**Gamers Be Gaming': Twitch Marketing**

**Executive summary**

In this Gamers be Gamin’ Consulting session we aim to communicate the impact of Developer-Twitch engagement on game longevity. In the case study of Hunt: Showdown 1896, we demonstrated Twitch engagement can grow a game from a top 200 communities to top 50. It takes 3 events per month, and there is not much separation in the top 50 to top 10 in viewership.

**Context**

Steam is an online storefront and review aggregator for video games and other software, similar to what Amazon is for physical goods. Games are categorized by users with genre tags. We will make use of review information and genre tags for our analysis.

Twitch is a video game streaming platform, similar to YouTube with a focus on live-streaming. Video game tournaments and developer commentary streams are commonplace. Developers can provide in game rewards to players for time spent watching the game on Twitch. We will make use of a top 200 streamed categories dataset.

**Objectives**

* Show the significance of Twitch engagement on the success of a game.
* Demonstrate two opposing case studies on Twitch engagement.
* Build a visualization platform that showcases a successful example of Twitch engagement in Hunt: Showdown 1896.

**Methodology**

1. Collect aggregate steam data and monthly top 200 Twitch statistics.
2. Join these datasets together, and add all-time aggregate Twitch statistics to the steam dataset
3. Demonstrate the relationship of Twitch popularity with respect to developer-Twitch events through a case study
4. Identify the shared genre aspects between the games in the case study through user tags.
5. Filter the dataset for other games that match this genre description.
6. Compare review rating and Twitch popularity between Hunt: Showdown and other popular games in the category.

**Data Sources**

[65k Steam Game dataset 2023 by @evlko and @Sadari](https://docs.google.com/spreadsheets/d/1D5MErWbFJ2Gsde9QxJ_HNMltKfF6fHCYdv4OQpXdnZ4/edit?gid=1714749788#gid=1714749788)

This dataset contains 65k games from Steam. The data was scraped and contains identifying, genre, review, and price information.

[Monthly Twtich top 200 - kaggle](https://www.kaggle.com/datasets/rankirsh/evolution-of-top-games-on-twitch)

This dataset contains a plethora of monthly aggregate statistics for the top 200 games on Twitch, determined by viewership.

**Team**

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