TIKTOK ANALYTICS GRADER

A User Manual

Victoria Vidmar

ENAE 380 / Section 0105

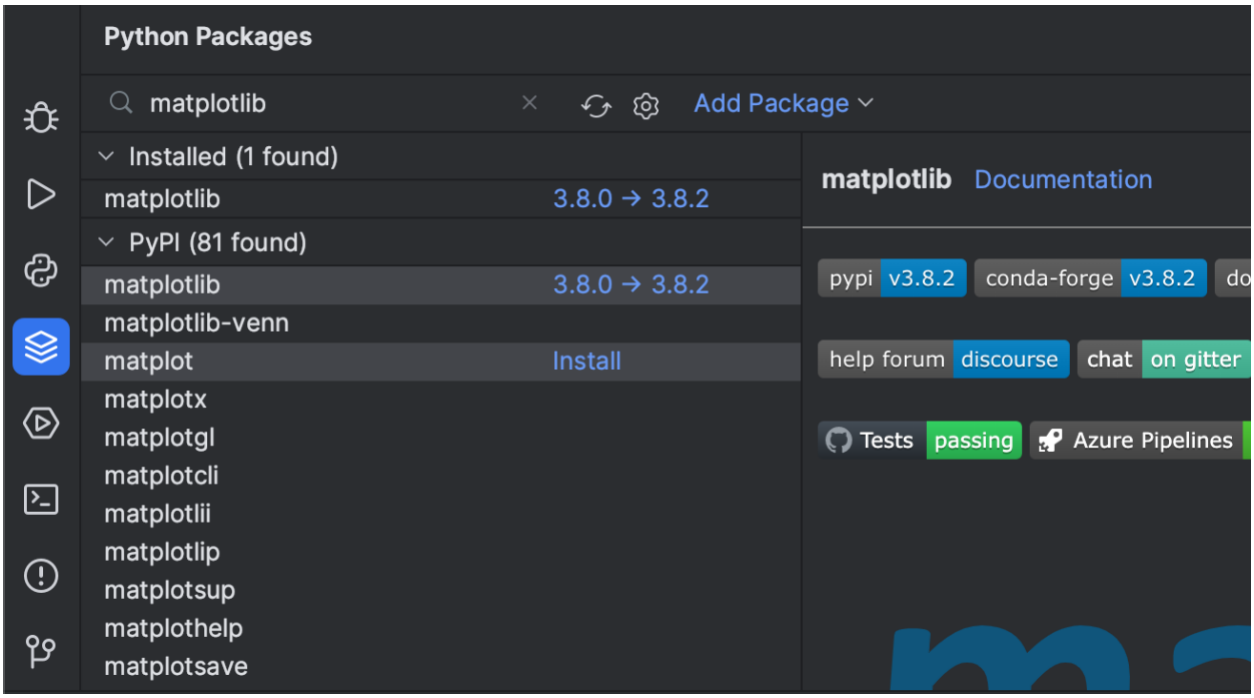
Table of Contents

INTRODUCTION

The TikTok Grader allows you to import your data analytics from TikTok and evaluates them. It provides you with both performance-based ratings and personalized tips for improvement on social media. This database will enhance your understanding of the TikTok algorithm, giving insight as to where you can make improvements to further grow your TikTok account.

INSTALLATION

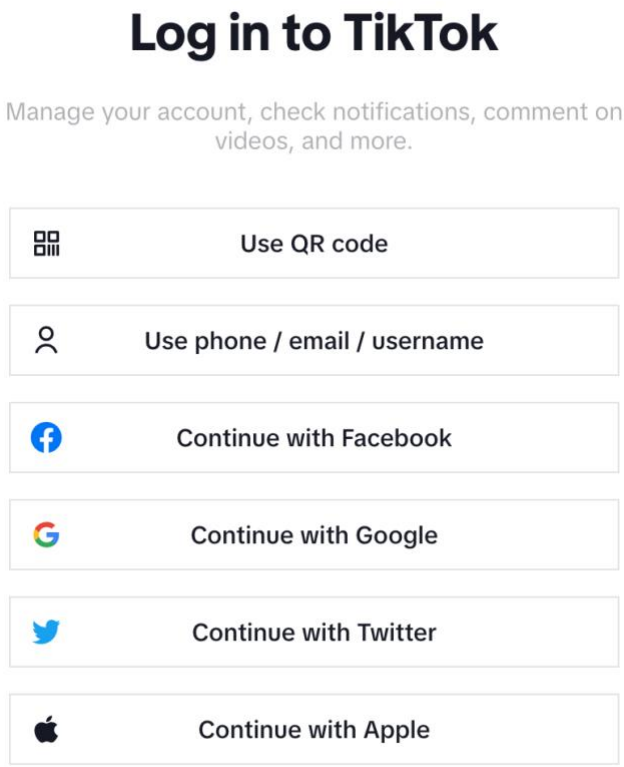
1. **Python (PyCharm)**
   First, you will of course need to have Python installed on your computer. I personally prefer using PyCharm, it is super easy to use and has way more built-in features than the IDLE version that is already downloaded onto Macs. To download PyCharm you can go to the following link (https://www.jetbrains.com/pycharm/download/?section=windows), select the OS you are using, then follow the directions the site gives to complete your download. If you would rather stick to the IDLE version, you can follow this link (https://www.python.org/downloads/). However, as I mentioned earlier, it should already be downloaded if you are using an Apple device.
2. **Libraries**
   a) Matplotlib – The only library needed for this code to run is Matplotlib. However, if you don't have pip (this allows packages to be installed in Python) follow this link to download it (https://pypi.org/project/pip/). After downloading pip, all you need to do is enter "pip install matplotlib" into the terminal/command window. If you have PyCharm you can click on the Python Packages icon located in the bottom left corner of the app and search matplotlib, then click "Add Package" (below is a visual).



USER GUIDE

After downloading Python and the above libraries, you now need to download your TikTok analytics file. To do this follow the steps below:

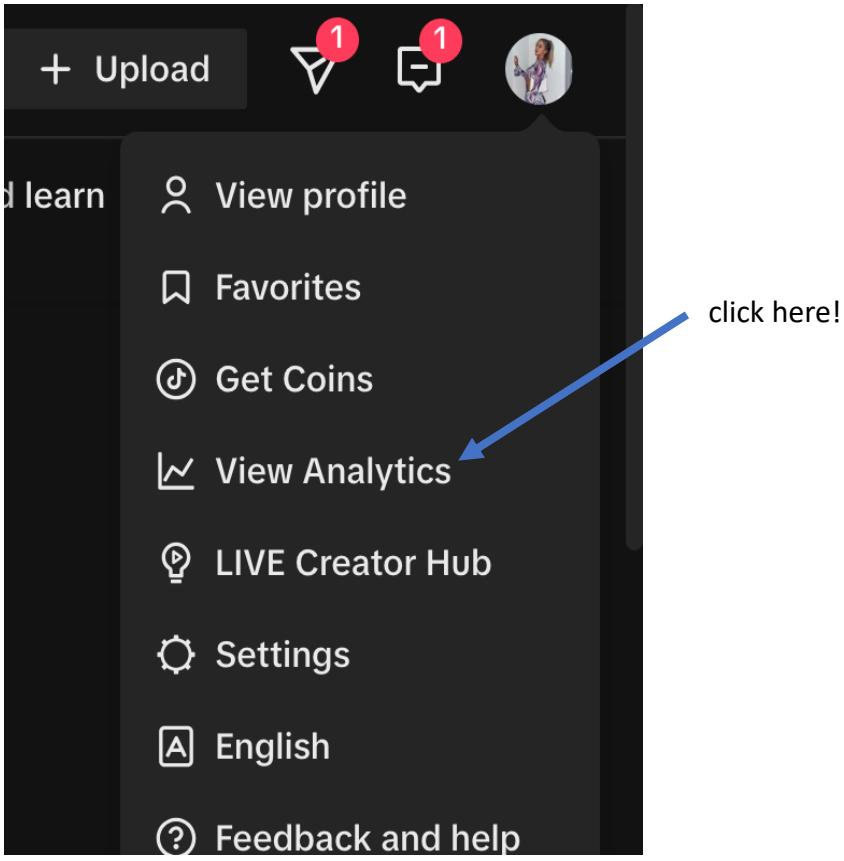
1. Log into your TikTok account on a desktop (in a browser, it cannot be on the app).



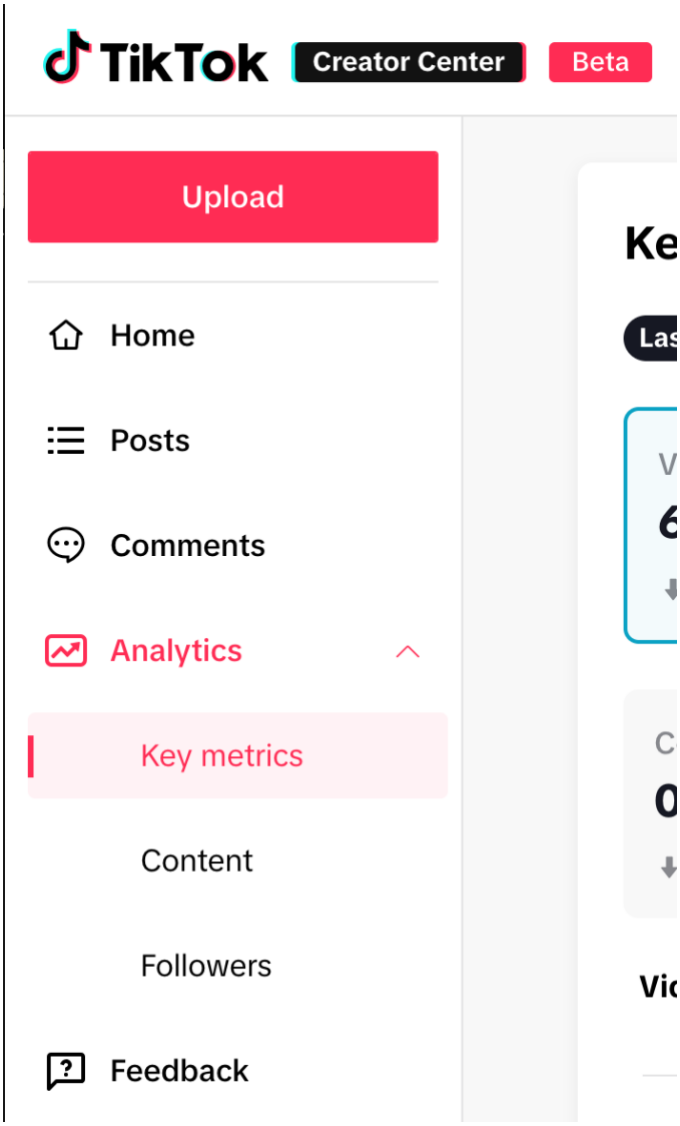
2. Go to your profile.

3. Click on your profile icon (profile picture) in the top right corner – it should open a drop-down menu.

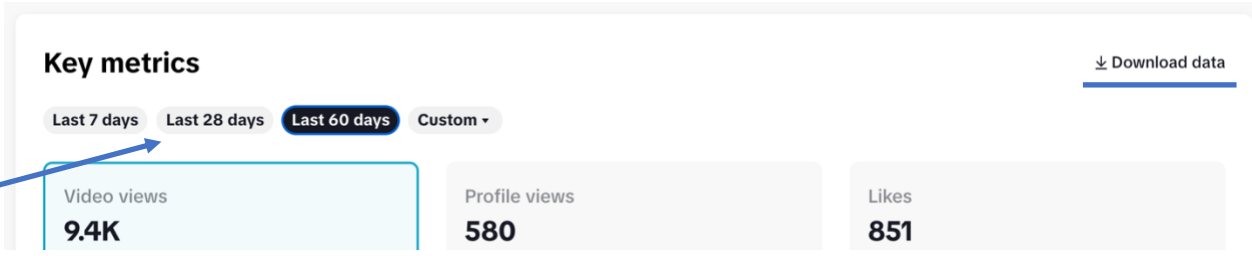
4. From the drop-down menu, click on “View Analytics.” This will open a new page.



5. Under “View Analytics” on the left-hand side of the page, there are three subcategories (key metrics, content, and followers). Click on Key metrics.

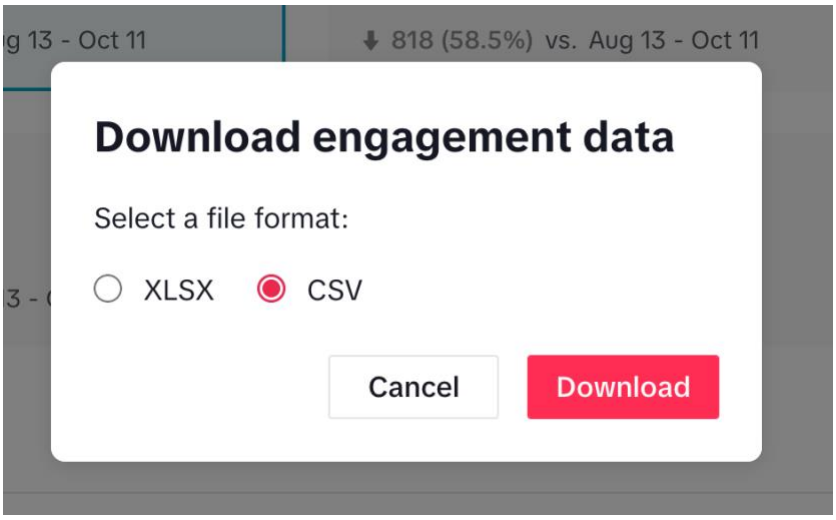


6. You can then click “Download Data” under the Key Metrics tab. Here you can choose any time window you want (last 7, 28, 60 days, or custom) HOWEVER, make sure you keep the time window consistent across all downloaded files or else your data won’t make sense!!!



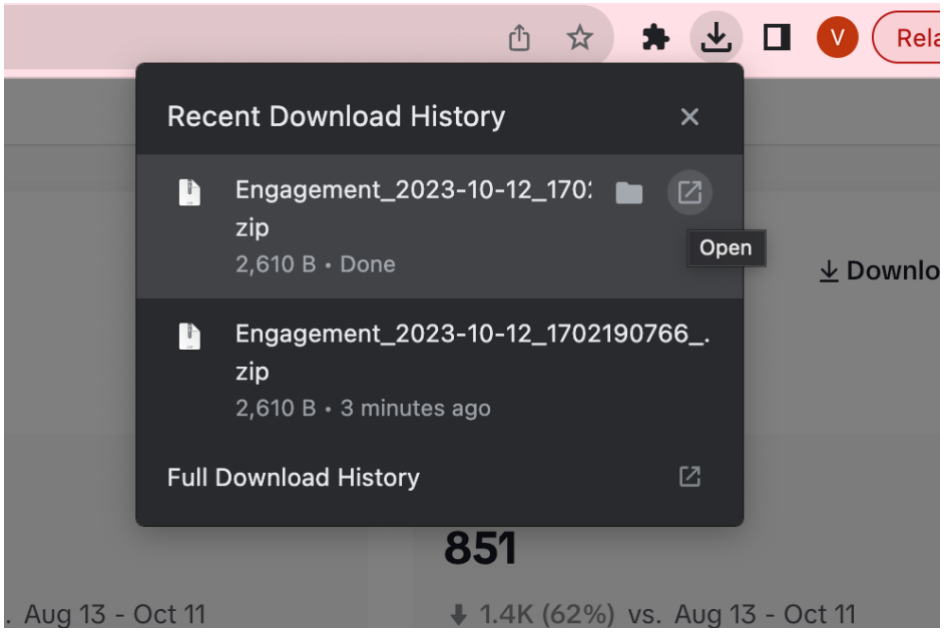
changes the time window that it will pull data from

7. This will then pop up the following window:

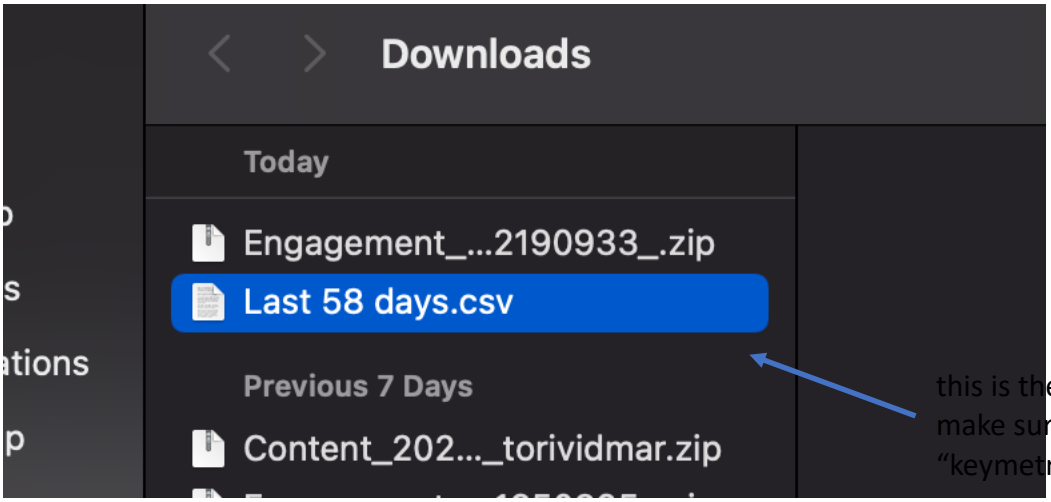


Make sure to download the file as a CSV file or program will not run!!!

8. After this file downloads to your browser, it will be a zip file that holds the CSV file you will be using. However, if you just double click on the file or click open, it should automatically unzip.



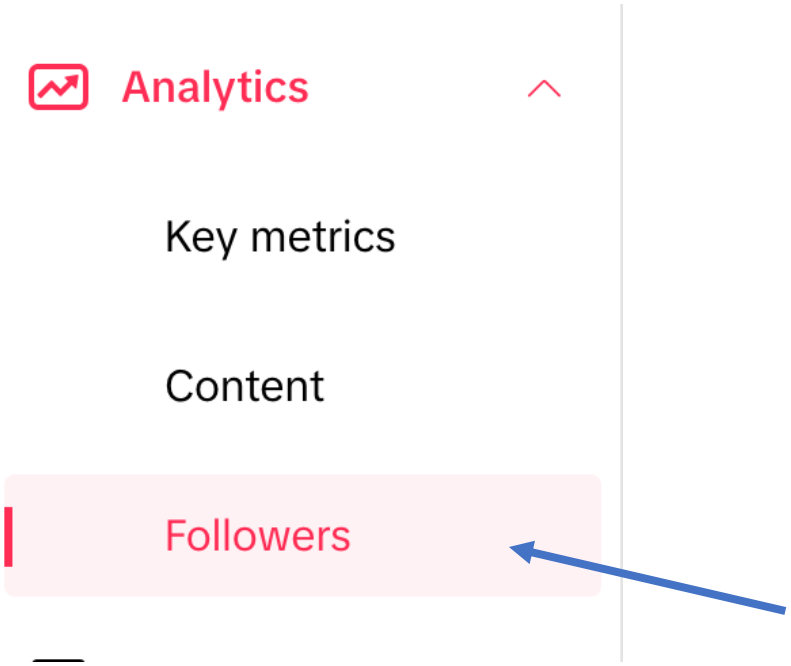
9. After the CSV file has been downloaded, go into your files. The file should be named “Last x days.csv” (the x represents the time window that your data is from). Change the name of the file to “keymetrics.csv” as Python cannot input files with spaces in the name.



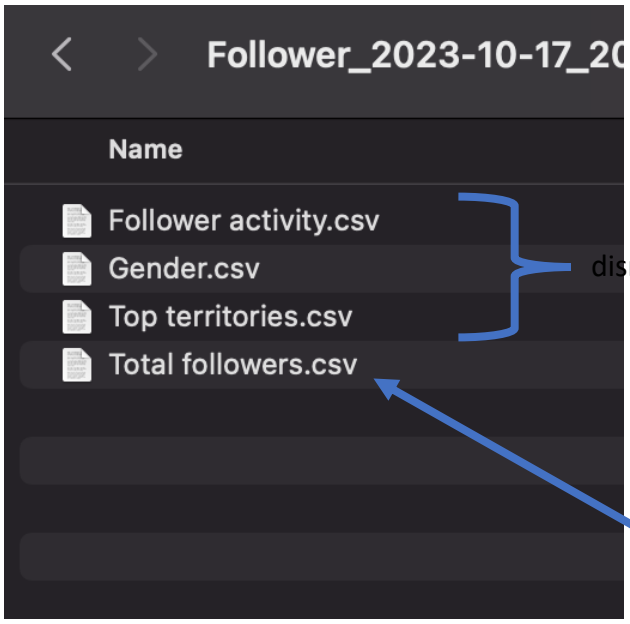
10. Copy the file path associated with the CSV file. This is what you will be prompted to enter in the command window when you run the program. Your file path should look something like this:

    /Users/torividmar/Downloads/final_project_380/keymetrics.csv

11. Now follow these same steps but for the Followers tab under “View Analytics.”



12. Download your data for your total followers using the SAME time window that you used when downloading your key metrics file. This download will contain a folder filled with multiple files, but you only will be using the "Total followers.csv" file. Again, make sure to rename the file to "totalfollowers.csv" and copy its file path. You will need to enter both of your file paths into Python for the code to run.

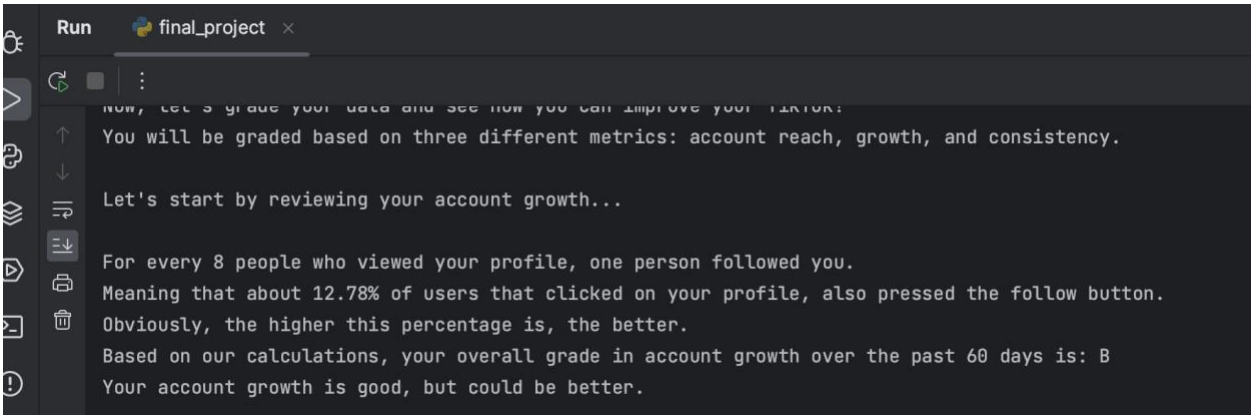


RUNNING THE CODE

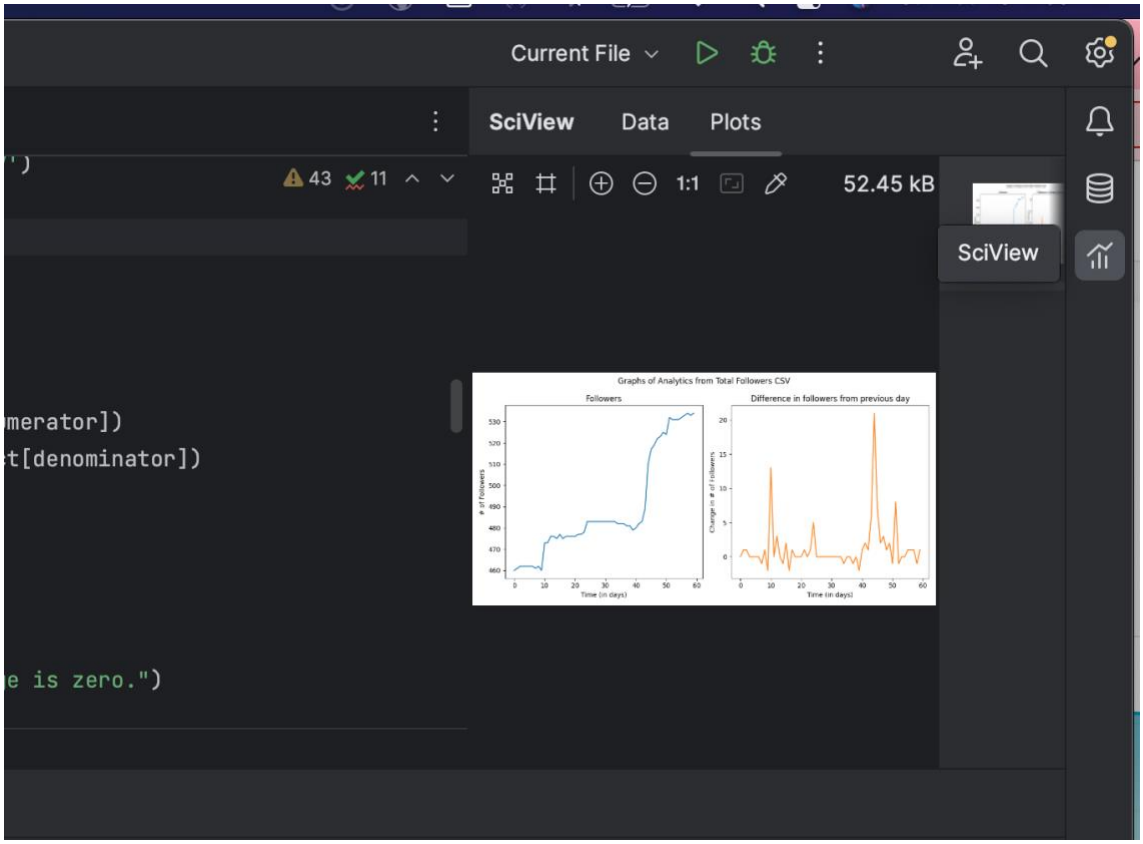
Lastly, I would like to explain how and where to find everything when running the program.

1. When you run the .py file, it will first prompt you to enter the file paths from both the keymetrics.csv and the totalfollowers.csv. Enter the keymetrics.csv file path first, then press enter. It will then prompt you to enter the totalfollowers.csv, now enter that file path and press enter, the code should begin to run.

2. The code should run completely without prompting you to enter anything more. After the code runs, you can find information on your analytics in the command window (see below).



3. The program also outputs two sets of graphs based on your data. These can be found by clicking the “SciView” icon in the top right corner of Python, then under plots.



UNDERSTANDING THE DATA

The data outputted in both the graphs and the command window is intuitive. However, I do want to briefly explain the grading system in case it is unclear. Grades are given in a school-based format, where you can get a letter grade A-F (excluding D, so an F is anything below a 70). An ‘A’ being the highest grade (best) you can get and a ‘F’ being the worst. You will get a grade in three different categories: account growth, reach, and consistency. The feedback you receive will correspond to these categories. It will also change based on your grades in them, and is outputted at the very end of the code.

NEED HELP?

Lastly, if you have questions or concerns, feel free to email me (vvidmar@terpmail.umd.edu). I would love to help!