TikTok Linear Regression Executive Summary

Predicting verified_status

Overview

"We've decided to look into how to predict 'verified_status', which we believe will help us understand how video characteristics relate to verified users."

Objective

The team tasked us to build a linear regression model that analyzes verified status of individual videos on TikTok in order to predict future videos that have verified status.

Results

```
[61]: # Get the feature names from the model and the mode
      # Place into a DataFrame for readability
      pd.DataFrame(data={"Feature Name":log_clf.feature_r
```

[61]:

	Feature Name	Model Coefficient
0	video_duration_sec	8.607893e-03
5	claim_status_opinion	3.908384e-04
2	video_share_count	5.930971e-06
7	author_ban_status_under review	-9.682447e-07
1	video_view_count	-2.132079e-06
3	video_download_count	-1.099775e-05
6	author_ban_status_banned	-1.781741e-05
4	video_comment_count	-6.404235e-04

Next Steps

Produce more complex models in order to have better predictive results for verified status.

Gather more insights on the beta coefficients.