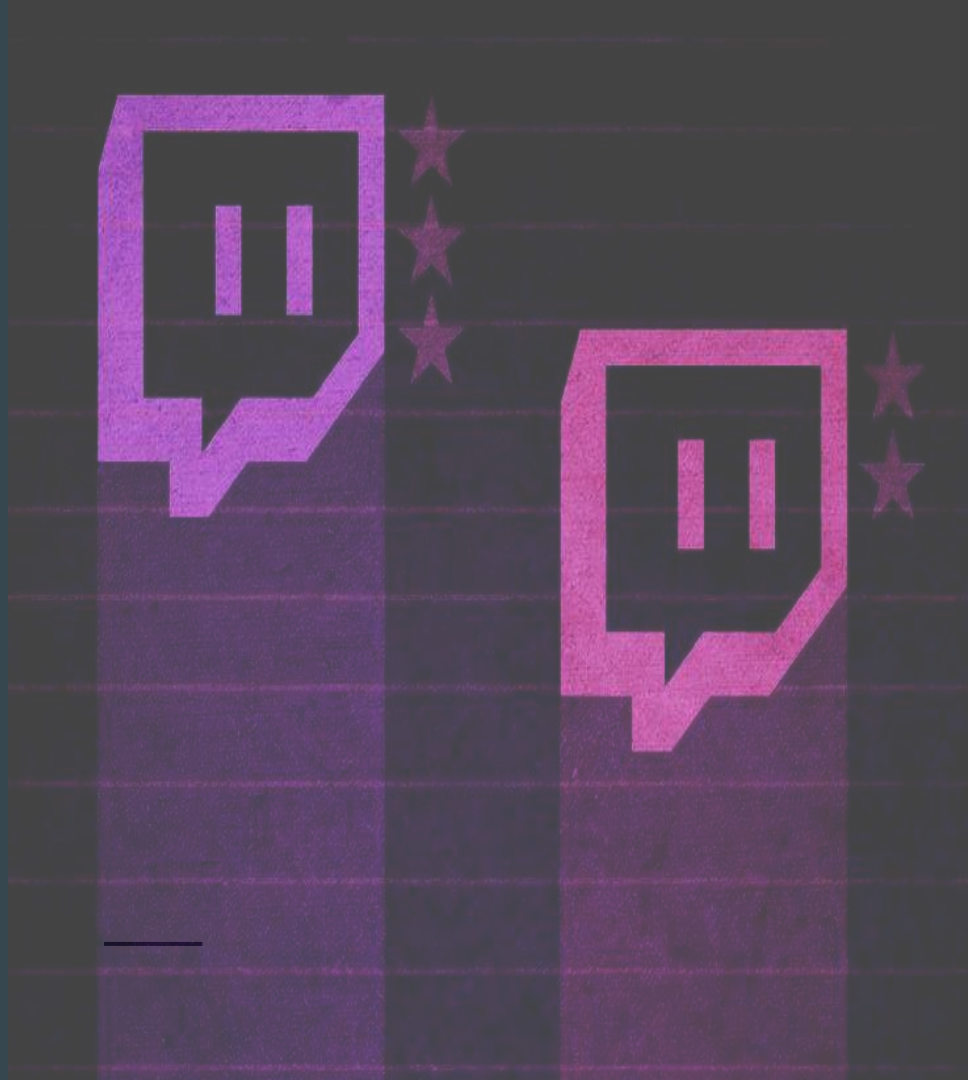
The Twitch gamer ecosystem

By Josue Guevara



Overview and problem statement

The streaming service Twitch is a hub where users are streaming content 24/7. This sparked my interest into looking at the ecosystem of this website and how we can apply this formula to other social media sites or sites that require user input.

1. What are the largest markets in this website based on spoken language
2. Looking at the top 1000 streamers and check their stats, do we see similar results?
3. Is there a relation between how long you stream content to how many views and followers you gain?

DATA

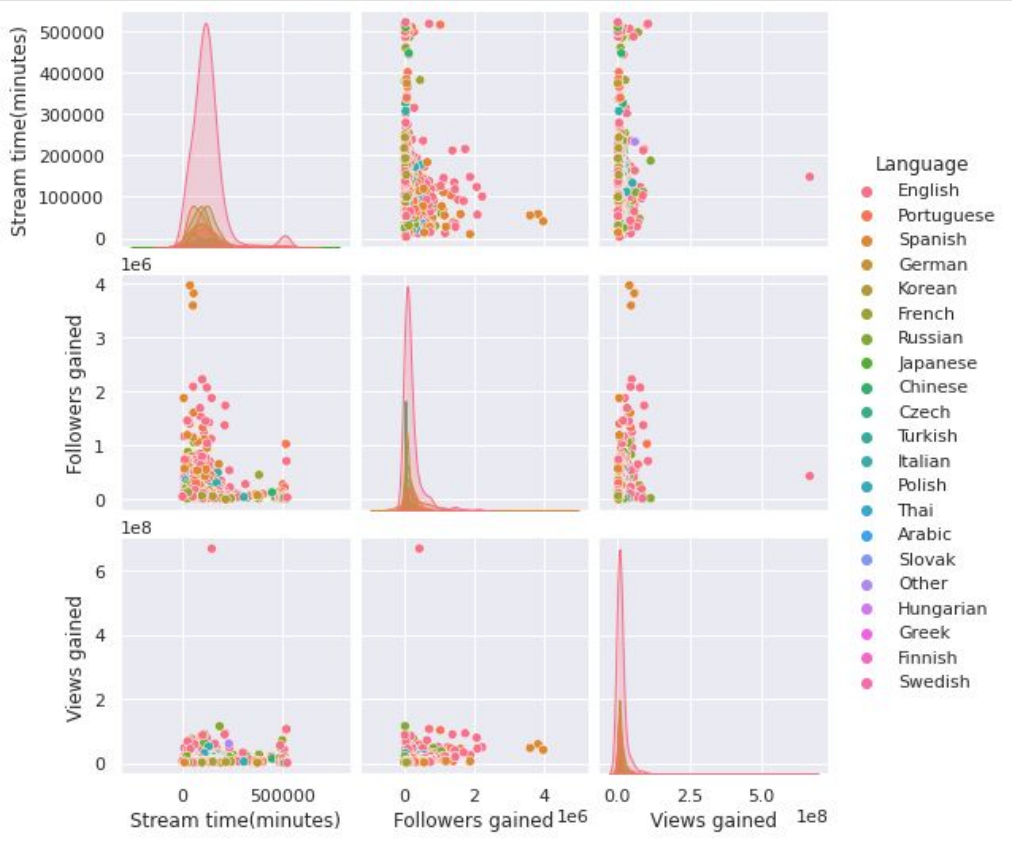
- Using 1,000 top users metrics using a year time frame.
- The data used for this analysis contains total stream time, views gained, followers gained, and languages spoken.
- Found a correlation between stream time and views gained, as well as the relation between stream time and followers gained

HYPOTHESIS:

- **H_1:**There’s no statistically significant correlation between followers gains and stream time. The more you stream the doesn't mean the more followers you get

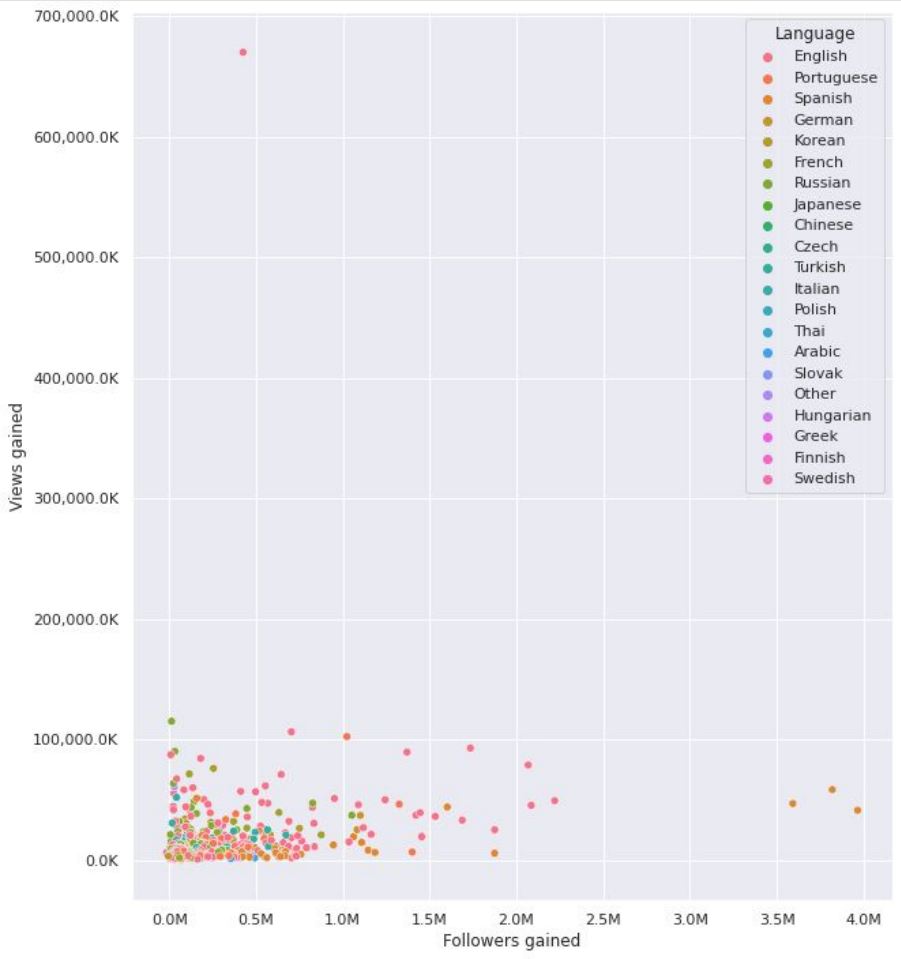
- **H_2:** There's a statistically significant correlation between stream time and views gained. The more content you stream the more views you will received based on the consistent audience

Understanding the users



The power of language

- The most spoken language amongst the top users were English, Korean, Russian and Spanish with a few outliers
- Correlation between users activity and fan engagement by looking at views and followers



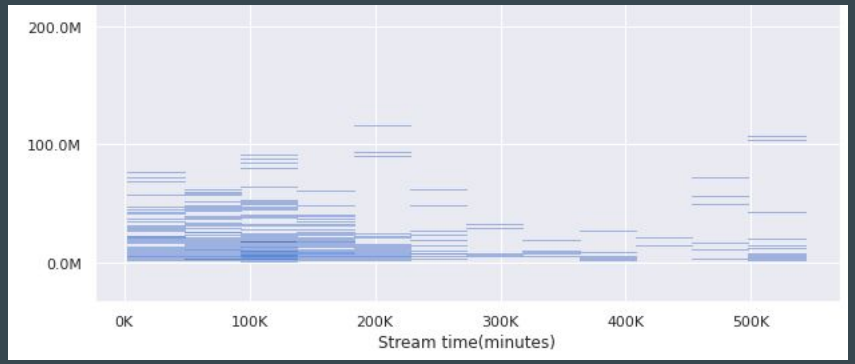
More views equals more follows?

- Although views can potentially turn into a long time follower is not a guarantee
- However long term followers are more likely to view more content

Stream time v. Views Gained

- With a coefficient of 0.064 There is statistically significant linear relationship between Stream time and Views Gained. The relationship is positive with a p-value less than .05 Positive Correlation

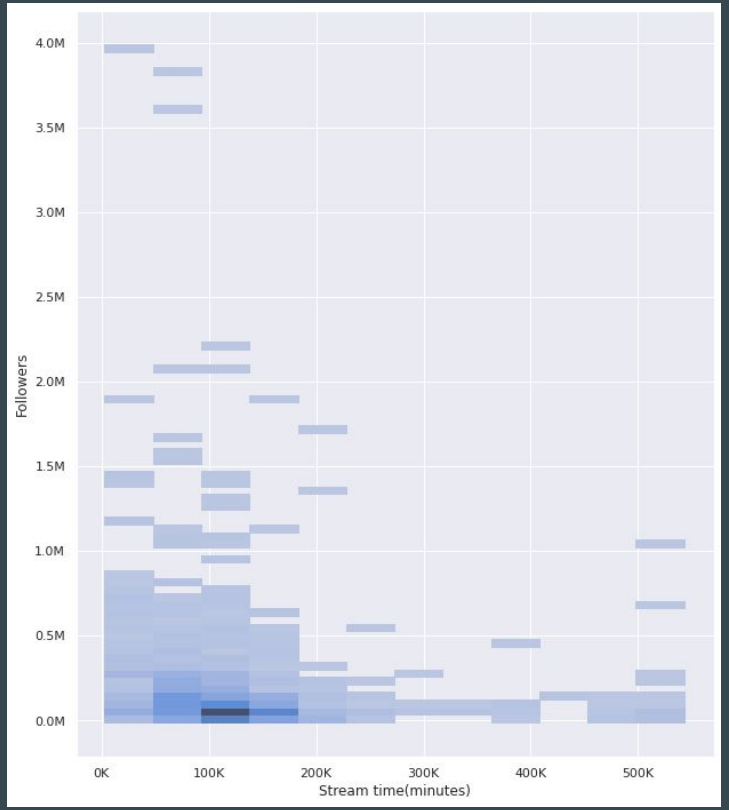
- Users are streaming about 1-2k hours and gaining about 50M-100M views a year!



Stream time v. Followers Gained

- Our p-value is is much smaller than our alpha of 0.05. Thus we reject the null that there is no statistically significant linear correlation. The correlation coefficient of -0.158 tells us there is a weak negative correlation.

- Users are gaining .5M-1M users yearly, however it does not correlate to how long you are streaming and there's very little followers gained after the 2k+ of streaming. Anything after that, followers are not affected or actually decrease the more the user streams



FINDINGS + SOLUTIONS

- Views are greatly affected by how long you're streaming:
    1. Users who want to make it to the top 1000 streamers need to stream 1.6-2k+ hours a year
    2. Higher traffic if you speak English, potentially increase viewership if bilingual
- Followers are not affected by stream time after a certain threshold:
    3. Requires another level of engagement with the users additionally to stream time

Other Market Applications

- Social media user engagement
- Monetizing the traffic of viewerships
- Allowing users to create content and make a living out of it
- Apply these concepts to e-commerce sites and see if we can create a virtual version of “window shopping”

QUESTIONS?

THANK YOU

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