



TikTok Claims Classification Proposal

Overview:

This project aims to develop a predictive model to classify TikTok content as either a claim or an opinion. The deliverables include cleaned and analyzed data, a trained regression/machine learning model, and clear visualizations and reports for both technical and non-technical stakeholders.

Milestone	Tasks	Deliverables/Reports	Relevant Stakeholder (Optional Activity)
1	<div>Select software/languages</div> <div>Plan</div>	<ul style="list-style-type: none">Global-level project document	Willow Jaffey, Rosie Mae Bradshaw
1a	<div>Write a project proposal</div> <div>Plan</div>	<ul style="list-style-type: none">Project proposal document	Data Team + PM
2	<div>Begin exploring the data</div> <div>Analyze</div>	<ul style="list-style-type: none">Data files ready for EDA	Orion Rainier
2a	<div>Compute descriptive statistics</div> <div>Analyze</div>	<ul style="list-style-type: none">Summary tables & basic plots	Data Team



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3	<p>Data exploration and cleaning</p> <p>Analyze ▾ and Construct ▾</p>	<ul style="list-style-type: none">EDA report	Data Team
3a	<p>Visualization building</p> <p>Analyze ▾ and Execute ▾</p>	<ul style="list-style-type: none">Tableau dashboard/visualizations	Mary Joanna Rodgers, Executives
4	<p>Conduct hypothesis testing</p> <p>Analyze ▾</p>	<ul style="list-style-type: none">Analysis of testing results between two important variables	Data Team
4a	<p>Build a regression model</p> <p>Construct ▾ and Construct ▾</p>	<ul style="list-style-type: none">Model outputs and performance metrics	Willow Jaffey
5	<p>Build a machine learning model</p> <p>Construct ▾ and Construct ▾</p>	<ul style="list-style-type: none">Trained predictive model	Data Team
5a	<p>Evaluate the model</p> <p>Construct ▾</p>	<ul style="list-style-type: none">Determine the success of the model	Willow Jaffey, Data Team
6	<p>Compile summary information about the data</p> <p>Analyze ▾</p>	<ul style="list-style-type: none">Final model	Data Team



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6a	<div>Communicate final insights with stakeholders</div> <div>Execute ▾</div>	<ul style="list-style-type: none">Report to all stakeholders	Executives & Cross-Functional Managers
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