# TikTok Claims Classification Project: Statistical Test Results

Video view count for verified and unverified accounts

## Project Overview

Aim: To investigate whether the video view counts for verified and unverified accounts are different with a statistical significance.

## Key Insights

- Video view counts for unverified users are higher than that for verified users.
- This indicates that there might be a fundamental difference between the two types of accounts.
- It would be interesting to investigate this further for example:
  - Do unverified accounts post more click-bait type of videos?
  - Do unverified accounts utilise spam bots to increase their view counts?

## Details

The TikTok data team considered the relationship between verified_status and video_view_count.

The mean values of video_view_count were investigated for each group of verified_status in the sample data. The findings showed that most accounts were unverified. 265,663 accounts were not verified and 91,439 accounts were verified.

The next step was a two-sample hypothesis test. Aligned with preliminary findings from the mean values, this statistical analysis shows that any observed difference in the sample data is due to an actual difference in the corresponding population means.

```
verified_status
not verified    265663.785339
verified         91439.164167
Name: video_view_count, dtype: float64
```

## Next Steps

The team suggests moving forward and building a **regression model** on verified status.

A regression model for verified_status can help analyze user behavior in this group of verified users. Then, this context can be used to consider results from a claim classification model that will be created afterwards.