



Predicting Number of New Followers on Twitch.tv

By:
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BUSINESS QUESTION

- Live streaming is growing along with Esports and boosting with the pandemic
 - Help streamers to gain more followers in order to get sponsorships
- 

TWITCH

Following Browse Esports Music ... Search 59 Get Bits User icon

RECOMMENDED CHANNELS ←

-  ESL_CSGO 702
Counter-Strike: Glo...
-  ybicanooooobov 8.4K
Dota 2
-  shroud 24.8K
PLAYERUNKNOWN...
-  battlestategames 5.9K
Escape From Tarkov
-  Sykkuno 65.1K
Among Us
-  rxnexus 642
World of Warcraft

Show More

Follow your favorites!
They'll show up here for easy access!

Search to Add Friends

LIVE



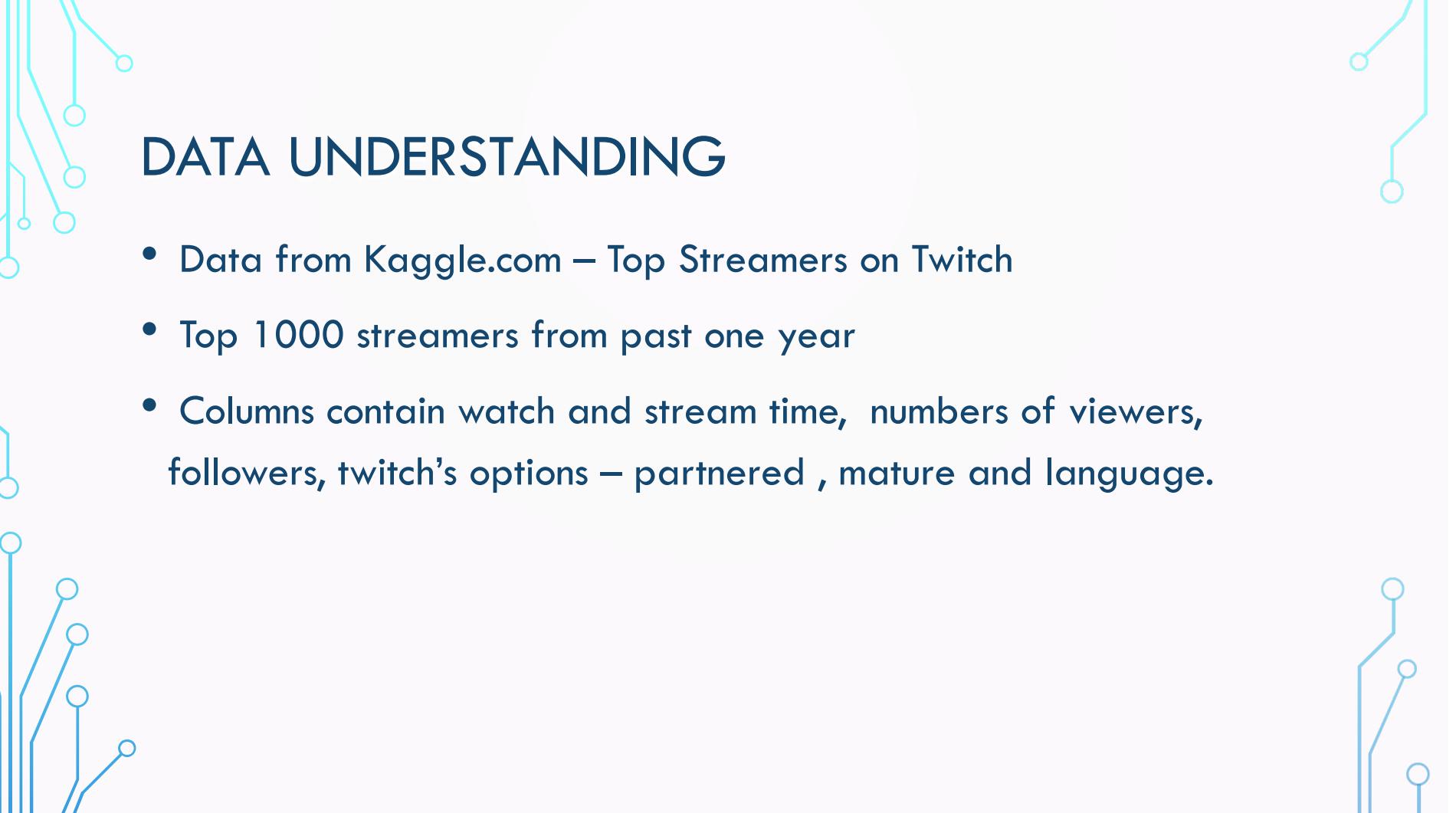
Spofie
FINAL FANTASY XIV ...
47 viewers

English LGBTQIA+

Spofie is primarily a Final Fantasy 14 caster, with a focus on positivity and community. New players, prospective players, and veterans are all welcome to come hang out and ask any questions they may have.

Live channels we think you'll like

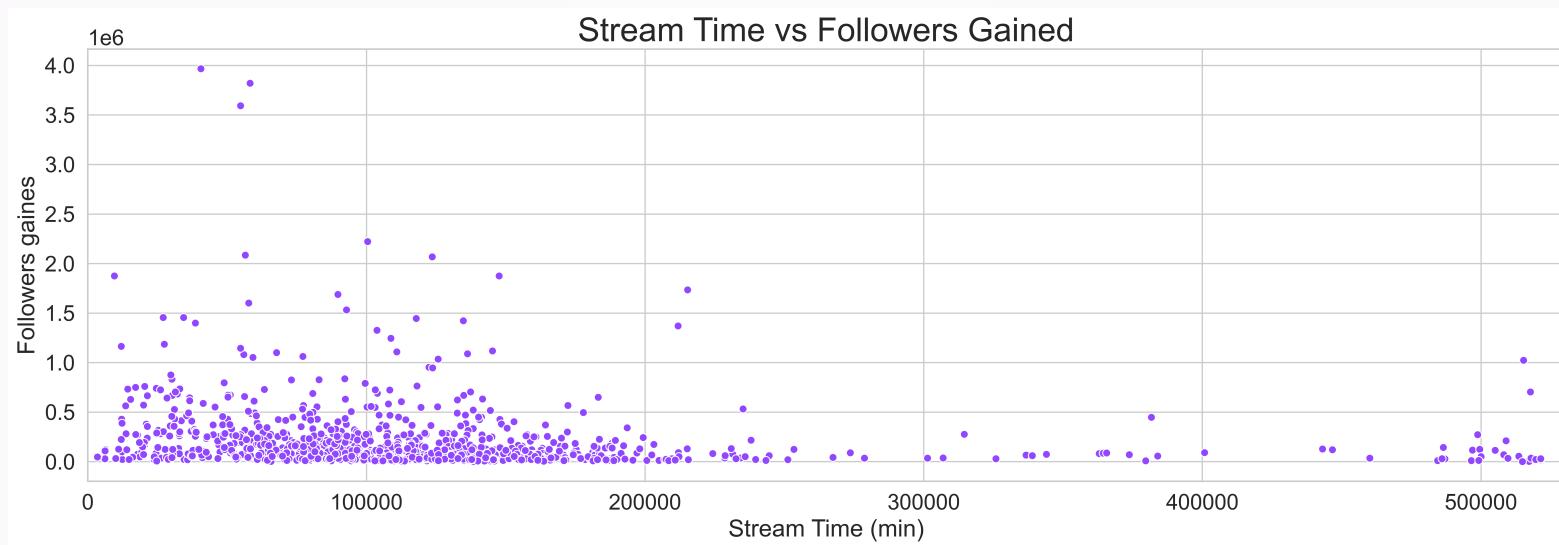
-  ESL COMMERCIAL BREAK IN PROGRESS
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- 



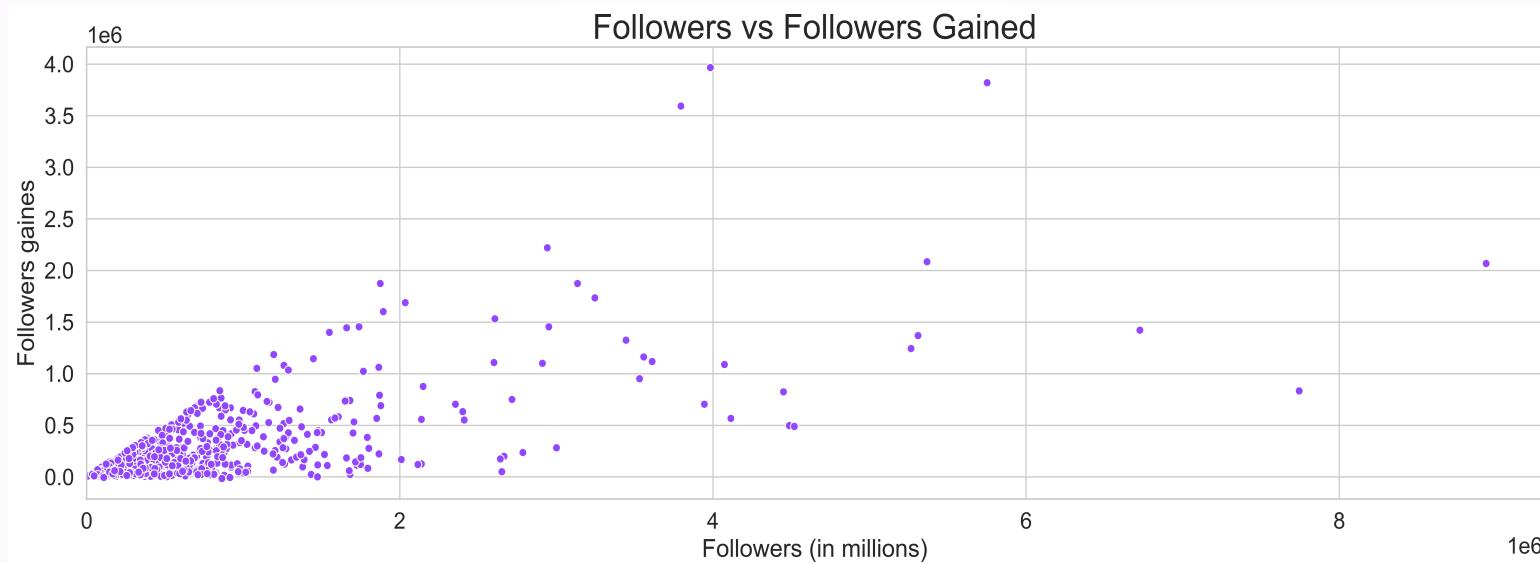
DATA UNDERSTANDING

- 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.

DATA EXPLORATION

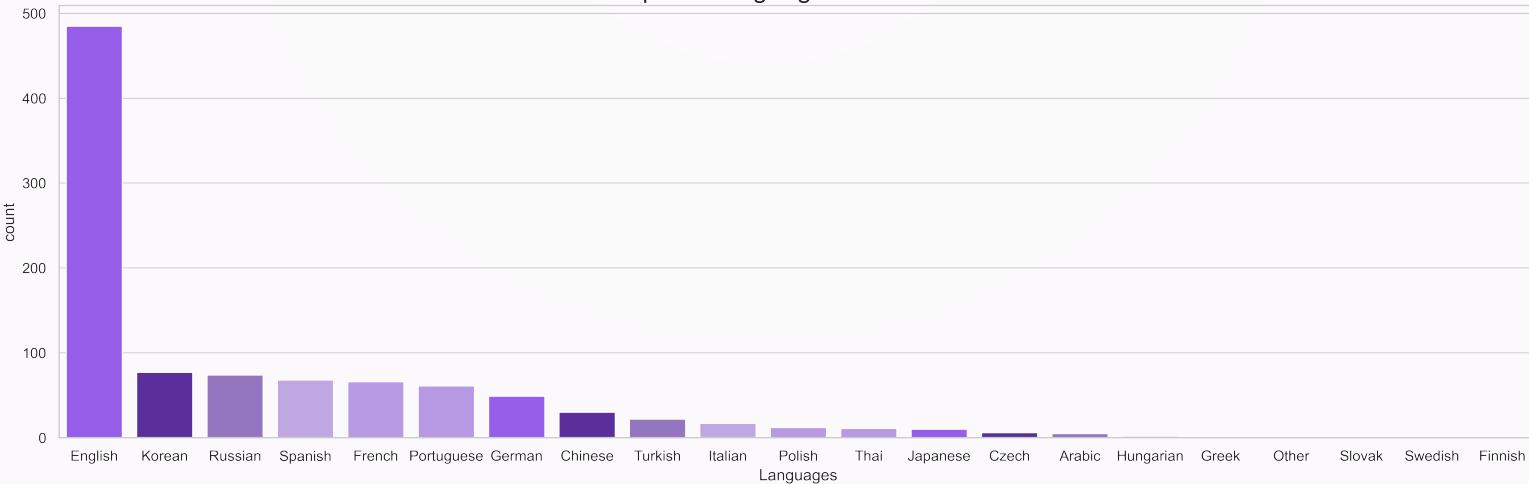


DATA EXPLORATION



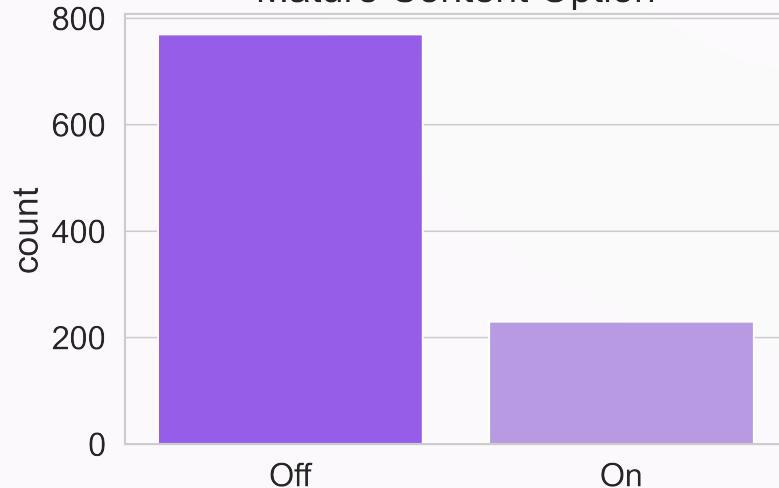
STREAMERS LANGUAGES

Popular Languages on Twitch.tv

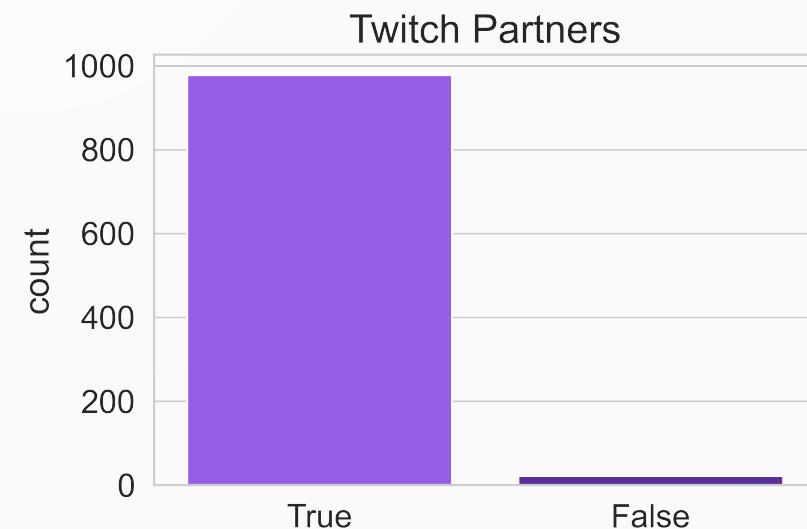


STREAMERS OPTIONS

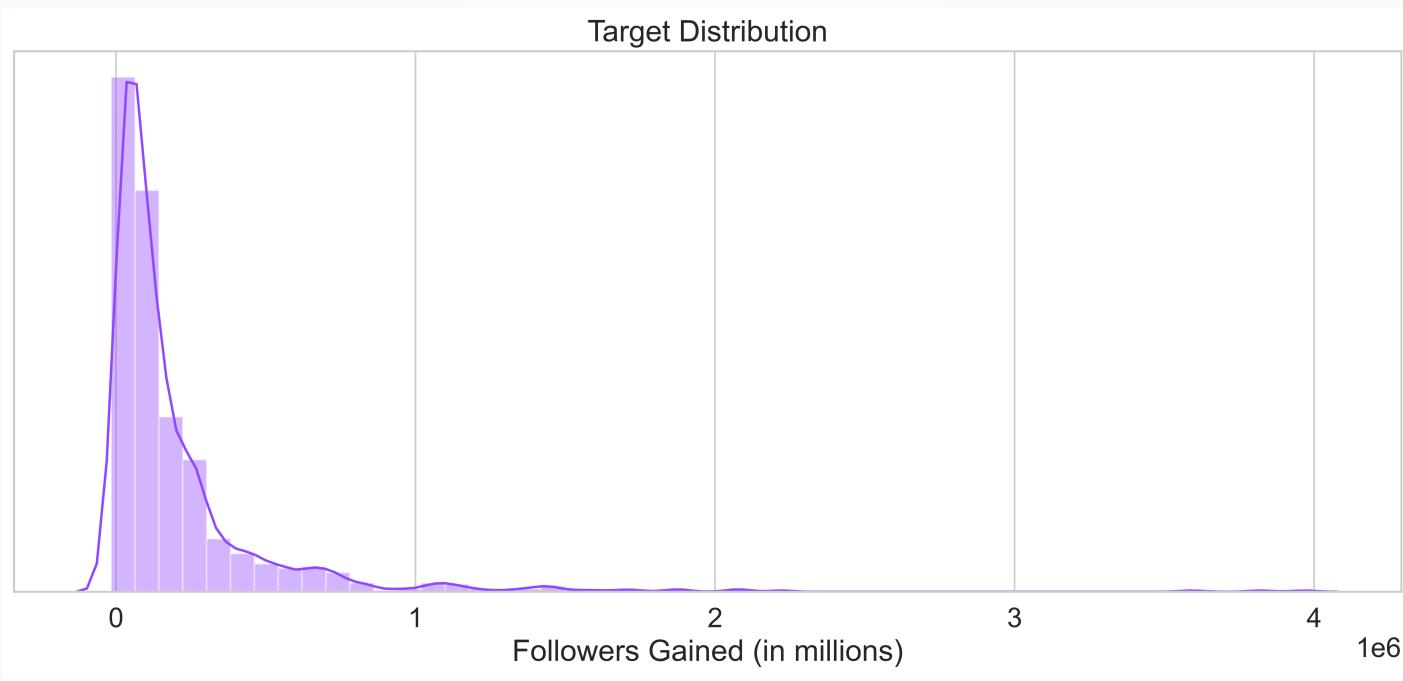
Mature Content Option



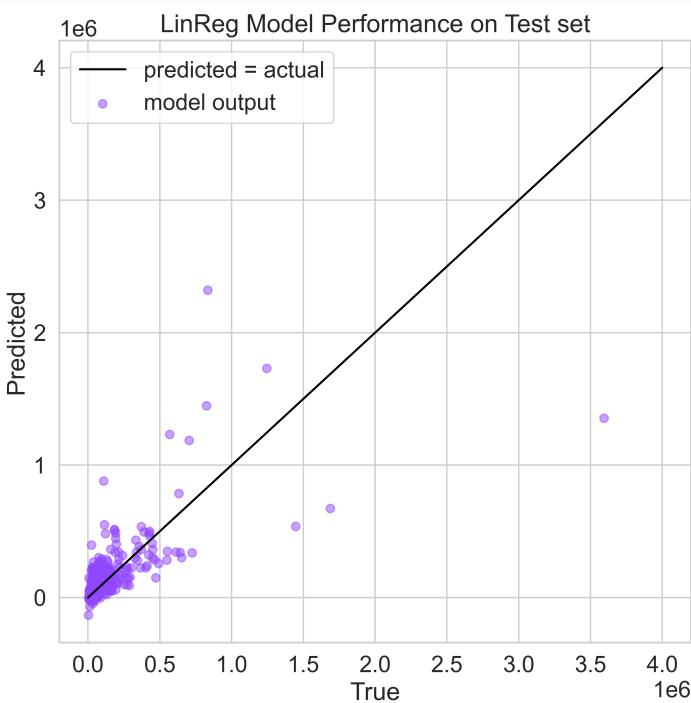
Twitch Partners



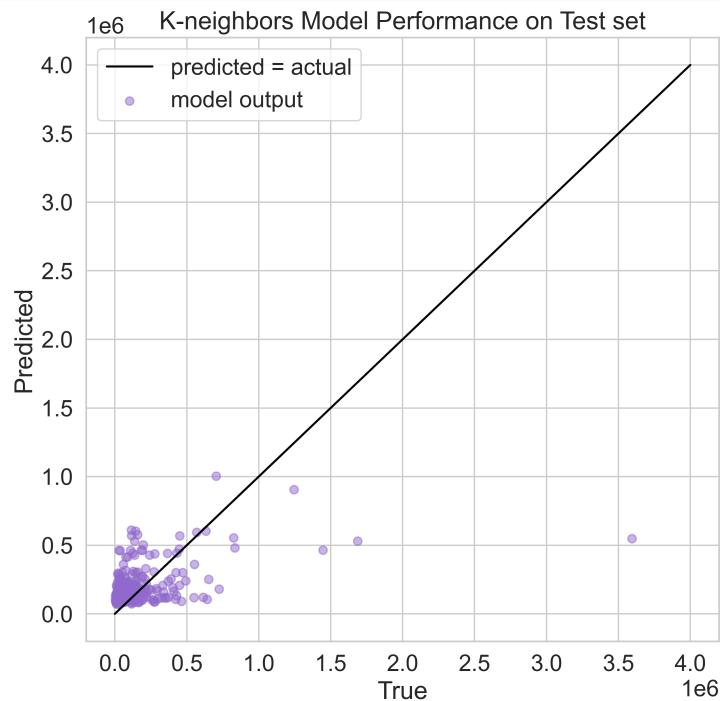
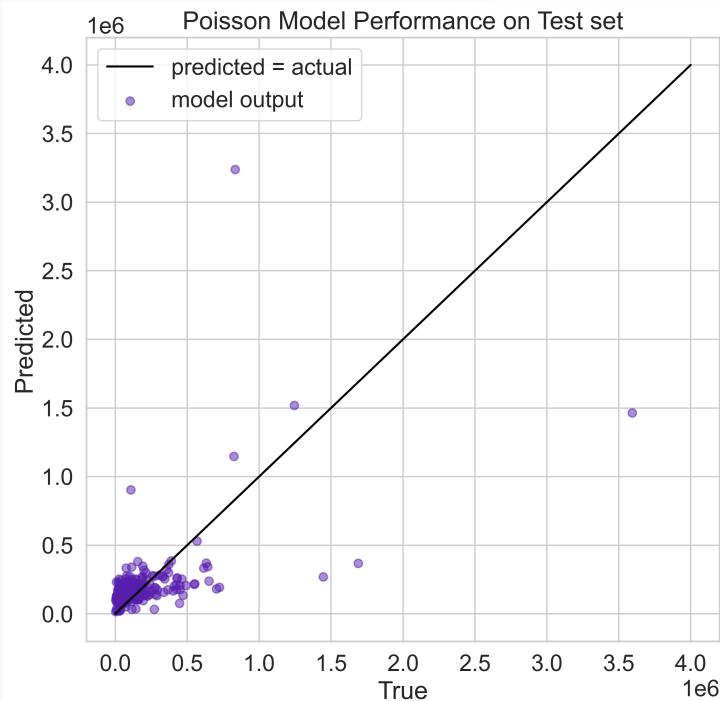
TARGET DISTRIBUTION



MODELS PERFORMANCES

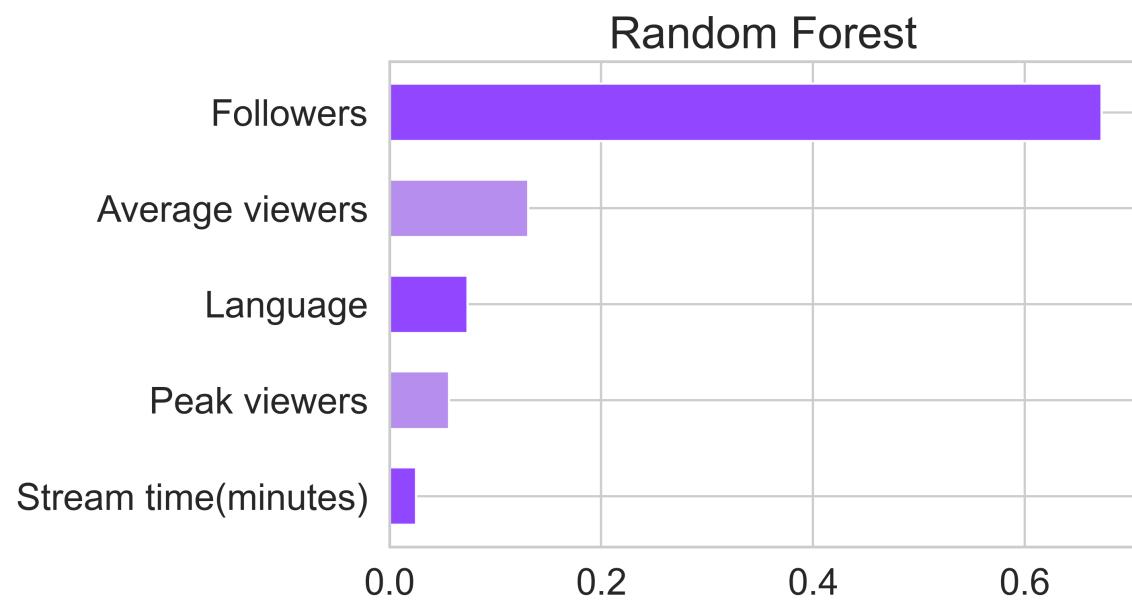


MODELS PERFORMANCES

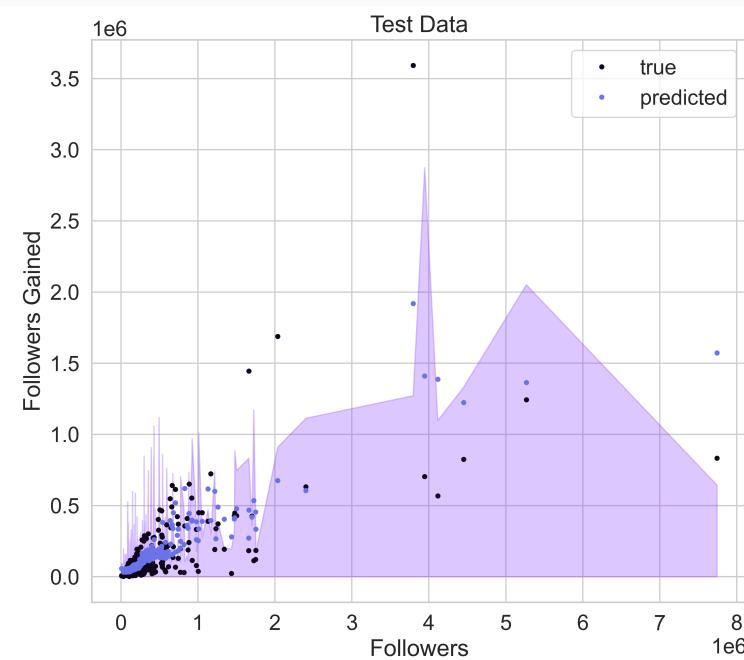
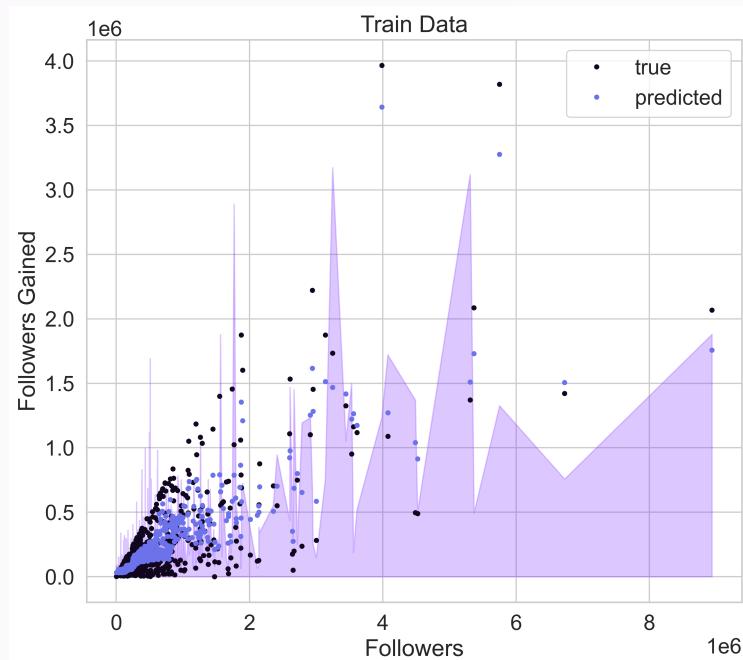


FINAL MODEL FEATURE IMPORTANCES

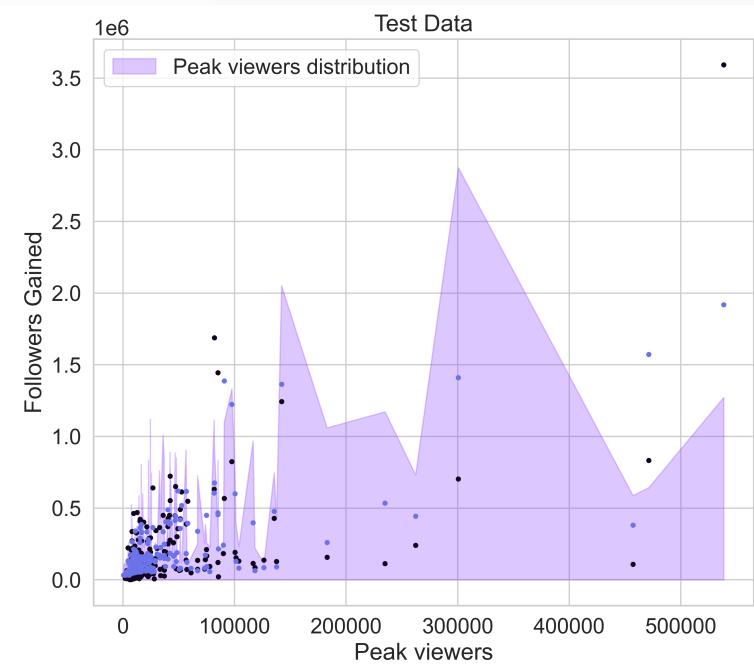
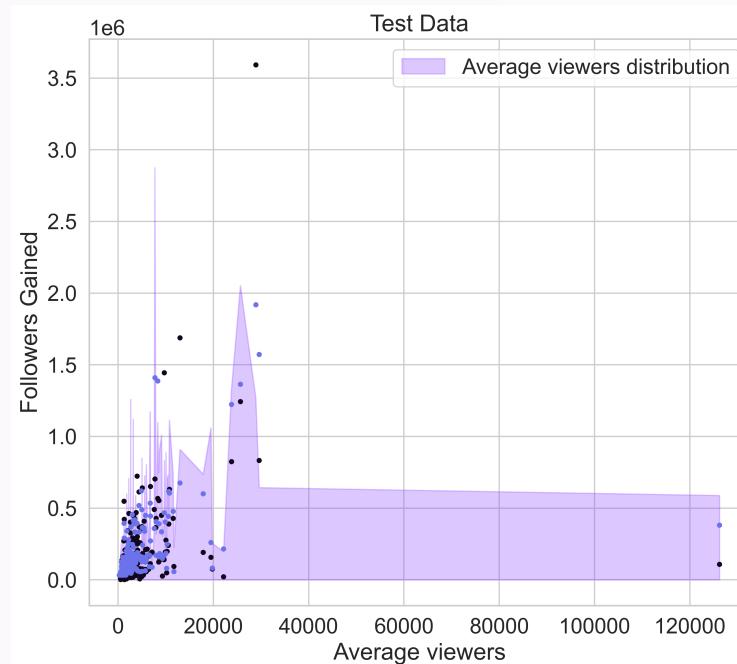
Model Prediction: ~60%
MAPE: 129%



FINAL MODEL PERFORMANCES



FINAL MODEL PERFORMANCES





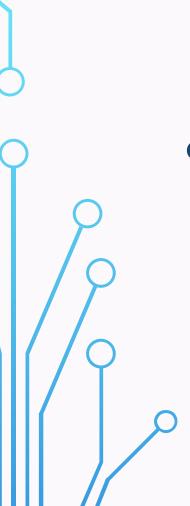
RECOMMENDATIONS TO A STREAMER AND SPONSORS

- More followers a channel has easier to gain new followers
- More people watch a stream, more people will subscribe
- Speaking in English gives higher chances
- Stream duration has an impact



NEXT STEPS



- Improve model by using Stacking Regressor
 - Collect additional data to train a model on a bigger data set
 - Scrape channels descriptions to add it as a feature
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CONTACT INFORMATION

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