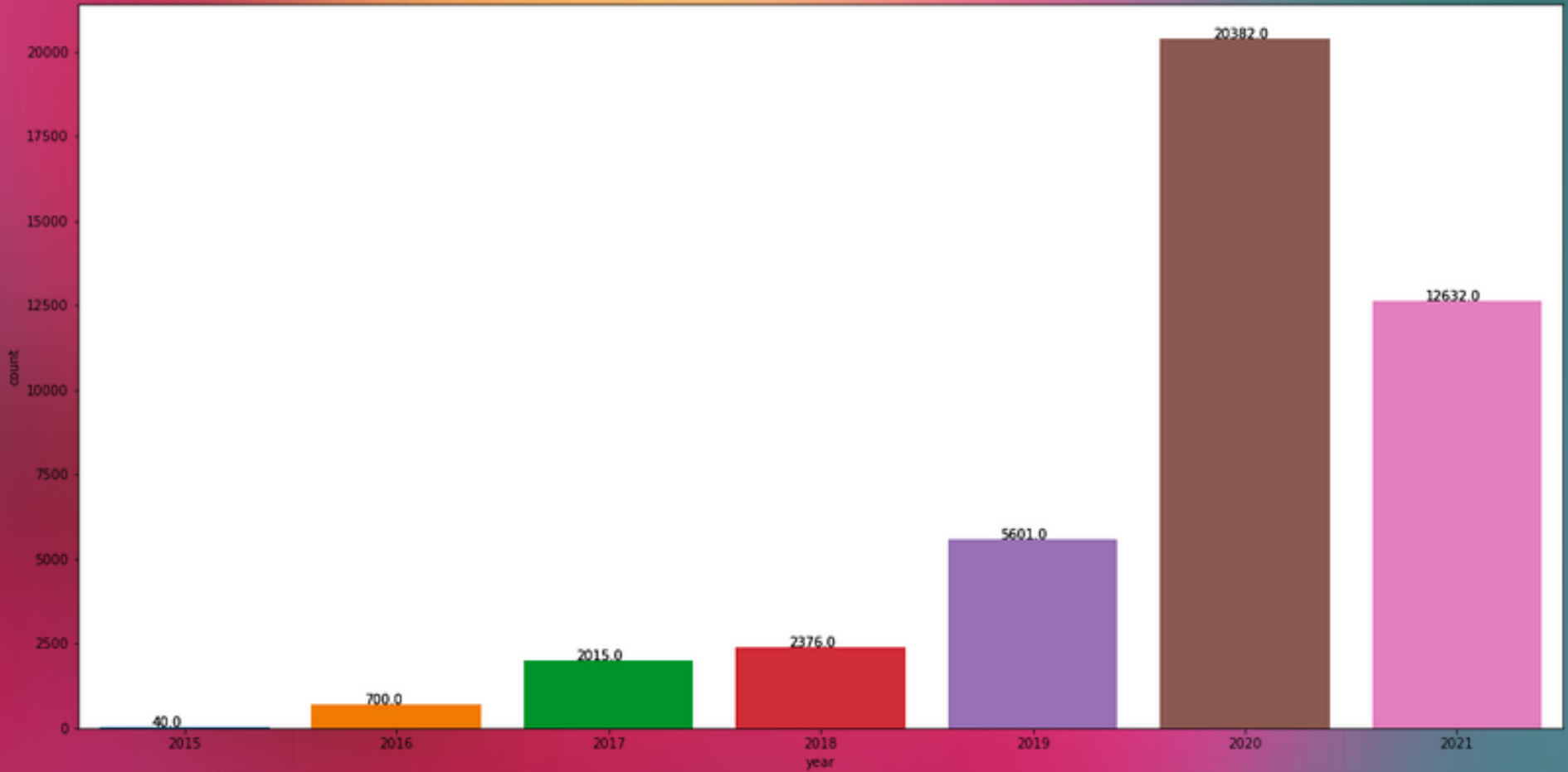
- 1.WHO STARTED USING TIKTOK FROM THIS 9 COUNTRIES?ARE THEY THE TOP 1 USER IN THE COUNTRY?
- 2.DOES THE AVERAGE LENGTH OF VIDEO AFFECT THE NUMBERS OF LIKES, PLAYS AND SHARES?
- 3.WHICH USER HAS THE HIGHEST NUMBER OF LIKES, PLAYS AND SHARES?
- 4.WHAT IS THE VIDEO GENRE AND THE DURATION OF THE VIDEO?
- 5.WHEN IS THE BEST TIME TO POST A VIDEO?
- 6.DOES THE NUMBER OF '#' PROMOTES AND GAIN MORE NUMBER OF LIKES AND PLAYS?
- 7.ARE THERE ARTIST/INFLUENCERS IN THE TOP 5, IF YES, WHO AND WHAT ARE THEY PROMOTING?

GENERAL DATA

Plain insights

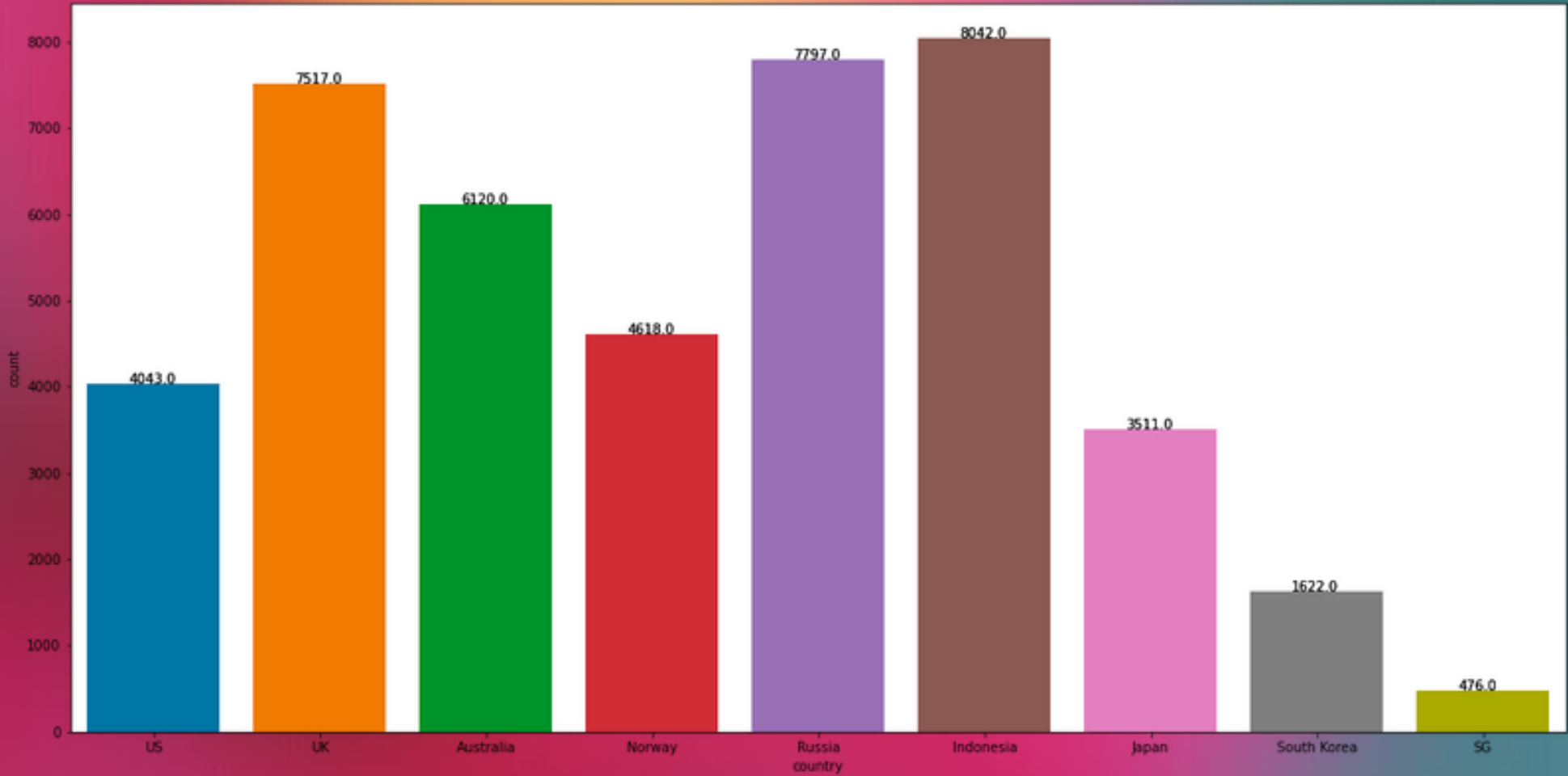
Tiktok videos posted growth since 2015 to 2021

TIKTOK DATAFRAME | 05



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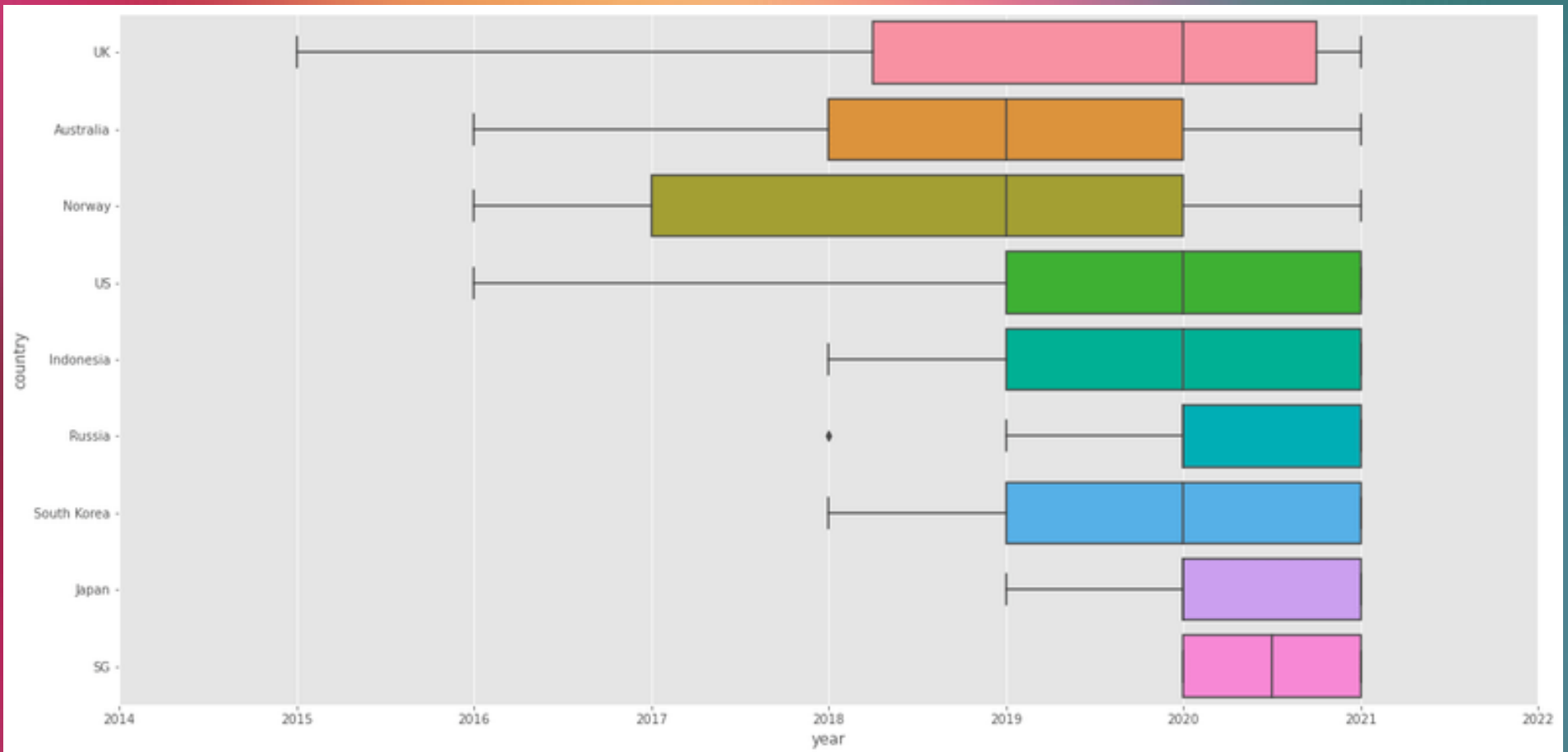
Total number of videos posted within the 9 countriesTIKTOK DATAFRAME | 05



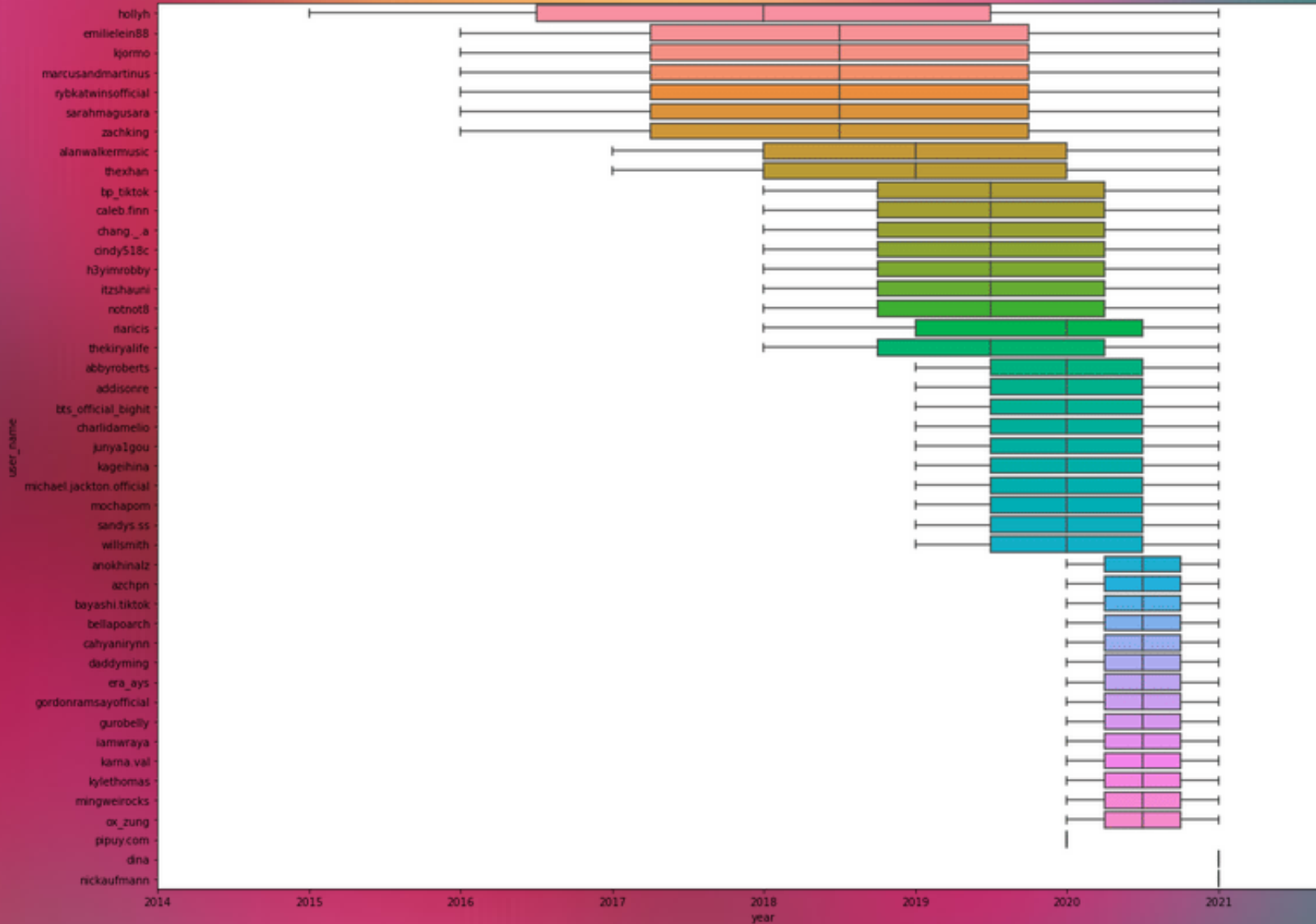
DEEP DIVING INTO THE DATA

Deep insights

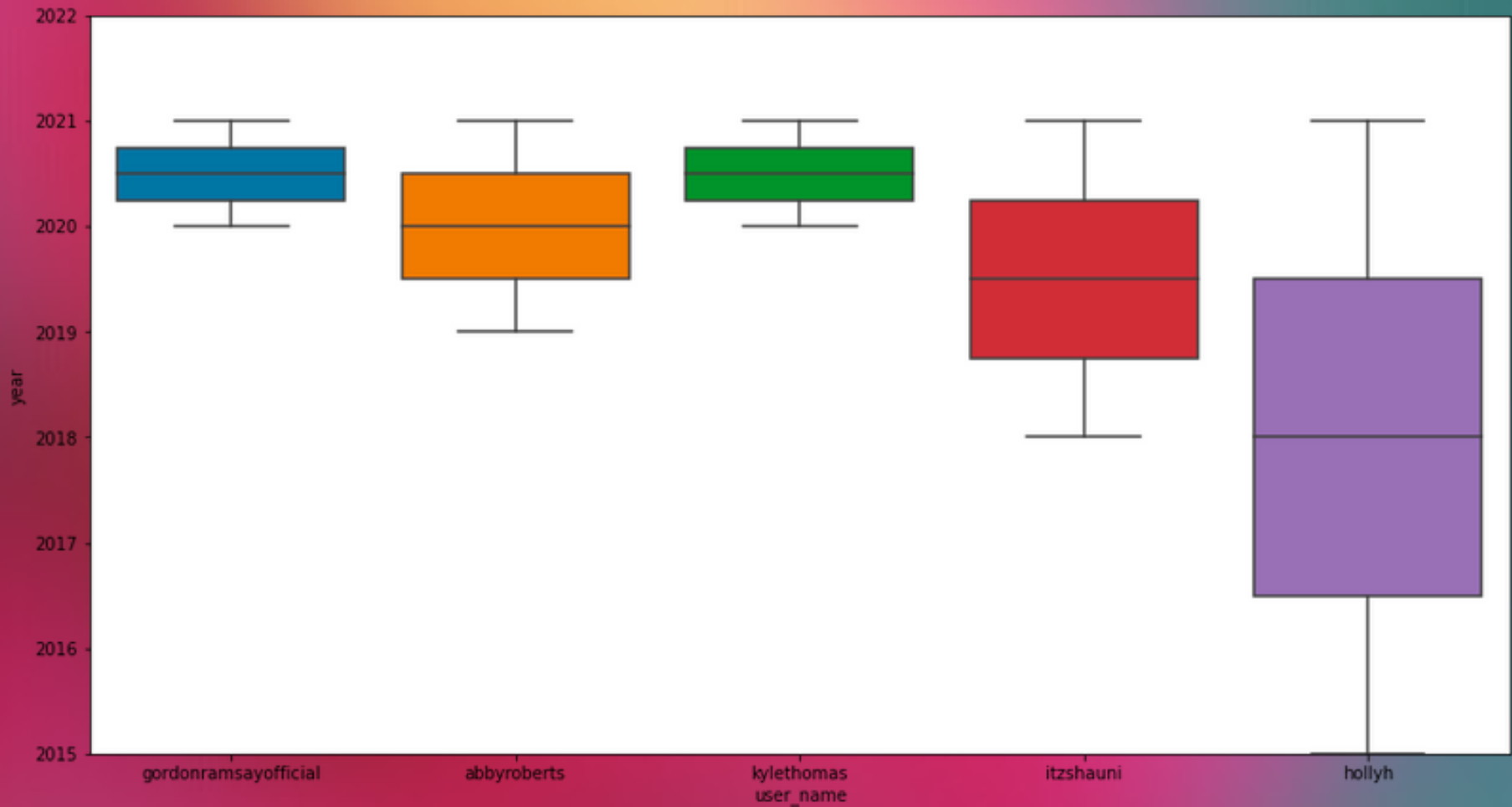
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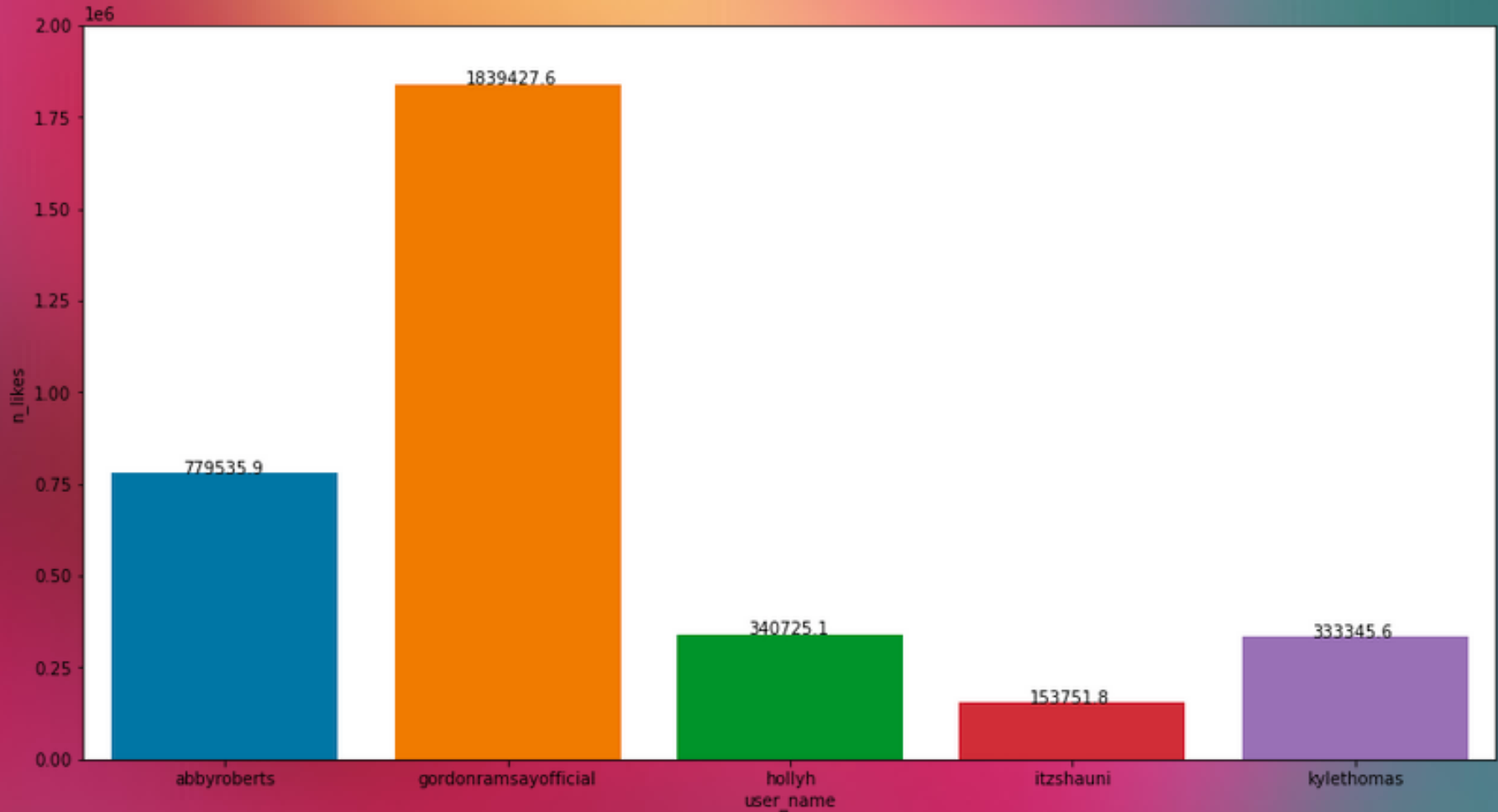
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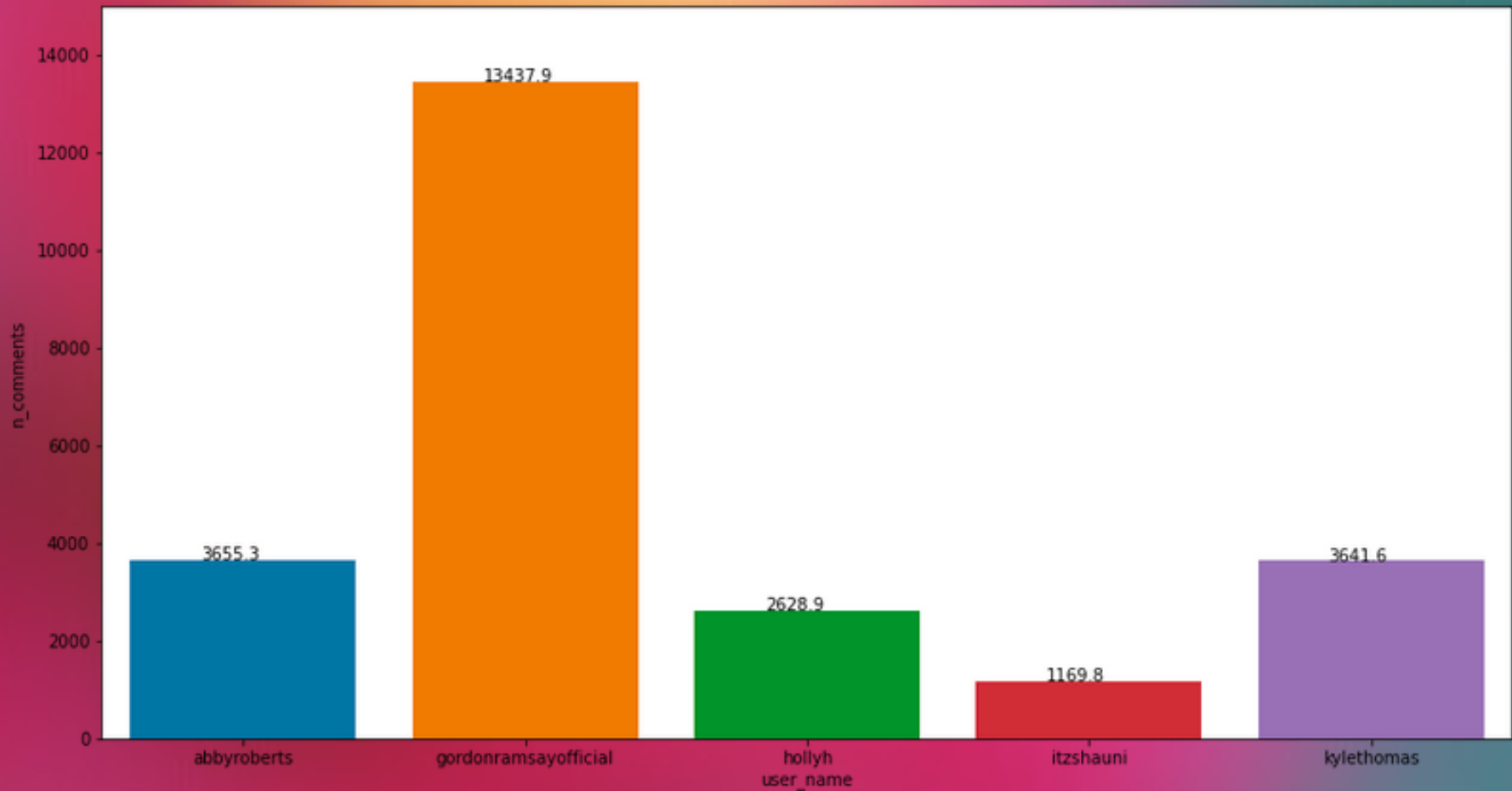
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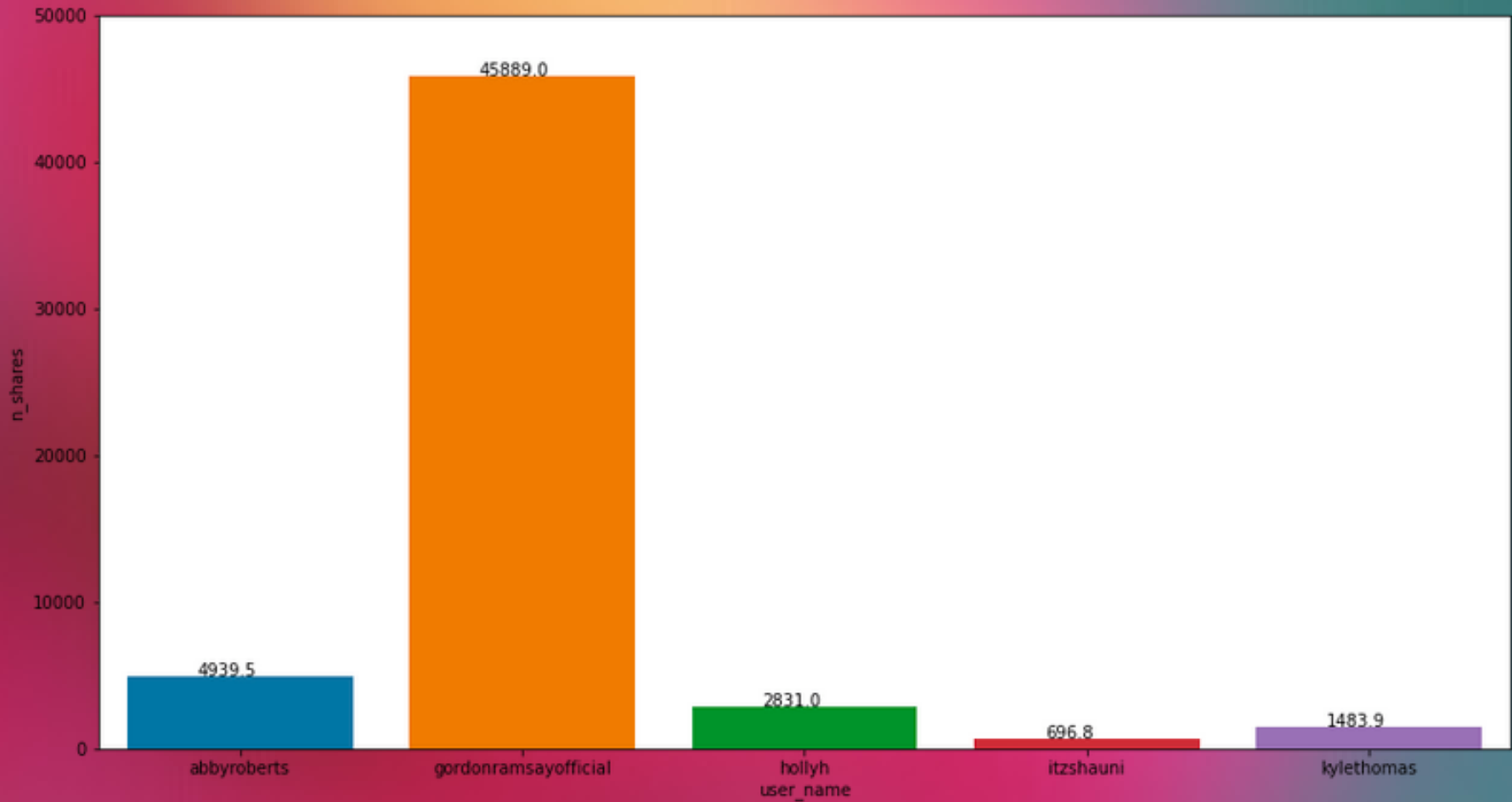
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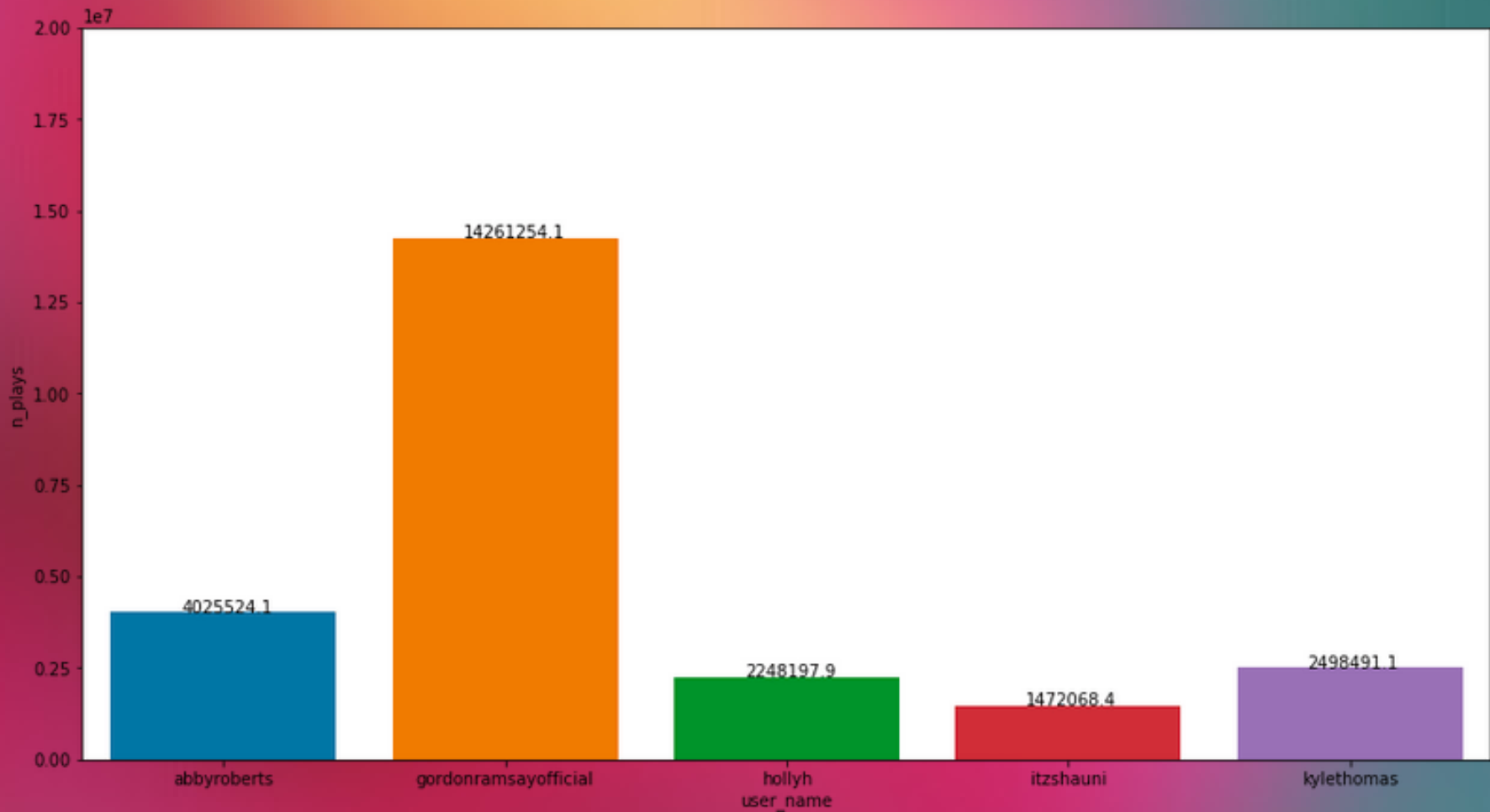
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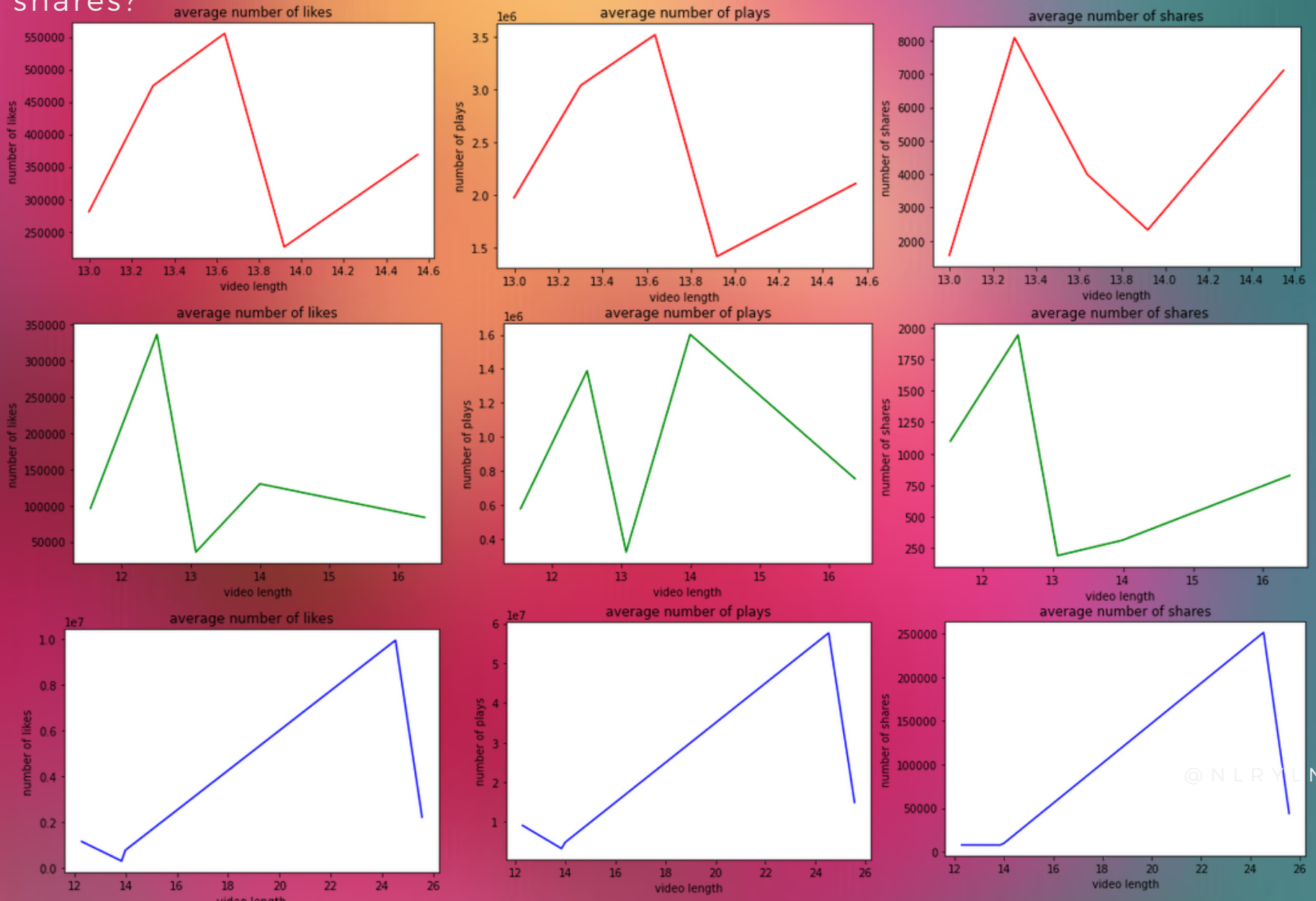
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Q2. Does the average length of video affect the numbers of likes, plays and shares?

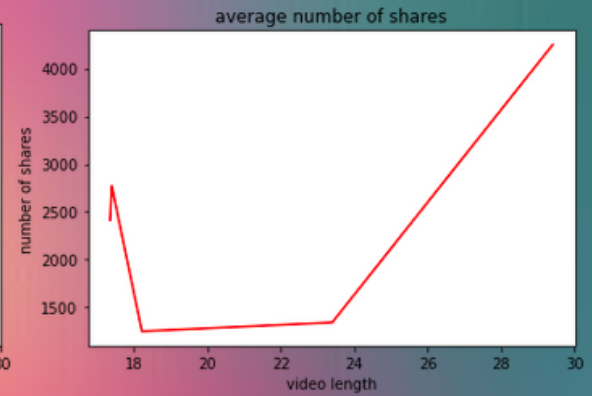
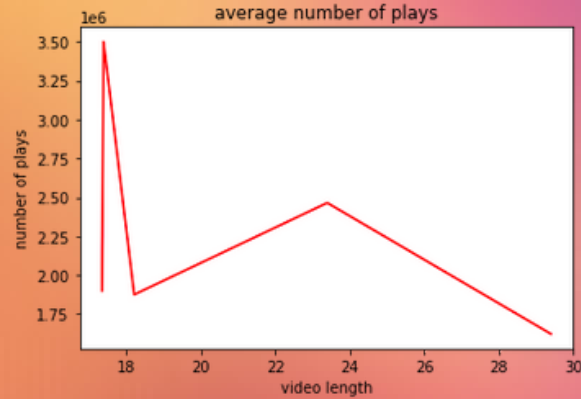
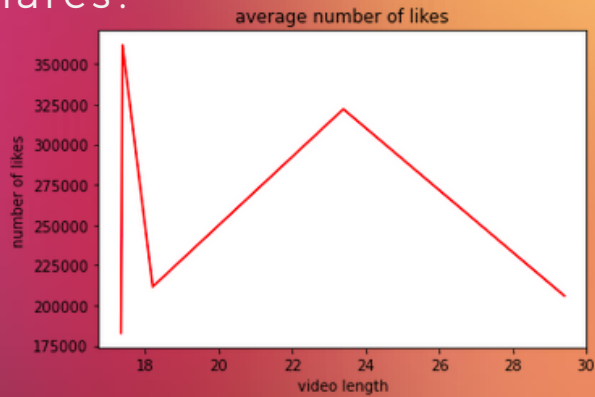


AUSTRALIA

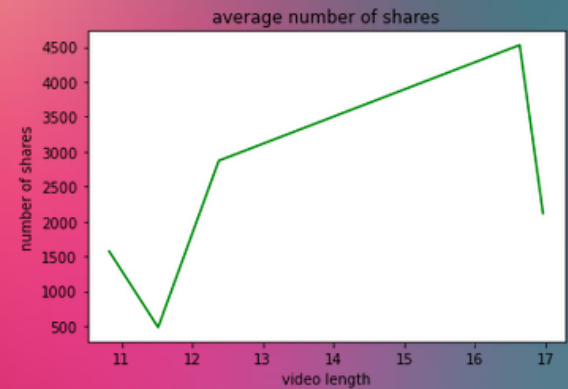
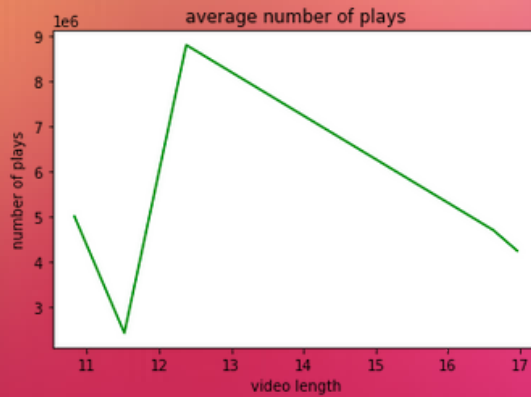
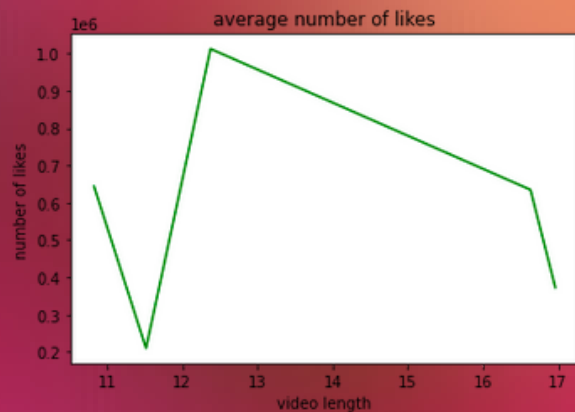
NORWAY

SOUTH KOREA

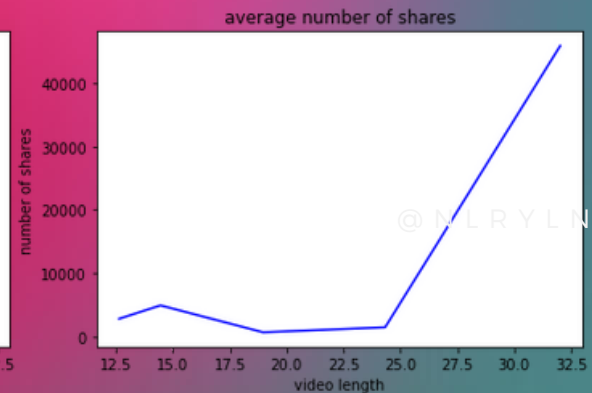
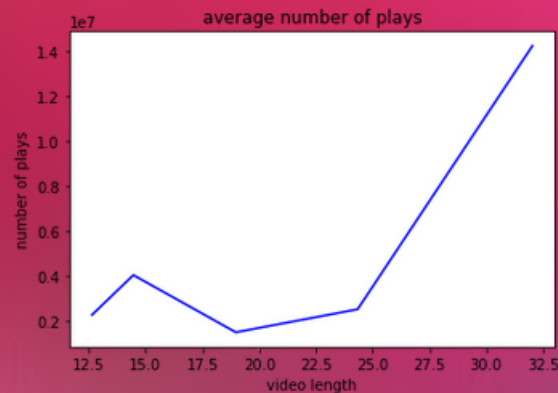
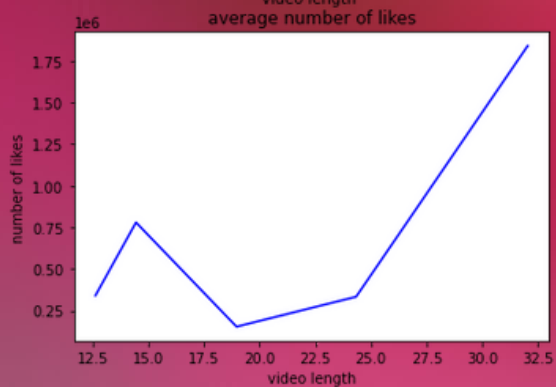
Q2. Does the average length of video affect the numbers of likes, plays and shares?



INDONESIA

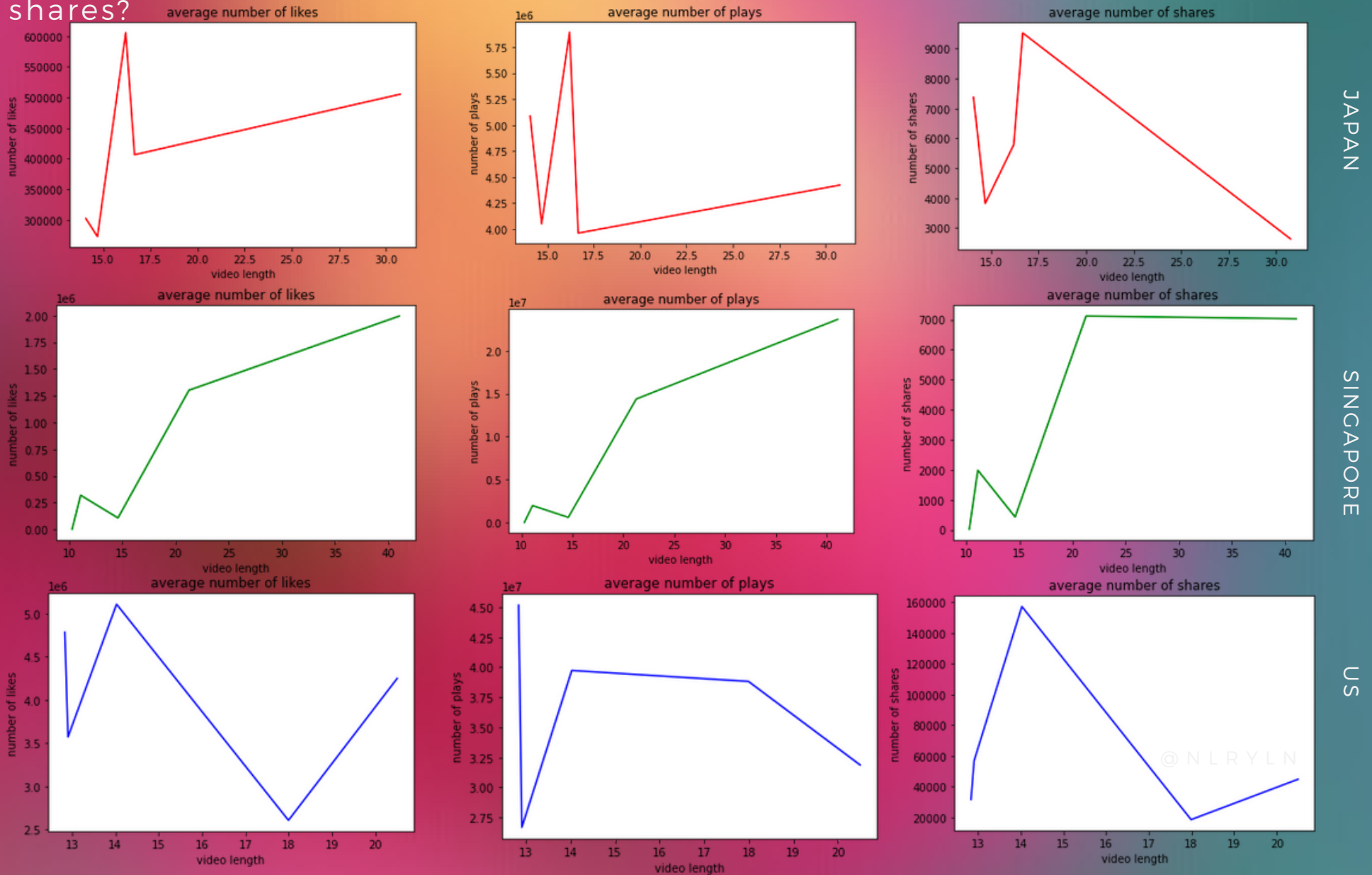


RUSSIA

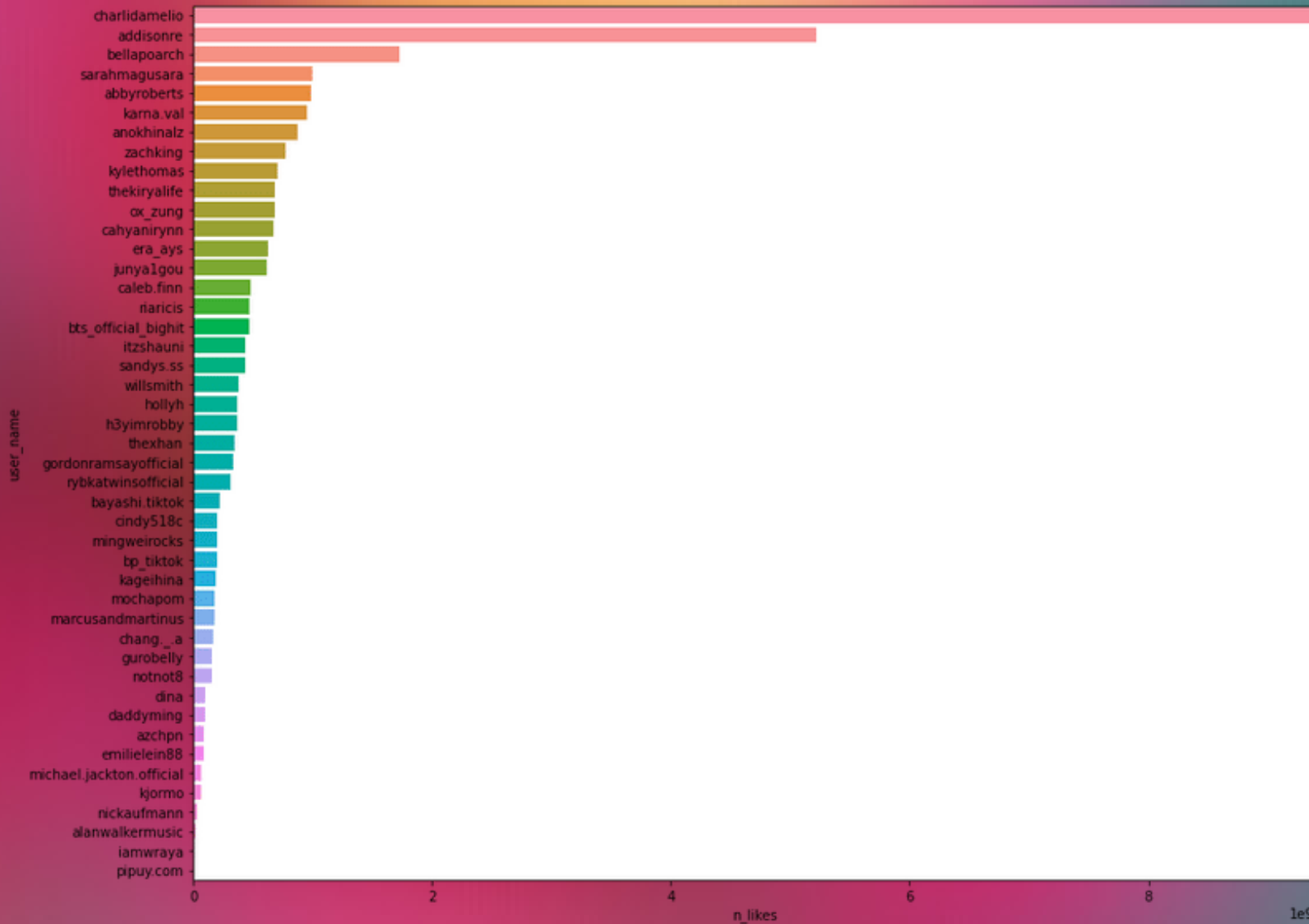


UK

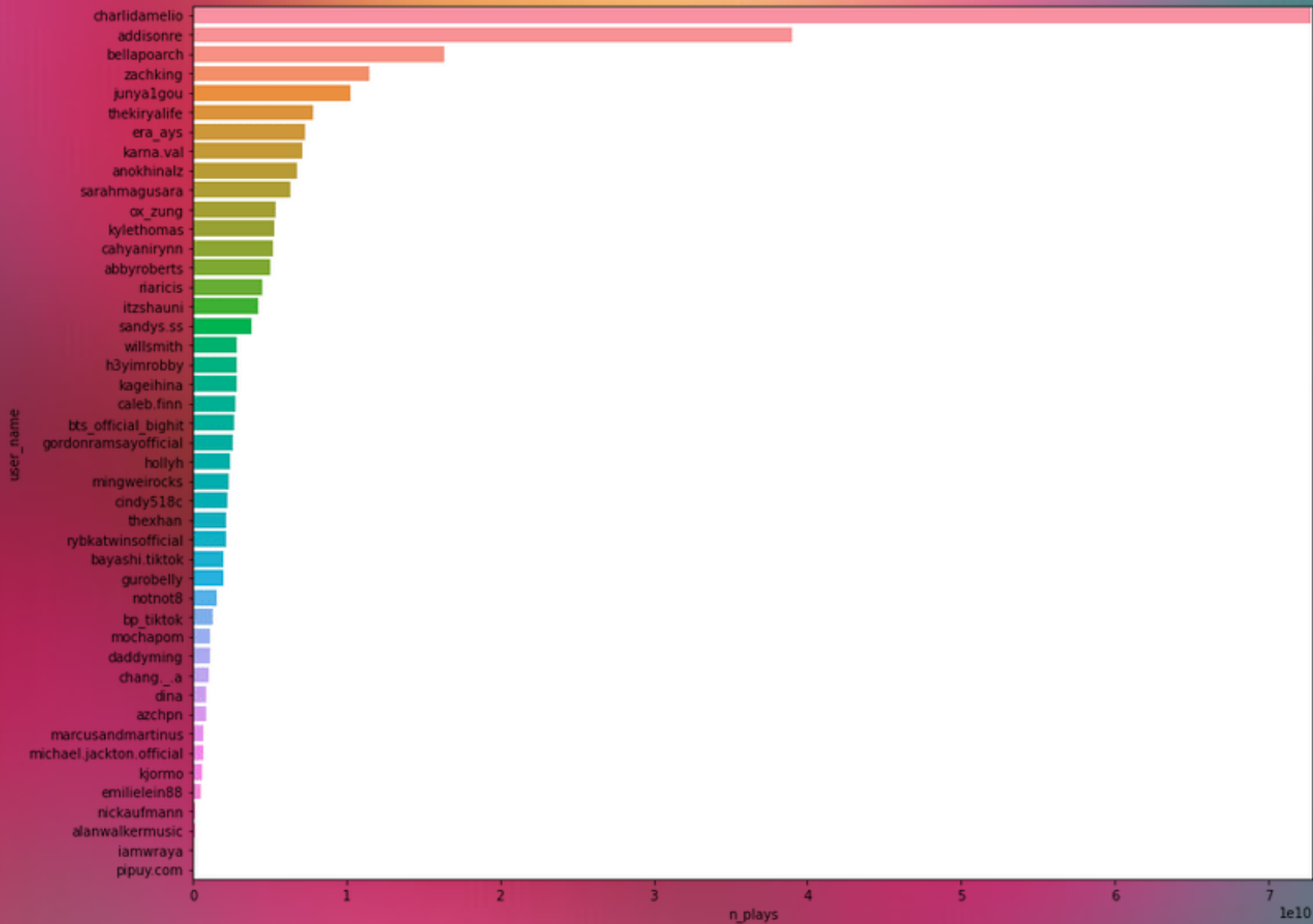
Q2. Does the average length of video affect the numbers of likes, plays and shares?



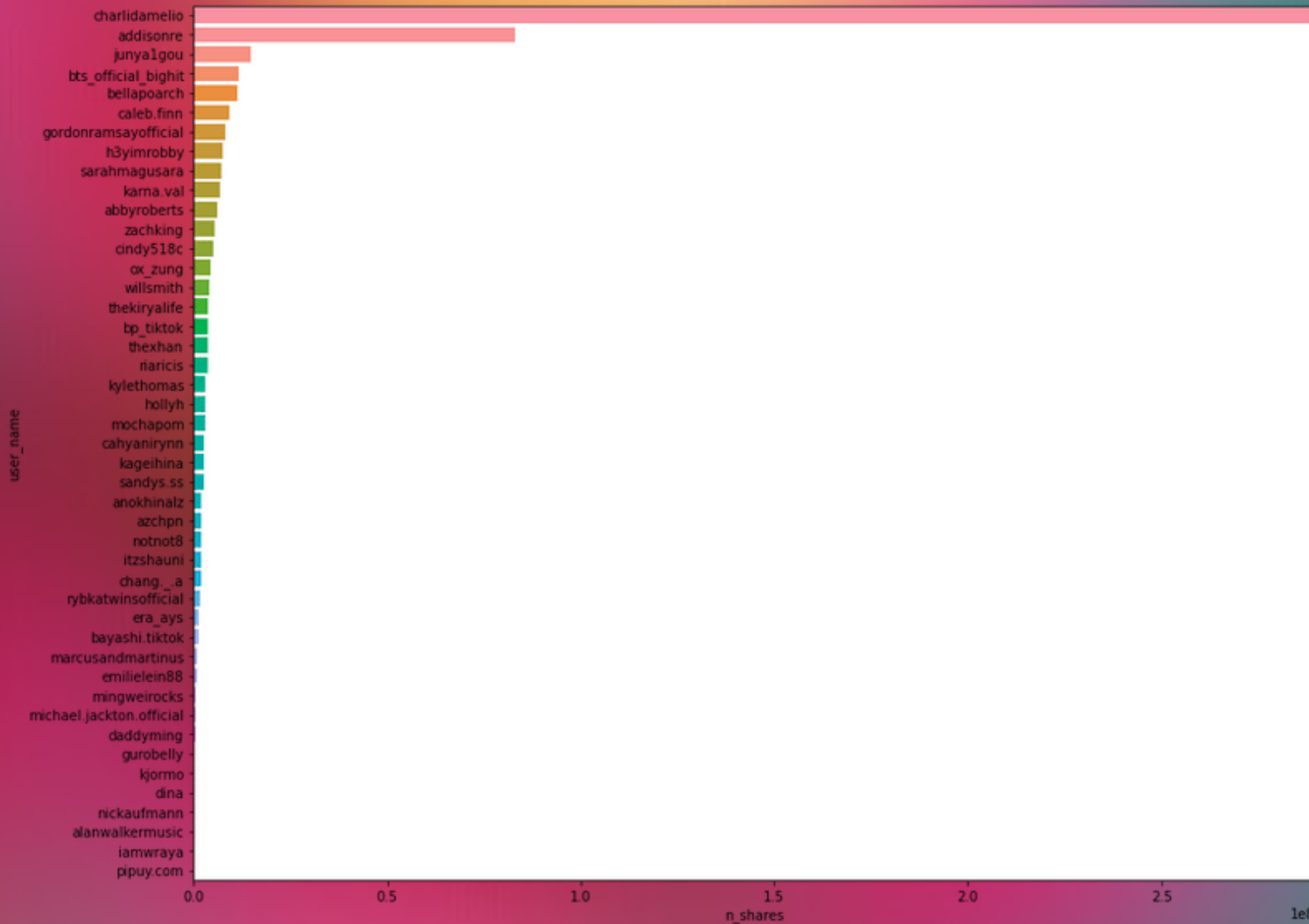
Q3. Which user has the total highest number of likes, plays and shares?



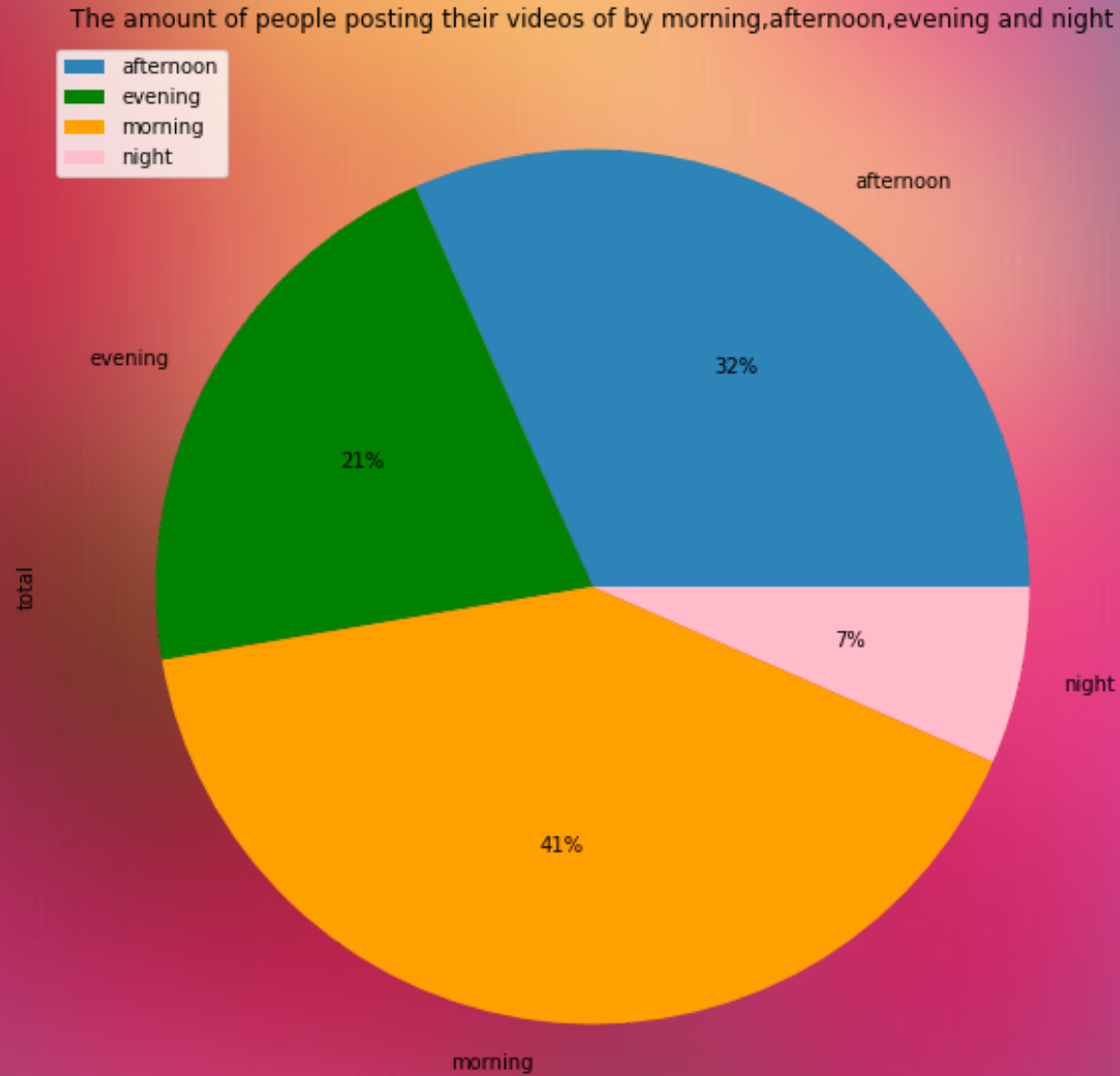
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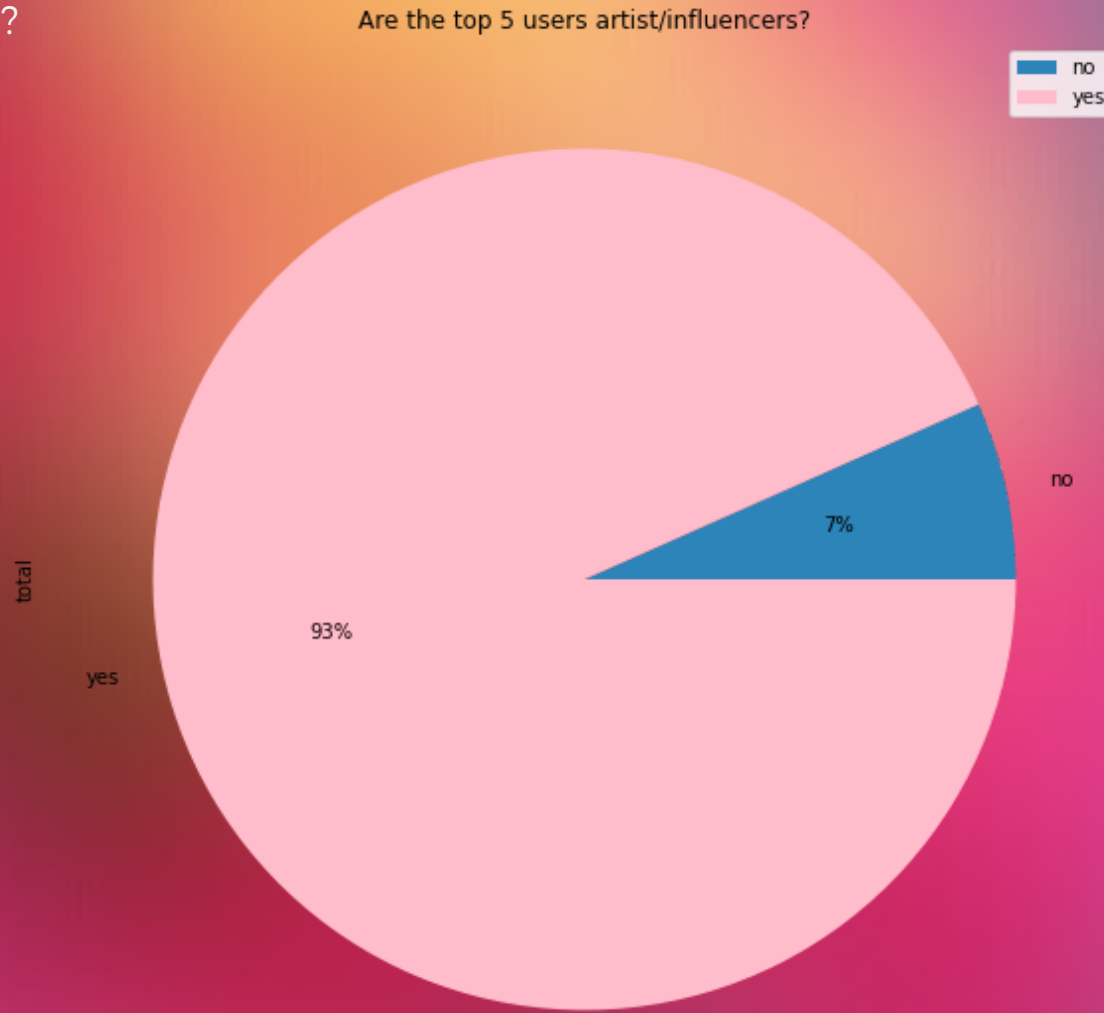
Q5. When is the best time to post a video?



Q6. Does the number of '#' promotes and gain more number of likes and plays?

29	100,633,#NeverForgetYou #Muser #FeatureThis #Lipsync	1
30	100,680,#TooLazyToCashHer #Comedy #FeatureThis #ComedySkitChallenge	1
31	100,726,One of my old priv video😭 #Focus #ArianaGrande #FeatureThis #Comedy #Bad	1
3092	10000,108300,do you miss someone? 🥺👉 #filipino #fyp #foryoupage #tiktokph #pinoy #...	1
3093	10000,122600,Сбила велосипедистка 🚲 ♀ 😭 #thekiryalife #talanty #flip #funny #fail #...	1
3094	10000,131200,Я не знаю, что это 😊	1
3095	10000,136000,🔍 Testing Candy🌈 Your 2nd @ have to buy you this, tagg them!🐱 #candy ...	1
3096	10000,160300,😊	1
3086	10000,23300,Mothers Then And Now👶 #FeatureMe #FeatureThis #Norway #Comedy #D...	1
3097	10000,273200,denger lagu dikidikit langsung auto joged aja:(1
3087	10000,54800,I didnt have the safety strap on	1
3088	10000,59400,We are now 100K!❤️ "Starnight of Africa" #FeatureMe @musical.ly #Paintin...	1
3089	10000,62500,Как вы относитесь к хЕйту?😭 жду в Inst: era_ays🔞 Там интереснее #era...	1
3090	10000,63200,600k THANKYOUUU SM I CANT BELIEVE 😊❤️	1
3091	10000,76400,#chainsmokers #musicvideo #sickboy	1

Q7. Are there artist/influencers in the top 5, if yes, who and what are they promoting?



THANK YOU FOR LISTENING!

Would appreciate any feedback after this!