**Executive Summary**

**Overview**This project explores the TikTok dataset to understand the relationship between video claim status (Claim vs. Opinion) and various engagement metrics (e.g., views, likes, comments). The goal is to uncover key insights into how engagement differs between claim and opinion videos, identify outliers in engagement data, and provide actionable recommendations to improve content strategy.

**Problem**TikTok videos can be classified as either claim or opinion. Understanding how these two types of content perform in terms of engagement (views, likes, comments, etc.) can help optimize content strategies. There is a need to explore the impact of author ban status on engagement and determine how outliers affect the analysis. The challenge is to identify how these factors influence engagement and content visibility.

**Solution**Exploratory Data Analysis (EDA) was performed on the dataset to clean the data, handle missing values, and investigate the distribution of engagement metrics. Visualizations such as histograms, bar plots, scatter plots, and box plots were created to compare engagement metrics between claim and opinion videos, and to analyze outliers. Additionally, the relationship between author ban status and engagement was examined to assess whether non-active authors perform differently.

**Key Insights**

1. Claim videos tend to have significantly higher engagement metrics (views, likes, comments) than opinion videos, likely due to increased visibility and potential virality.
2. Non-active authors, including those under review or banned, show lower engagement levels across all metrics, suggesting reduced visibility and content reach.
3. There are outliers in engagement metrics, particularly in views and likes, reflecting viral content that skews average engagement figures.
4. The author ban status may be an indicator of reduced engagement, with active authors generally showing better performance in engagement metrics.

**Next Steps**

1. Further Exploration: Investigate additional features such as video genre or length to understand their influence on engagement.
2. Develop Strategies for Non-Active Authors: Explore methods to re-engage non-active authors or change platform policies to ensure more consistent engagement for all authors.
3. Content Optimization: Recommend strategies for boosting engagement on opinion videos to bring them closer to the engagement levels seen in claim videos.
4. Predictive Modeling: Use the insights gathered to build a predictive model that forecasts whether a video will be a claim or opinion based on engagement metrics.

**Impact**The insights gained from this analysis can guide content strategy for TikTok and similar platforms. By understanding the factors that drive engagement and identifying outliers, the platform can make data-driven decisions to enhance user engagement, especially for opinion videos. Additionally, addressing issues around non-active authors and exploring the relationship between claim status and engagement will lead to more effective content moderation and improvement in video performance across the platform.