



Predicting Number of New Followers on Twitch.tv

By:
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BUSINESS UNDERSTANDING

- Live streaming is growing along with e-sports and boosted by the pandemic
- Help streamers to gain more followers in order to get sponsorships

TWITCH.TV

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RECOMMENDED CHANNELS ←

Profile Picture	Username	Game	Viewers
	tommyinnit	Minecraft	84.8K
	Tubbo	Minecraft	46.2K
	Clix	Fortnite	37.5K
	NICKMERC5	Fortnite	88.2K
	Symfuhny	Fortnite	16.9K
	Ninja	Fortnite	23.6K
	moistcritikal	Fortnite	9.2K
	HasanAbi	Just Chatting	22.8K
	NickEh30	Fortnite	18.1K
	Nihachu	Minecraft	5.1K

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Discover the best live streams anywhere.

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Live channels we think you'll like

LIVE tommyinnit Minecraft 84.8K viewers

LIVE Tubbo Minecraft 46.2K viewers

LIVE Clix Fortnite 37.5K viewers

Back on Dream SMP! tommyinnit Minecraft English

Getting ready for the meeting (dream smp) Tubbo Minecraft English

OMG OMG NEW SEASON WITH RON AND OPS Clix Fortnite English

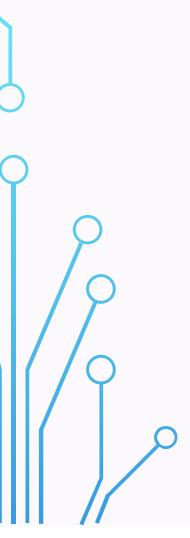
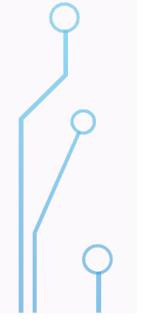
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Categories we think you'll like



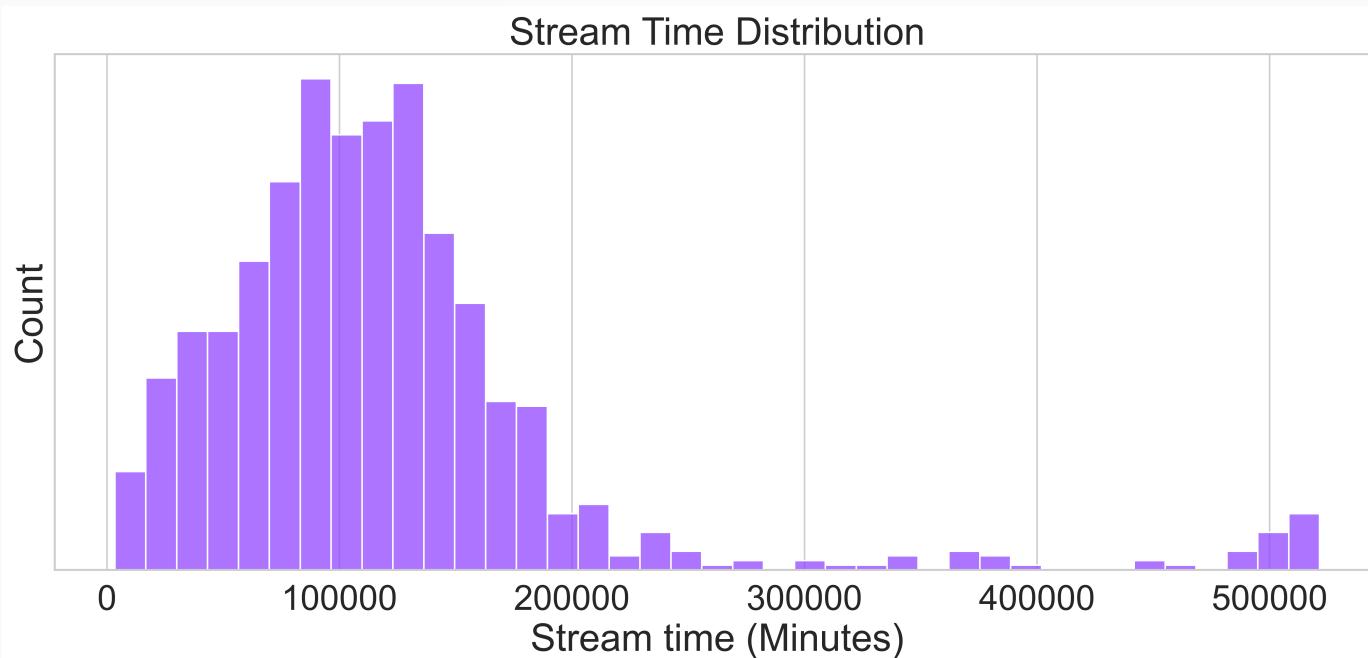
DATA UNDERSTANDING



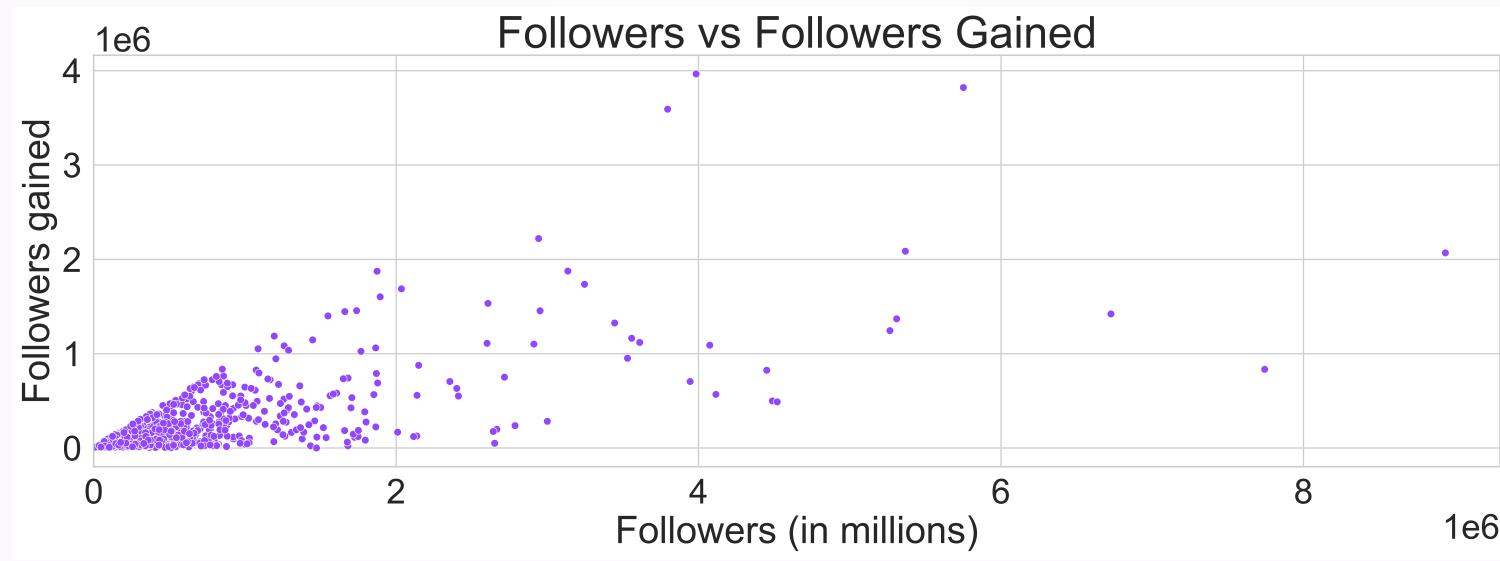
- Data from Kaggle.com – Top Streamers on Twitch
 - Top 1000 streamers from past one year
 - Columns contain watch and stream time, numbers of viewers, followers, twitch's options – partnered, mature and language.
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DATA EXPLORATION

Stream Time Distribution

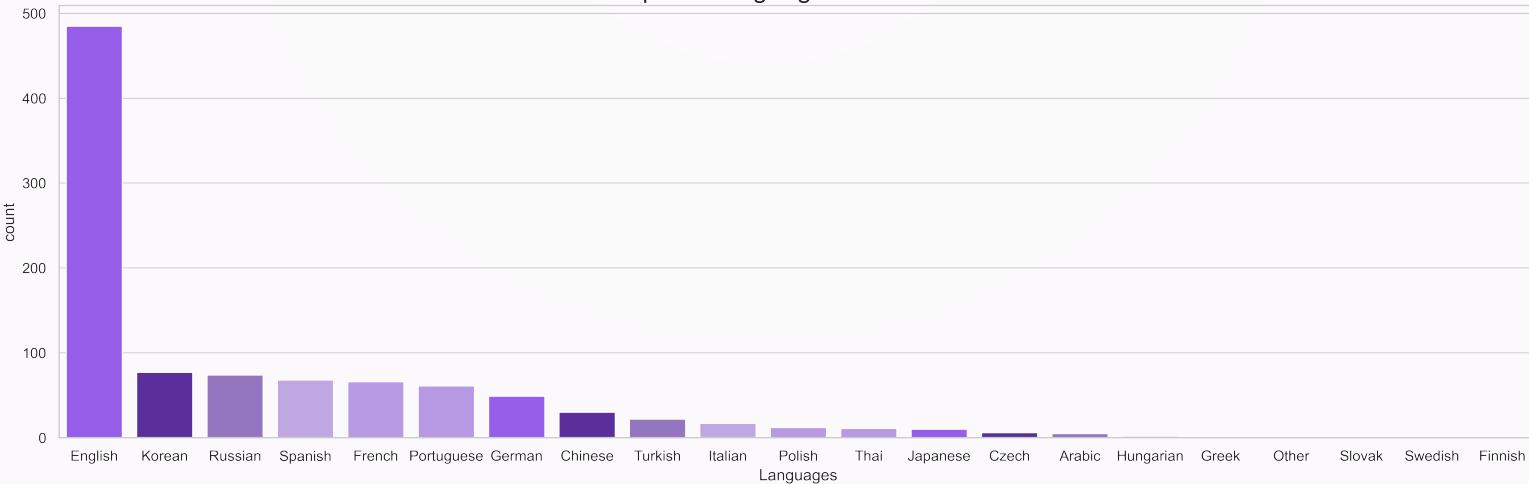


DATA EXPLORATION



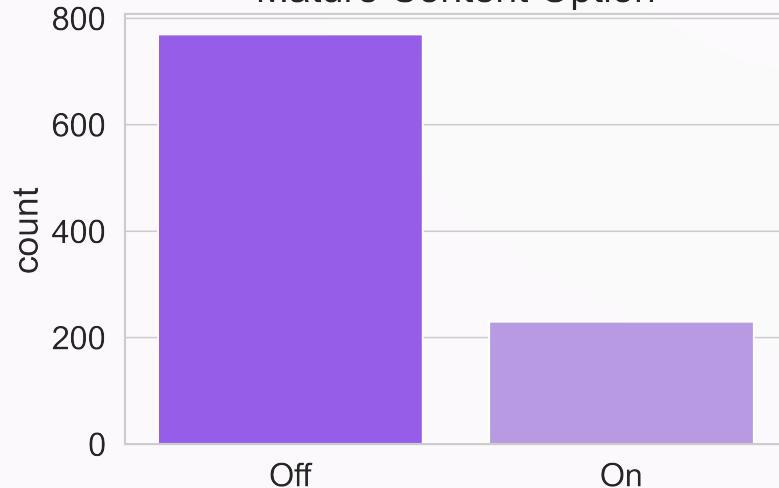
STREAMERS LANGUAGES

Popular Languages on Twitch.tv



STREAMERS OPTIONS

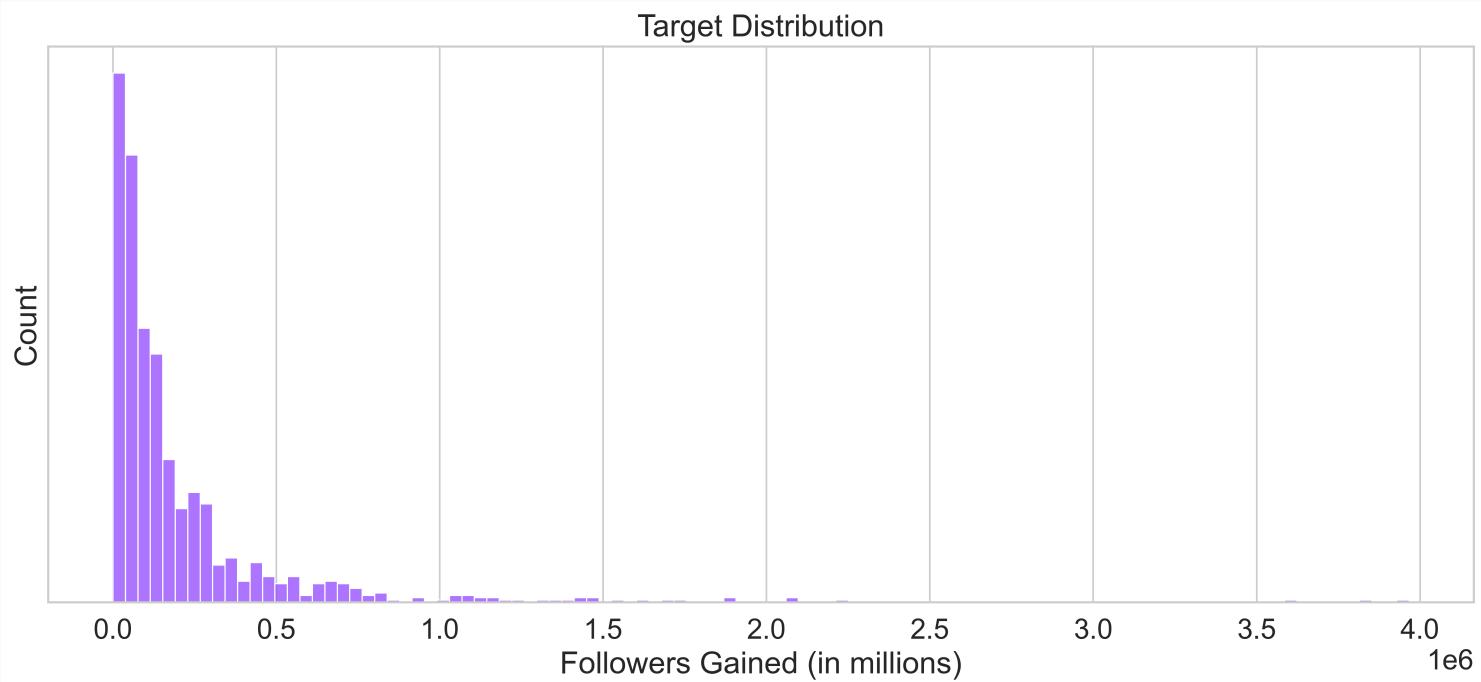
Mature Content Option



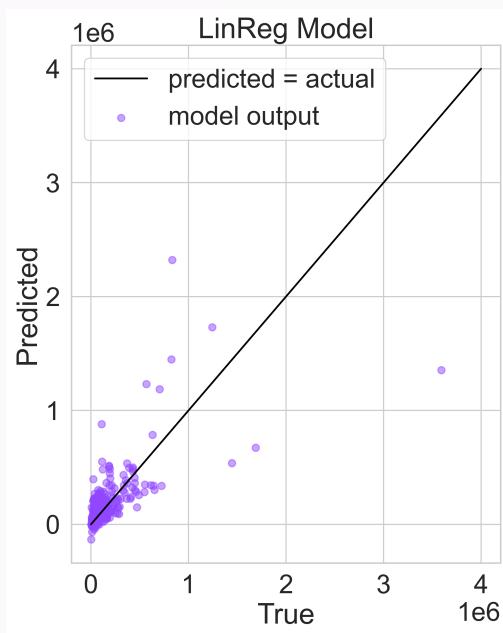
Twitch Partners



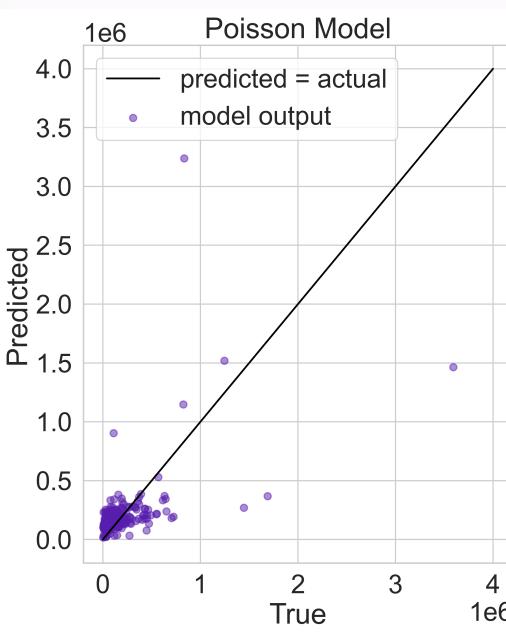
TARGET DISTRIBUTION



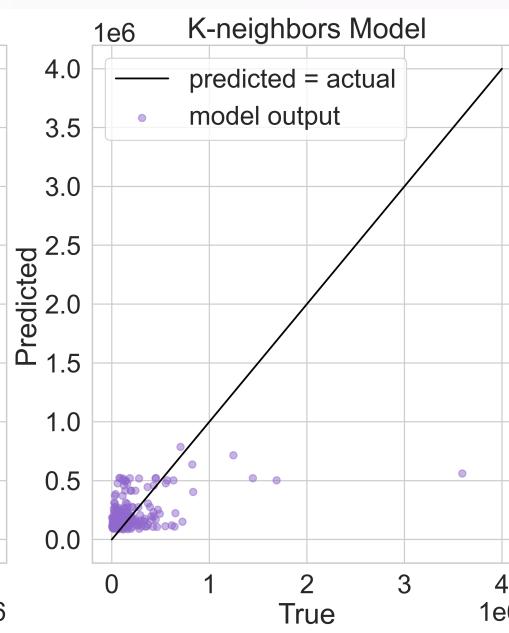
MODELS PERFORMANCES



R^2 : 38%
MAPE: 156%

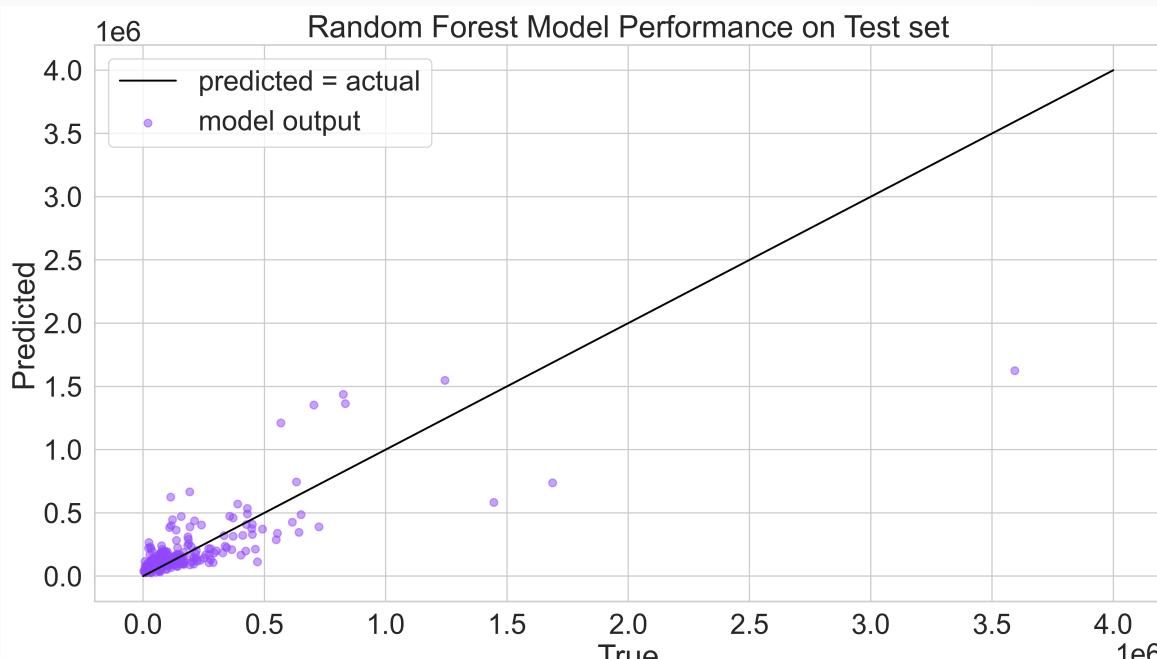


R^2 : 21%
MAPE: 219%



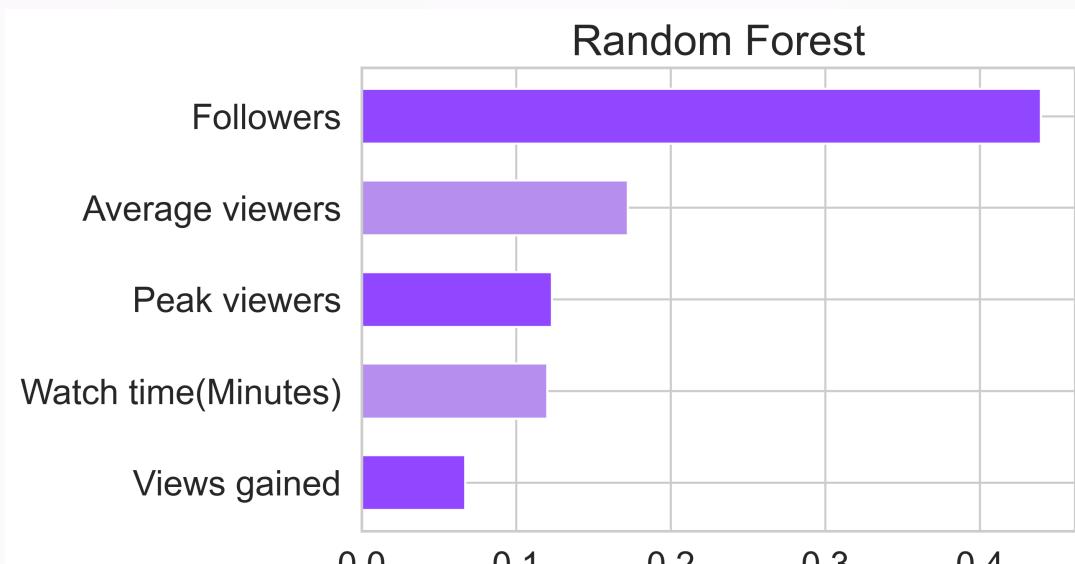
R^2 : 20%
MAPE: 302%

MODELS PERFORMANCES



R² : 57%
MAPE: 132%

FINAL MODEL FEATURE IMPORTANCES



FINAL MODEL PERFORMANCES



yamatonjp ✅

【DETONATOR】地獄創生
Planet Coaster • Team: DeToNator

Follow



About yamatonjp

just Streamer,not pro.

191K followers



39daph ✅

my back hurts
Ancestors: The Humankind Odyssey

Follow



About 39daph

spawns at midnight (pst)



Channel predicted most
accurately

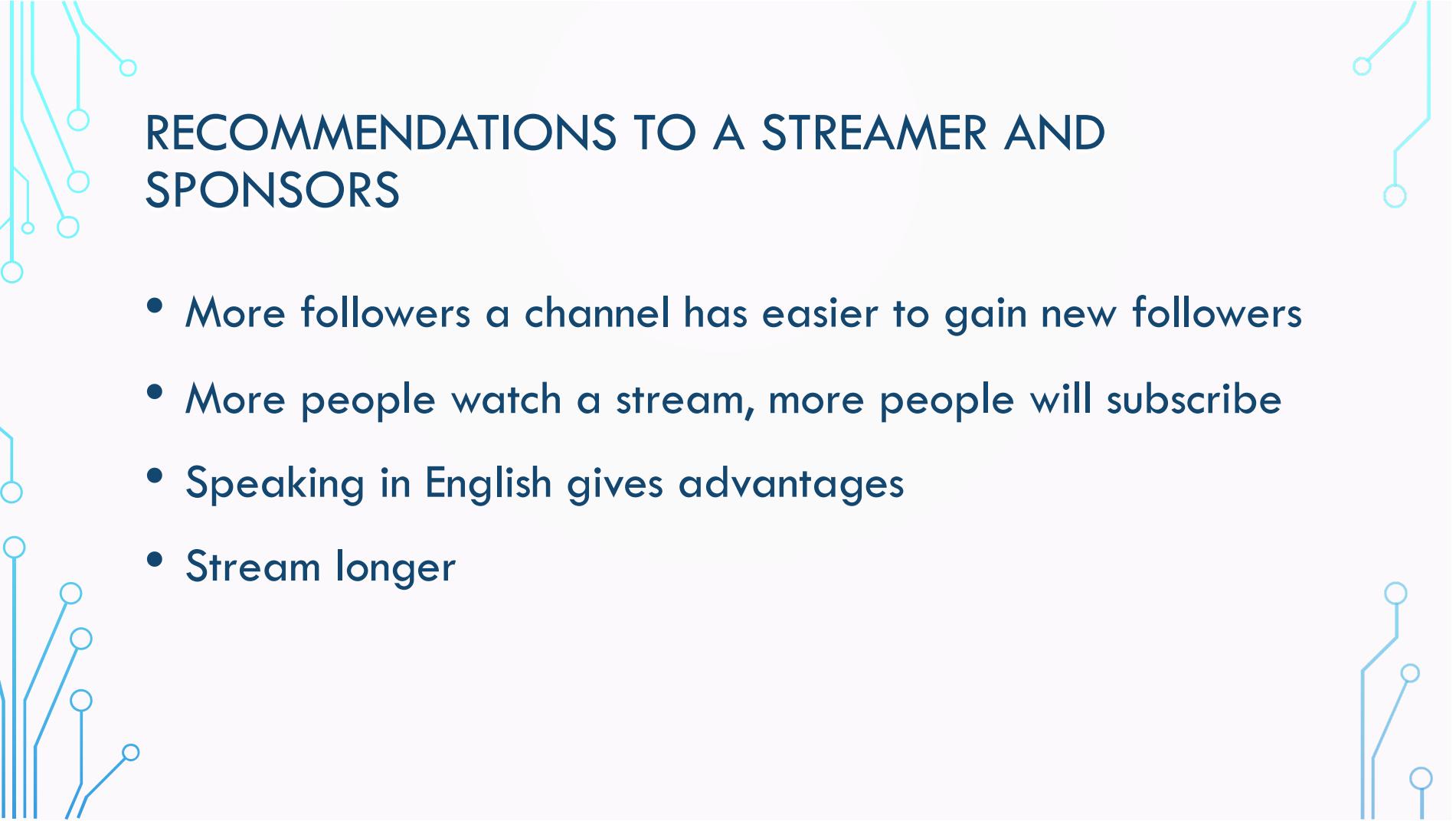
True: 67,794

Predicted: 67,570

Channel predicted least
accurately

True: 470,589

Predicted: 112,852



RECOMMENDATIONS TO A STREAMER AND SPONSORS

- More followers a channel has easier to gain new followers
- More people watch a stream, more people will subscribe
- Speaking in English gives advantages
- Stream longer



NEXT STEPS



- Improve model by using Stacking Regressor
 - Collect additional data to train a model on a bigger data set
 - Add features begin time, end time of a stream
 - Scrape channels descriptions to add it as a feature
- 
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CONTACT INFORMATION

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