**Tiktok Project Proposal**

## **Overview:**

This project aims to develop a machine learning model to classify user interaction data on TikTok as either claims or opinions, helping to prioritize and streamline the moderation process.

| **Milestone** | **Tasks** | **Deliverables/Reports** | **Relevant Stakeholder (Optional Activity)** |
| --- | --- | --- | --- |
| **1** | **Write a project proposal**  **Plan** | * Global-level project document | Mary Joanna Rodgers - Project Management Officer |
| **1a** | **Establish structure for project workflow (PACE)**  **Plan** | * Project workflow document | Rosie Mae Bradshaw - Data Science Manager |
| **2** | **Begin exploring the data**  **Analyze** | * Data files ready for EDA | Orion Rainier - Data Scientist |
| **2a** | **Data exploration and cleaning**  **Analyze** | * Cleaned dataset | Orion Rainier - Data Scientist |
| **3** | **Compute descriptive statistics**  **Analyze and Construct** | * EDA report | Willow Jaffey - Data Science Lead |
| **3a** | **Visualization building**  **Construct and Execute** | * Tableau dashboard/visualizations | Orion Rainier - Data Scientist |
| **4** | **Conduct hypothesis testing**  **Analyze** | * Analysis of testing results between two important variables | Willow Jaffey - Data Science Lead |
| **4a** | **Compile summary information about the data**  **Analyze and Construct** | * Summary report  |  | | --- |  |  | | --- | | Willow Jaffey - Data Science Lead |
| **5** | **Build a regression model**  **Construct and Analyze** | * Regression model | Willow Jaffey - Data Science Lead |
| **5a** | **Evaluate the model**  **Construct** | * Determine the success of the model | Willow Jaffey - Data Science Lead |
| **6** | **Build a machine learning model**  **Construct** | * Final model | Willow Jaffey - Data Science Lead |
| **6a** | **Communicate final insights with stakeholders**  **Execute** | * Report to all stakeholders | Mary Joanna Rodgers - Project Management Officer, Margery Adebowale - Finance Lead, Americas, Maika Abadi - Operations Lead |