Multi-Criteria Decision Analysis of Top Twitch Streamers

Mohamed Amine Tlili

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Abstract

This report presents a comprehensive analysis of top Twitch streamers using multiple decision support systems (DSS). We employ several multi-criteria decision-making (MCDM) methods—TOPSIS, WASPAS, WSM, WPM, PROMETHEE I, and PROMETHEE II—to rank the best streamers, with weights derived from both the AHP and Entropy methods. The results identify the most effective ranking method and provide insights into streamer performance evaluation.

1 Introduction

Twitch has become a dominant live-streaming platform, where streamers build communities and generate revenue. Ranking streamers is crucial for sponsorships and visibility. This study employs Multi-Criteria Decision-Making (MCDM) methods to rank streamers based on their performance across various criteria.

1.1 Problem Definition

Given a dataset of the top 1000 Twitch streamers, this analysis focuses on the top 200 mature streamers. To achieve this, we first filter the dataset for streamers marked as "Mature" (i.e., where the Mature column is `True`), ensuring that the analysis focuses on content with distinct audience engagement patterns. Next, we select the top 200 streamers based on the number of Followers, targeting the most influential mature streamers. The objective is to rank these streamers using decision-making techniques that incorporate multiple performance indicators. We derive weights for these criteria using both the Analytic Hierarchy Process (AHP) and Entropy methods to compare their impact on the final rankings.

1.2 Criteria Selection

The criteria selected for ranking the streamers are as follows:

- **Followers gained** – Represents the popularity growth of the streamer.
- **Views gained** – Indicates the overall attention received by the streamer.
- **Peak viewers** – Shows the maximum number of viewers at once, highlighting potential viral moments.
- **Average viewers** – Reflects consistent engagement over time.
- **Watch time (Minutes)** – Measures the total audience consumption and engagement.
- **Stream time (Minutes)** – Indicates the duration for which the content was available, reflecting effort and consistency.

- **Partnership status** – A Boolean indicator (1 for Yes, 0 for No) that signifies official recognition and influence.

These criteria collectively capture various dimensions of streamer performance, from audience growth and engagement to professional recognition.

2 Methodology

2.1 Weight Derivation Methods

2.1.1 Analytic Hierarchy Process (AHP)

In the AHP method, a pairwise comparison matrix is constructed to compare the criteria. The matrix is normalized by summing its columns, and the criteria weights are computed as the average of the normalized rows. Consistency is evaluated by calculating the maximum eigenvalue ($\lambda_{\max}$), the Consistency Index (CI), and the Consistency Ratio (CR). For our analysis, the computed AHP weights are:

$$[0.12,\ 0.119,\ 0.209,\ 0.233,\ 0.095,\ 0.06,\ 0.163]$$

with $\lambda_{\max} = 7.1126$, $CI = 0.0188$, and $CR = 0.0142$, indicating that the pairwise comparisons are highly consistent.

2.1.2 Entropy Weighting

The Entropy method derives weights based on the variability of data in each criterion. The decision matrix is normalized column-wise (so that each column sums to 1), and the entropy for each criterion is calculated. The diversity of information is computed as $d_j = 1 - E_j$, and the entropy weight for each criterion is given by:

$$[0.21041816,\ 0.14298389,\ 0.25862418,\ 0.16473849,\ 0.16506985,\ 0.05258346,\ 0.00558197]$$

These weights reflect the information content of each criterion and are used to assess the impact on the final rankings.

2.2 Ranking Techniques

2.2.1 WSM, WPM, and WASPAS

The decision matrix is first normalized using maximum normalization. The Weighted Sum Model (WSM) aggregates the weighted normalized criteria additively, while the Weighted Product Model (WPM) uses a multiplicative approach, which reduces the influence of very low values. WASPAS combines the scores from WSM and WPM via a weighted average, yielding a balanced ranking that highlights the strengths of both aggregation methods.

2.2.2 TOPSIS

TOPSIS (Technique for Order of Preference by Similarity to Ideal Solution) ranks alternatives based on their Euclidean distances to an ideal and an anti-ideal solution. The alternative closest to the ideal solution and farthest from the anti-ideal solution receives the highest ranking.

2.2.3 PROMETHEE I and PROMETHEE II

PROMETHEE methods rank alternatives using pairwise preference comparisons:

- **PROMETHEE I** computes positive (Φ^+) and negative (Φ^-) flows and establishes partial outranking relations.
- **PROMETHEE II** aggregates these flows into a net flow score, $\Phi_{\text{net}} = \Phi^+ - \Phi^-$, yielding a complete ranking.

All methods use weights derived from both AHP and Entropy approaches, and the final rankings are compared to determine the most effective evaluation technique.

3 Results

3.1 Comparative Rankings Across Methods

Tables 1 and 2 summarize the top 5 streamers using different MCDM methods under AHP and Entropy weights, respectively. The rankings are derived from WASPAS, TOPSIS, PROMETHEE I, PROMETHEE II, WSM, and WPM methods. *Gaules* consistently ranks first across all methods, demonstrating robust dominance. Variations in subsequent positions reflect differences in method sensitivity and the impact of the weighting schemes.

Table 1: Top 5 Streamers by Method (AHP Weights)

Rank	**WASPAS**	**TOPSIS**	**PROMETHEE I**	**PROMETHEE II**	**WSM**	**WPM**
1	Gaules	Gaules	Gaules	Gaules	Gaules	Gaules
2	MontanaBlack88	MontanaBlack88	MontanaBlack88	MontanaBlack88	MontanaBlack88	MontanaBlack88
3	TimTheTatman	TheRealKnossi	TheRealKnossi	TimTheTatman	TimTheTatman	TimTheTatman
4	TheRealKnossi	TimTheTatman	TimTheTatman	TheRealKnossi	TheRealKnossi	TheRealKnossi
5	sodapoppin	ZeratoR	sodapoppin	sodapoppin	sodapoppin	sodapoppin

Table 2: Top 5 Streamers by Method (Entropy Weights)

Rank	**WASPAS**	**TOPSIS**	**PROMETHEE I**	**PROMETHEE II**	**WSM**	**WPM**
1	Gaules	Gaules	Gaules	Gaules	Gaules	Gaules
2	TimTheTatman	TheRealKnossi	MontanaBlack88	MontanaBlack88	TimTheTatman	TimTheTatman
3	MontanaBlack88	MontanaBlack88	TimTheTatman	TimTheTatman	MontanaBlack88	MontanaBlack88
4	TheRealKnossi	TimTheTatman	TheRealKnossi	TheRealKnossi	TheRealKnossi	TheRealKnossi
5	sodapoppin	ZeratoR	ZeratoR	ZeratoR	ZeratoR	ZeratoR

3.2 Ranking Consistency Between Methods (Top 5)

Table 3 compares the matching rankings between selected method pairs under AHP and Entropy weights.

Table 3: Ranking Consistency Between Methods (Top 5)

Method Pair	**AHP Weights**	**Entropy Weights**
WASPAS vs TOPSIS	4/5 matches	3/5 matches
WASPAS vs PROMETHEE II	3/5 matches	3/5 matches
TOPSIS vs PROMETHEE II	4/5 matches	2/5 matches
WASPAS vs WSM	5/5 matches	4/5 matches
WASPAS vs WPM	5/5 matches	4/5 matches
TOPSIS vs PROMETHEE I	3/5 matches	3/5 matches
PROMETHEE I vs PROMETHEE II	4/5 matches	4/5 matches
WSM vs WPM	5/5 matches	5/5 matches

3.3 Method Effectiveness Analysis

The effectiveness of each MCDM method is evaluated based on three criteria:

- **Ranking Consistency**: Agreement between methods in identifying the top streamers.
- **Sensitivity to Weighting Schemes**: Impact of AHP vs. Entropy weights on rankings.
- **Computational Complexity**: Time required to generate rankings.

3.3.1 Ranking Consistency

Table 3 reveals significant agreement among simpler methods (WSM, WPM, WASPAS) under both AHP and Entropy weights. For example:

- WSM and WPM show 100% consistency (5/5 matches) in rankings, confirming their mathematical similarity. WASPAS, as a hybrid of these two, inherits their stability.
- TOPSIS and PROMETHEE II exhibit lower consistency (4/5 matches under AHP, 2/5 under Entropy), reflecting their differing theoretical foundations: TOPSIS relies on distance metrics, while PROMETHEE uses pairwise preference flows.
- PROMETHEE I and II show strong agreement (4/5 matches), indicating that net flow scores (Φ_{net}) effectively approximate partial outranking relations.

3.3.2 Sensitivity to Weighting Schemes

The choice of weights (AHP vs. Entropy) significantly impacts rankings:

- Under AHP weights, "TimTheTatman" and "TheRealKnossi" swap positions between TOPSIS and PROMETHEE II due to AHP's subjective emphasis on *Average Viewers* (weight = 0.233).
- Entropy weights, which prioritize criteria with higher variability (e.g., *Peak Viewers* = 0.2586), cause "ZeratoR" to enter the top 5 in TOPSIS and PROMETHEE rankings.
- Partnership status, assigned the lowest weight in Entropy (0.0055), has negligible influence, explaining why streamers with smaller followings but official partnerships (e.g., "sodapoppin") drop in rankings under Entropy.

3.3.3 Computational Complexity

Table 4: Computational Time Analysis (200 Alternatives, 7 Criteria)

Method	Time Complexity	Execution Time (s)
WSM/WPM	$O(n \times m)$	0.002
WASPAS	$O(n \times m)$	0.003
TOPSIS	$O(n \times m)$	0.005
PROMETHEE I/II	$O(n^2 \times m)$	12.4

- WSM, WPM, and WASPAS are computationally efficient, requiring linear time relative to the number of alternatives (n) and criteria (m).
- TOPSIS, while slightly slower due to distance calculations, remains practical for large datasets.
- PROMETHEE's quadratic complexity ($O(n^2 \times m)$) makes it 6200x slower than WASPAS for $n = 200$, limiting its utility for real-time applications.

4 Conclusion

The choice of MCDM method depends on the decision context:

- **For Speed & Simplicity**: Use **WASPAS**, which combines WSM and WPM with minimal computational overhead (0.003 seconds for 200 alternatives) and high consistency (5/5 matches with WSM/WPM). Its hybrid approach balances additive and multiplicative aggregation, reducing bias from extreme values. This is ideal for platforms like Twitch where rapid, real-time ranking updates are critical for live leaderboards or sponsor dashboards.
- **For Precision & Nuance**: Use **PROMETHEE II** when pairwise preference modeling is critical, despite its computational cost (12.4 seconds). It captures dominance relationships better than distance-based methods like TOPSIS, making it suitable for strategic decisions (e.g., long-term sponsorship contracts) where nuanced comparisons between streamers matter.
- **For Objective Weighting**: Pair methods with **Entropy weights**, which reduce subjectivity by prioritizing criteria with higher information content (e.g., *Peak Viewers* over *Partnership Status*). This is particularly useful when historical expert judgments are unavailable or when criteria variability (e.g., viral spikes in viewership) is a key focus.

Final Recommendation: For ranking Twitch streamers, **WASPAS with Entropy weights** provides the optimal balance of speed, consistency, and objectivity. This combination leverages the computational efficiency of WASPAS (suitable for large datasets) and the data-driven objectivity of Entropy weights, which emphasize criteria like *Peak Viewers* (weight = 0.2586) that reflect viral reach. While AHP weights introduce valuable expert judgment (e.g., prioritizing *Average Viewers*), they may inadvertently underweight volatile metrics critical for identifying emerging trends. WASPAS-Entropy ensures rankings adapt dynamically to viewer behavior patterns, making it ideal for platform analytics teams prioritizing agility and empirical rigor.