

Twitch Marketing Analytics

Michael Schor

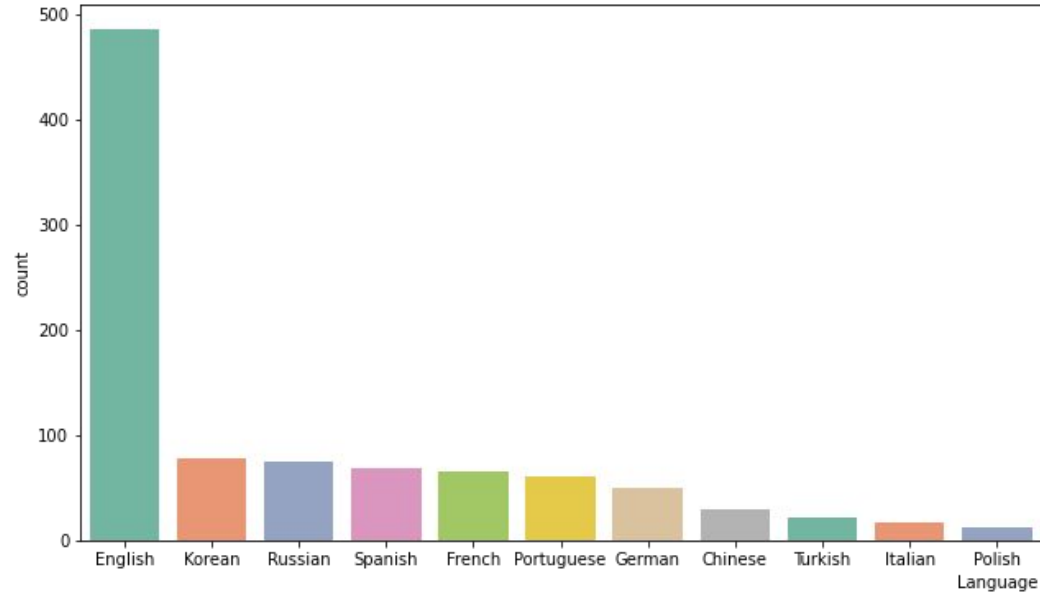


Identifying Growing Streamers

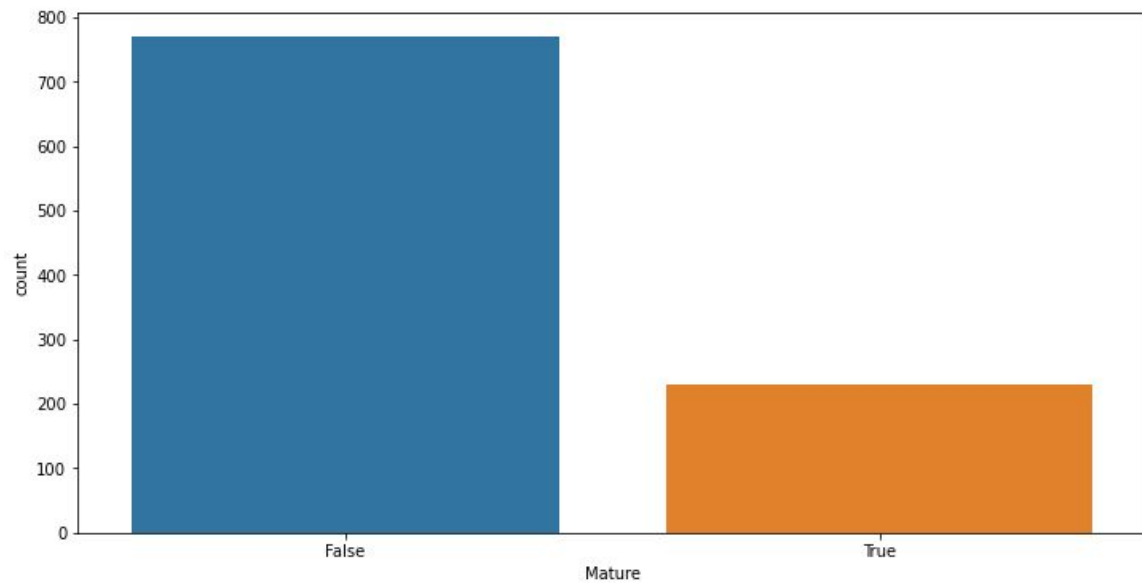
- Build a relationship
- Get your product in front of their audience
- Identify Explosive Growth
- More effective advertising



Languages Spoken



Mature Content

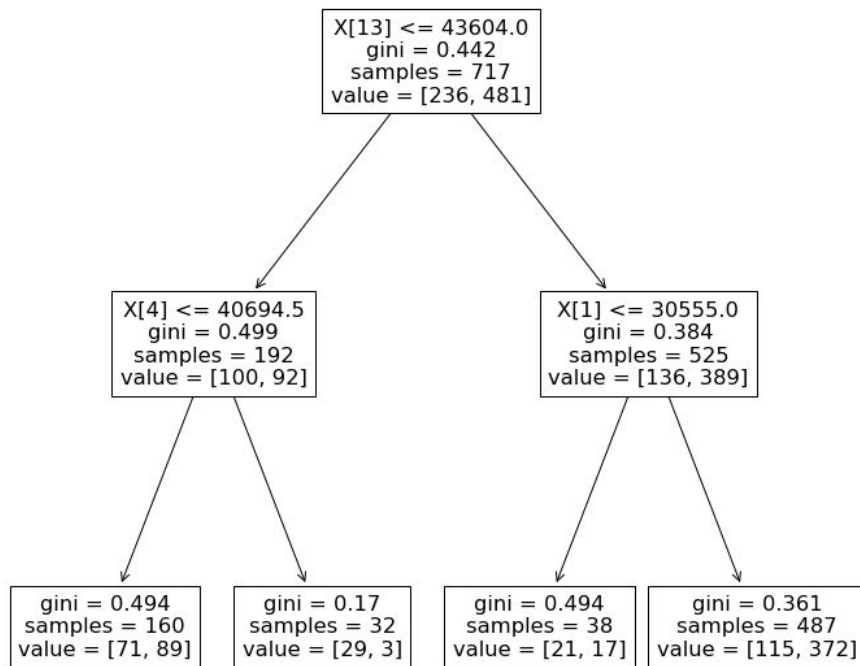


Prediction Modeling

Predict explosive growth

False Positives

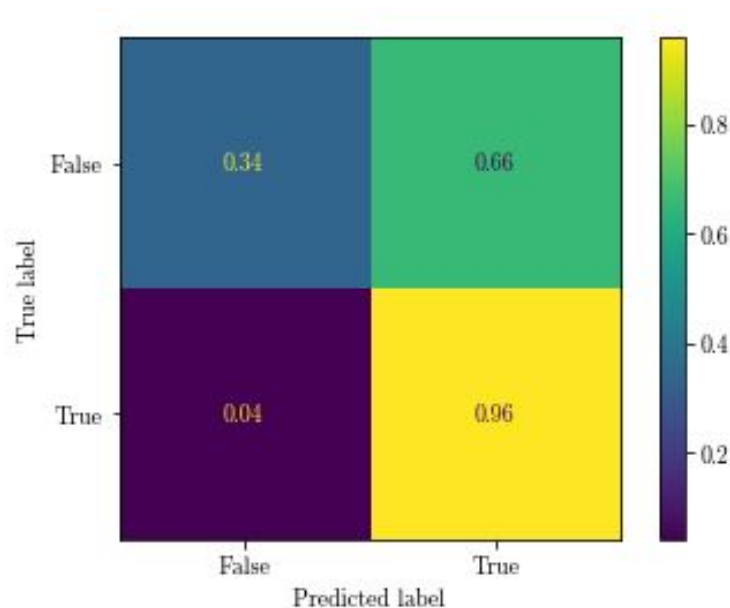
Less Punishing



Evaluation

Recall Score: 0.96

Accuracy Score: 0.77



In Conclusion

Quickly identify new upcoming streamers

Build relationships

Get your product in front of the hype



Any Questions?

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Github:

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