The New Era of Twitch Reporting

When Twitch came to us and told us, “Don’t use our analytics dashboards, they are wrong”, we thought to ourselves, “Wow that’s so sad.” After that initial thought passed, we had to figure out a way to look at all Twitch stream data via the API.

With the help of the data science team, we were able to create a script that would pull stream data. Based on the data we got from this we were able to get increase in total channel views, lest amount of viewers at one point during the stream, max concurrence and average stream viewers. I then created a different python script that would access the follower count endpoint so that we could understand how a channels follower count grew as a result of the stream.

**Why do you care and how can this help you?**

Well, we will be able to provide a 1 page comprehensive twitch report for all Red Bull Twitch streams as long as you let us know:

1. What day the stream is happening
2. How long the stream will be
3. When the stream will start and end

But wait, there’s more. If you want to look another streamers account, such as Ninja, to understand how the piece of content did, we can also help with that. This can help us understand how our Red Bull streamers’ content is doing on Twitch and could help us also understand the performance of non-Red Bull signed streamer content. The first test we ran for these scripts was actually for Ninja New Year. Now if you want us to do this for you, you will need to provide us with:

1. The name of the account you want us to track
2. What day the stream is happening
3. How long the stream will be
4. When the stream will start and end

**What will the report look like?**

This report will have 6 separate sections:

1. Findings/Insights
2. Summary Metrics
3. Total Channel Views
4. Follower Count
5. Stream Viewers
6. Minutes Watched

