



TWITCH DATA - GARRETH CLINE

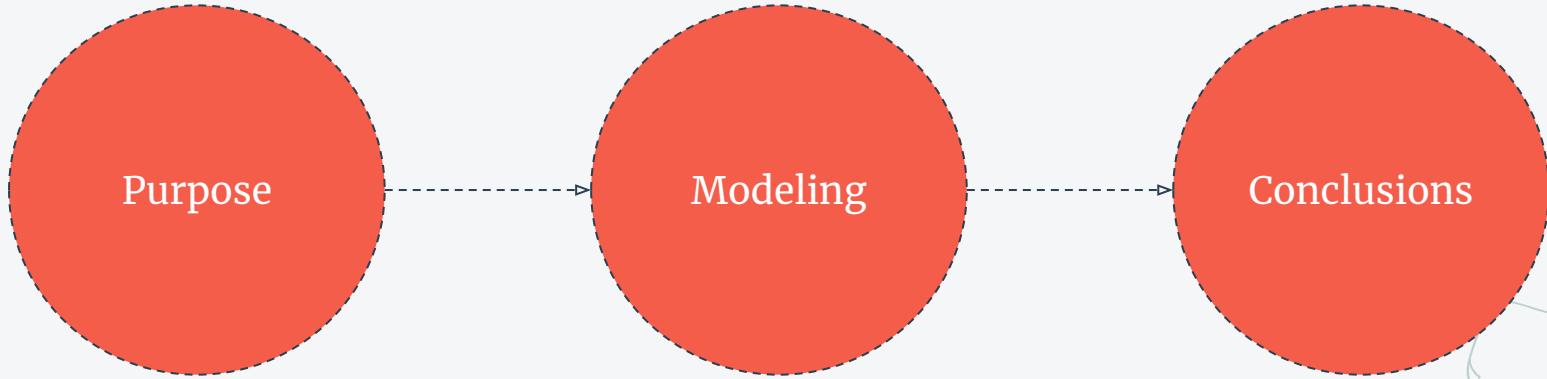
1.

WHAT IS TWITCH?



WHAT IS TWITCH?

- ✗ Subsidiary of Amazon
- ✗ Live Streaming
- ✗ Video Games and esports





XQC - 2 MILLION DOLLARS

That's a lot of money

3.8 MILLION UNIQUE USERS A MONTH

And a lot of users

1.54 BILLION DOLLARS

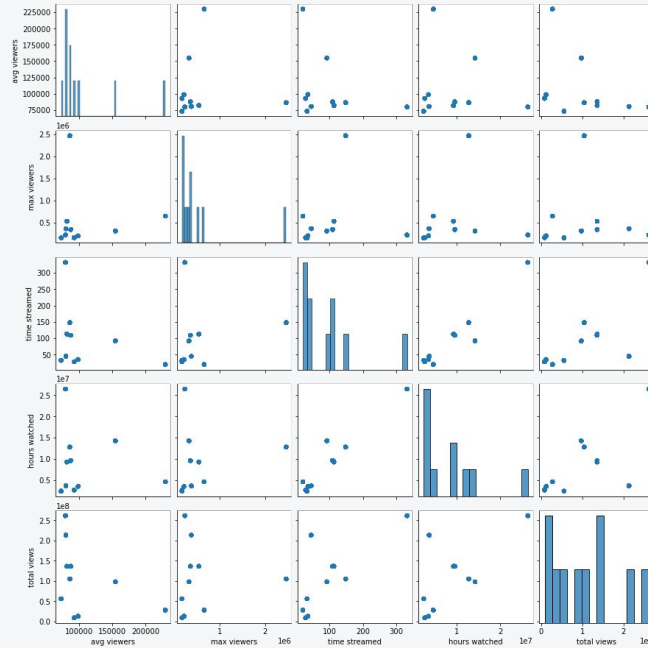
In total yearly Twitch revenue



AVERAGE VIEWERS

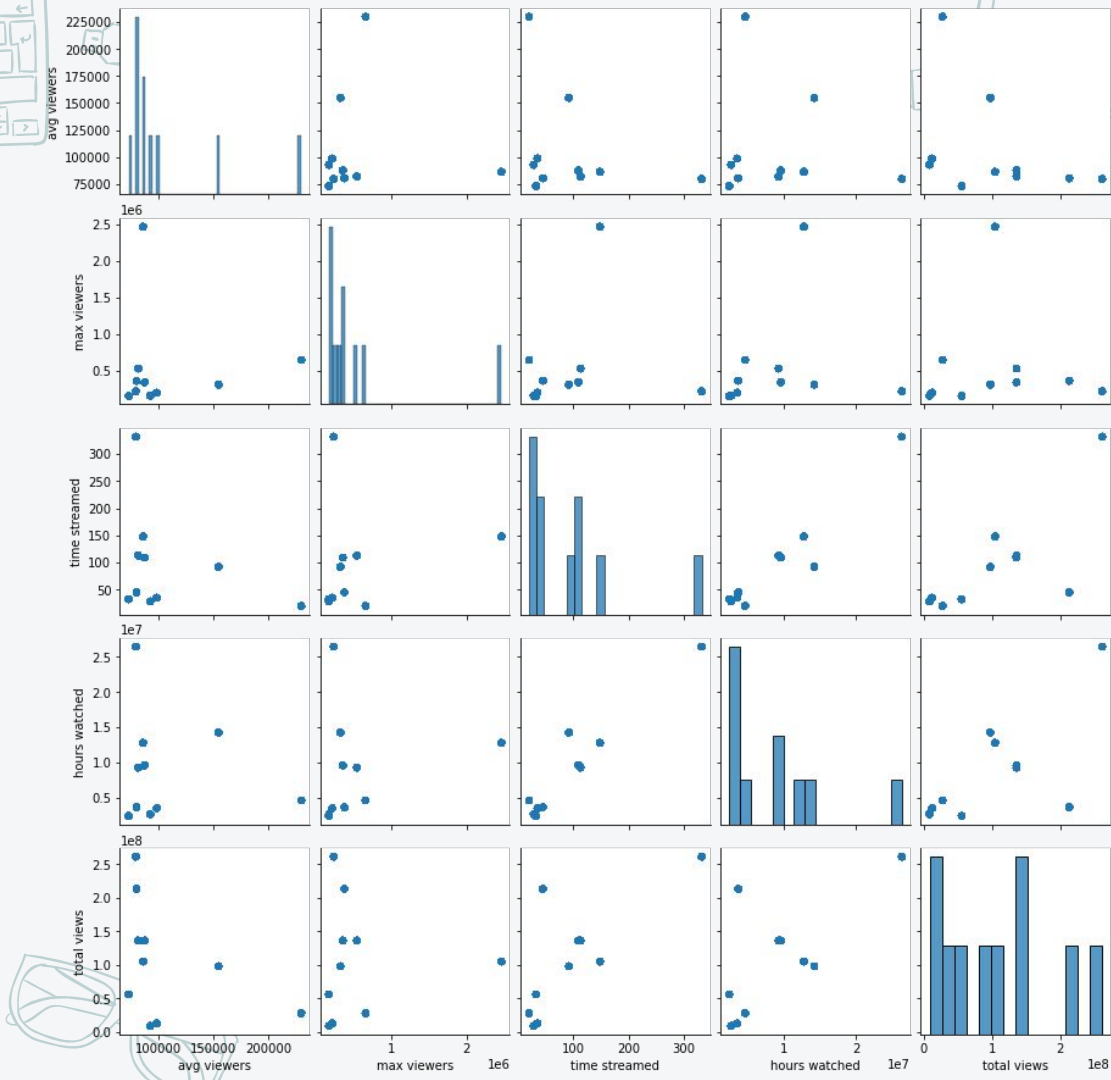
Consistency is what makes success
Partnership!

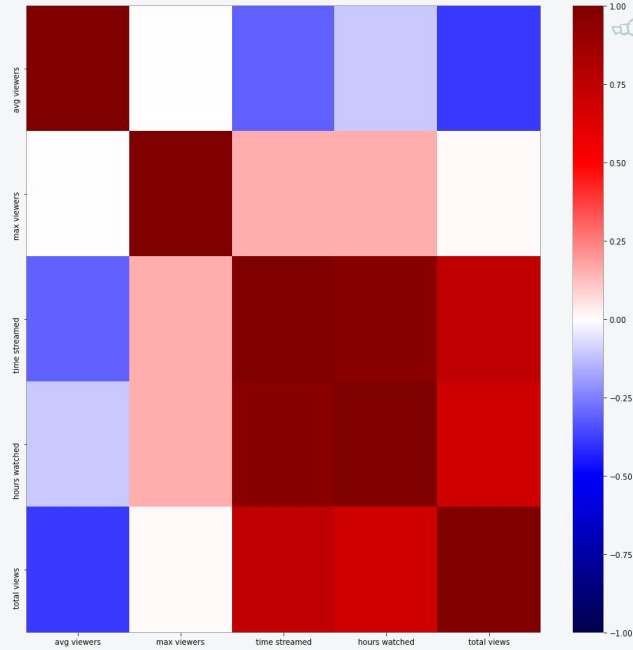




MY PAIR PLOT

- Not many obvious signs of collinearity
- A lot of the data is grouped near the bottom





HEAT MAP

- For most things there is a low correlation

SPLIT AND VALIDATE

R^2

0.5224999

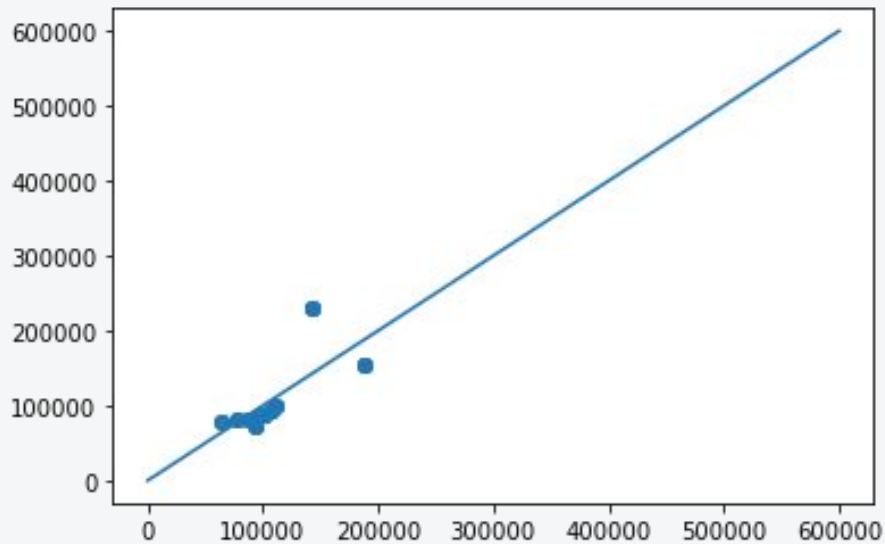
Feature Coefficients

Max Viewers : 0

Time Streamed : -1169.2

Hours Watched : 0.01

Total Views: 0



USING LASSO CROSS VALIDATION

- Lasso cross validation helped slightly
- Increased it from 0.5224999 to 0.5225107

THE FACTORS THAT DIDN'T DO SO HOT

Max Viewers

- Consistency
- Raids

Hours Watched

- This comes with average viewers

Total Views

- Raids

WHAT TO FOCUS ON

Stream Time

- Stream for longer and on a consistent schedule

- Keep in mind this is in the entertainment field

WHAT TO LOOK FOR IN THE FUTURE

Bias

- The data is from streamers with the highest amount of average viewers



THANKS!

Any questions?

