**LiveLab** | Top TikTok Tracks #1

**— Task 1:** Brainstorm

Data from TikTok includes the following features:

* **track\_title** - Refers to the title of the track added to a TikTok post. Each row in the dataset represents a specific track.
* **artist** - Refers to the artist of the track.
* **num\_posts** - Total number of TikTok posts that have added the track to the video’s content.
* **chart\_velocity** - Measures the rate at which a track is climbing the charts. Higher chart velocity suggests a rapid increase in popularity.
* **time\_on\_chart** - Measures the number of days the track was on the Top TikTok Tracks chart.
* **peak\_rank** - Refers to the highest position on the Top TikTok Tracks chart that the track achieved.

With your Team, brainstorm at least 3 ways you could use this data to identify tracks from new artists with the potential to go viral.

| 1.  2.  3. |
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p.s. No need to submit this doc to your Global Tech Team – it’s just for you!