**TikTok Project Proposal**

## **Overview:**

TikTok seeks a way to use machine learning to extract claims or propositions within TikTok videos and comments and classify each data point as a claim or opinion.

| **Milestone** | **Tasks** | **Deliverables/Reports** | **Relevant Stakeholder (Optional Activity)** |
| --- | --- | --- | --- |
| **1** | **Establish structure for project workflow (PACE)**  **Plan** | * Global-level project document | Rosie Mae Bradshaw — DS Manager |
| **1a** | **Write a project proposal**  **Plan** |  | Mary Joanna Rodgers — PM Officer |
| **2** | **Compile summary information about the data**  **Analyze** | * Data files ready for EDA | Orion Rainier — DS |
| **2a** | **Begin exploring the data**  **Analyze** |  | Orion Rainier — DS |
| **3** | **Data exploration and cleaning**  **Plan and Analyze** | * EDA report | Orion Rainier — DS |
| **3a** | **Visualization building**  **Analyze and Construct** | * Tableau dashboard/visualizations | Mary Joanna Rodgers — PM Officer |
| **4** | **Conduct hypothesis testing**  **Analyze** | * Analysis of testing results between two important variables | Willow Jaffey — DS Lead |
| **4a** | **Conduct hypothesis testing**  **Analyze and Construct** |  | Orion Rainier — DS |
| **5** | **Build a regression model**  **Analyze and Construct** |  | Willow Jaffey — DS Lead |
| **5a** | **Evaluate the model**  **Execute** | * Determine the success of the model | Rosie Mae Bradshaw — DS Manager |
| **6** | **Build a machine learning model**  **Construct** | * Final model | Willow Jaffey — DS Lead |
| **6a** | **Communicate final insights with stakeholders**  **Execute** | * Report to all stakeholders | Willow Jaffey — DS Lead |

Realistic timelines when working with actual clients and data scientists as a data scientist would most likely have tight deadlines, for example:

Milestone 1: 1-2 days

Milestone 2: 2-3 weeks

Milestone 3: 1 week

Milestone 4: 1 week

Milestone 5: 1-2 weeks