

Sprint Plan Template

To use this
template:
File → Make a
Copy

Week	Purpose	Weekly Tasks and Goals
<i>Week #1 Project Setup and Dataset Exploration</i>	Set up the project needed environment, familiarize myself with the dataset, and refine research questions and hypotheses.	<ul style="list-style-type: none"> Set up the project environment and install necessary libraries. Explore the dataset's structure and variables. Clean and preprocess the dataset, handling missing data and inconsistencies. Conduct an initial exploratory data analysis (EDA) to gain insights into the dataset.
<i>Week #2 EDA and Trend Analysis</i>	Analyze the dataset to gain insights into trending content on TikTok and identify factors influencing trends.	<ul style="list-style-type: none"> Analyze the distribution of likes, shares, comments, and views for different types of content. Explore the relationship between video length, hashtags, song titles, and engagement metrics. Identify common themes or patterns among popular TikTok trends. Visualize the findings using appropriate charts and graphs.
<i>Week #3 User Analysis and Engagement Patterns</i>	Analyze TikTok users' characteristics, their impact on trend creation, and user engagement patterns.	<ul style="list-style-type: none"> Analyze variables such as followers, total likes, total videos, and engagement rate. Investigate characteristics of influential TikTok users. Analyze user engagement metrics and identify factors affecting user activity and trend participation. Visualize user-related insights to communicate findings effectively.

To use this
template:
File → Make a
Copy

Sprint Plan Template

Week	Purpose	Weekly Tasks and Goals
<i>Week #4 Time Analysis and Temporal Trends</i>	Investigate temporal aspects of TikTok trends, such as recurring patterns and trend durations.	<ul style="list-style-type: none"> Analyze the dataset over time to identify recurring patterns at different timescales (day, week, month). Determine the duration of trends and factors influencing their longevity. Investigate any temporal variations in user engagement and participation. Visualize temporal trends and patterns using appropriate charts and graphs.
<i>Week #5 Hypothesis Testing and Modeling</i>	Apply hypothesis testing techniques and explore machine learning models to gain deeper insights into the dataset.	<ul style="list-style-type: none"> Formulate hypotheses related to TikTok trends and user engagement. Perform statistical hypothesis testing to validate or reject the hypotheses. Explore machine learning techniques to predict trends or user engagement. Evaluate and compare the performance of different models.
<i>Week #6 Finalization and Presentation</i>	Finalize your analysis, create visualizations, and prepare for the presentation of your findings.	<ul style="list-style-type: none"> Summarize the key findings and insights from the analysis. Create compelling visualizations to support your conclusions. Prepare presentation materials, including slides and a narrative to convey your project's objectives, methodology, and results effectively. Rehearse the presentation to ensure a clear and concise delivery.