



TikTok, one of the world's leading destinations for short-form mobile videos, has just hired you as the newest member of their data analytics team. Your new supervisor has sent you the following email asking you to complete a project proposal for the team's claims classification project. Review the email, then follow the provided instructions to complete the PACE strategy document and the claims classification project proposal.

**Project goal:**

The TikTok data team is developing a machine learning model for classifying claims made in videos submitted to the platform.

**Background:**

TikTok is the leading destination for short-form mobile video. The platform is built to help imaginations thrive. TikTok's mission is to create a place for inclusive, joyful, and authentic content—where people can safely discover, create, and connect.

**Scenario:**

As a data analyst on TikTok's data team, with new considerations from the leadership team, you will create a project proposal by assigning the required data analytical tasks into realistic milestones that will advise future steps in the claims classification project.

**TASKS:**

Gather information from stakeholder notes from within TikTok

Assign PACE stages to the requested tasks for the classification project

Organize tasks into milestones

Create a project proposal for the TikTok data team

## **Background on the TikTok scenario**

Welcome to your new role at TikTok! We're thrilled to have you on the data team!

At TikTok, our mission is to inspire creativity and bring joy. Our employees lead with curiosity and move at the speed of culture. Combined with our company's flat structure, you'll be given dynamic opportunities to make a real impact on a rapidly expanding company and grow your career.

TikTok users have the ability to report videos and comments that contain user claims. These reports identify content that needs to be reviewed by moderators. This process generates a large number of user reports that are difficult to address quickly.

TikTok is working on the development of a predictive model that can determine whether a video contains a claim or offers an opinion. With a successful prediction model, TikTok can reduce the backlog of user reports and prioritize them more efficiently.

## **Project background**

TikTok's data team is in the earliest stages of the claims classification project. The following tasks are needed before the team can begin the data analysis process:

A project proposal identifying the following:

1. Organize project tasks into milestones
2. Classify tasks using the PACE workflow
3. Identify relevant stakeholders

## **Your assignment**

For your first assignment, TikTok is asking for a project proposal that will create milestones for the tasks within the comment classification project. Remember to take into account your audience, team, project goal, and PACE stages of each task in planning your project deliverable.

## **Team members at TikTok**

As a new data analyst, you'll work closely with a talented team of experienced data professionals. You'll also collaborate with TikTok co-workers outside the data team as your project requires.

## **Data team roles**

Willow Jaffey- Data Science Lead

Rosie Mae Bradshaw- Data Science Manager

Orion Rainier- Data Scientist

## Cross-functional team members

Mary Joanna Rodgers- Project Management Officer

Margery Adebawale- Finance Lead, Americas

Maika Abadi- Operations Lead

Note: The story, all names, characters, and incidents portrayed in this project are fictitious. No identification with actual persons (living or deceased) is intended or should be inferred. The data shared in this project has been altered for pedagogical purposes.

Your TikTok team includes several managers overseeing operations. It is important to adapt your communication to their roles since their responsibilities are less technical. The members of the data team at TikTok are well versed in data analysis and data science. Messages to these more technical co-workers should be concise and specific.

## Meeting notes

Now that you are onboard, you have access to the company network and are set up with a company email account.

You notice an email from your supervisor at the top of your inbox.

*From: Rosie Mae Bradshaw*

*Subject: Your first task: Review meeting notes*

*If you are able to read this, then your company accounts have been created! It's the perfect time to get started with your first task. Last week, I attended an internal meeting with our leadership team about a new project we are about to begin. You'll receive more information in the next few days, but I would like you to be aware of some needs that were identified by our leadership. Here is an excerpt from the notes I took during the leadership team meeting. I've organized the points by the individual who made the comment:*

*Mary Joanna Rodgers- Project Management Officer*

*The project will need a global document identifying deliverables & milestones.*

*We will need to generate some visuals to share with TikTok executives.*

*Orion Rainier-Data Scientist*

*We will need to have an understanding of the data we will be working with on this project.*

*It will require someone on the team to inspect the dataset for missing data.*

*The data team needs to determine what information will be the most useful in TikTok's data through exploratory data analysis (EDA).*

*Eventually, our team will need to run some method of statistical testing.*

*Willow Jaffey- Data Science Lead*

*The goal of the claim classification project is to build and deliver a reliable machine learning model.*

*The team will need to determine the type of regression model for this project.*

*Once we have a final model, I'll need to know the main talking points going into our presentation to the leadership team.*

*The team will need to determine the best method of hypothesis testing for this dataset.*

*My thoughts and concerns...*

*I think it's best to use Python for this project. I'll have someone on my team set that up as soon as we have the project proposal in place.*

*I'd suggest the data team will need to check the assumptions made by any regression modeling developed for this project.*

*The data team will identify and set up the project's workflow.*

*There will be more details sent to you very soon.*

*Welcome to the team,*

*Rosie Mae Bradshaw*

*Data Science Manager*

*TikTok*

(P.S. Don't forget about the company-sponsored lunch on Friday. The food is always fantastic. It's a great opportunity to meet more of our wonderful co-workers. Our team meets in the lobby around noon. Please join us!)

### **Specific project deliverables**

With this end-of-course project, you will gain valuable practice and apply your new skills as you complete the following deliverables:

Course 1 PACE Strategy Document to plan your project while considering your audience members, teammates, key milestones, and overall project goal.

Create a project proposal for the data team.

Email from Rosie Mae Bradshaw, TikTok's Data Analysis Manager

*Subject: Welcome to the TikTok data team*

*From: Rosie Mae Bradshaw@TikTok*

*Welcome to the TikTok data team!*

*We are so glad to have you aboard.*

*I'd like to get you started on our latest project. I'll provide a little background that will give some context.*

*With the number of submissions and interactions on TikTok each day, it's challenging for our moderators to review each video, user comment, and content claim in a timely manner. You will assist us with the development of machine learning techniques that will assist in distinguishing between claims or opinions within content on the TikTok platform. The goal is to build a machine learning model with the capability to reliably classify user interaction data as a claim or opinion.*

*For your first task, please draft a plan of action for the team. Include questions we need to answer before we get started on the project, important details to consider at the beginning of the project, and the milestones we'll likely need throughout the duration of the project. To help get you started, I'll pass along some bullet points I've collected from stakeholders in an email.*

*I recall from your interview that you've completed a Google Careers Certificate on Advanced Data Analytics. I've heard great things about the Google certificates. I'm sure that you'll be able to use those skills to help get this latest project started.*

*If you need anything as you are settling in, feel free to reach out.*

*Rosie Mae Bradshaw*

*Data Analysis Manager*

*TikTok*