

# Top Streamers on Twitch

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# A little about Twitch and the dataset

- Twitch is an American live streaming platform that focuses on video games and esports
  - Founded in 2011 and acquired by Amazon in 2014
  - As of February 2020, it had **3 million** broadcasters monthly and **15 million** daily active users
  - Has an advantage over YouTube Gaming
- The dataset was collected by **Aayush Mishra on Kaggle.com** for the year 2019
  - The dataset consists of the **top 1000 channels** on Twitch and information about their watch time, followers, etc.

# Q's For The Streaming Industry & Top Streamer

1. What is the distribution of watch time and followers? Any outliers?
2. Is the streaming industry dominated by a few big streamers or equally shared by a huge number of streamers?
3. What are some efficient ways to gain followers?



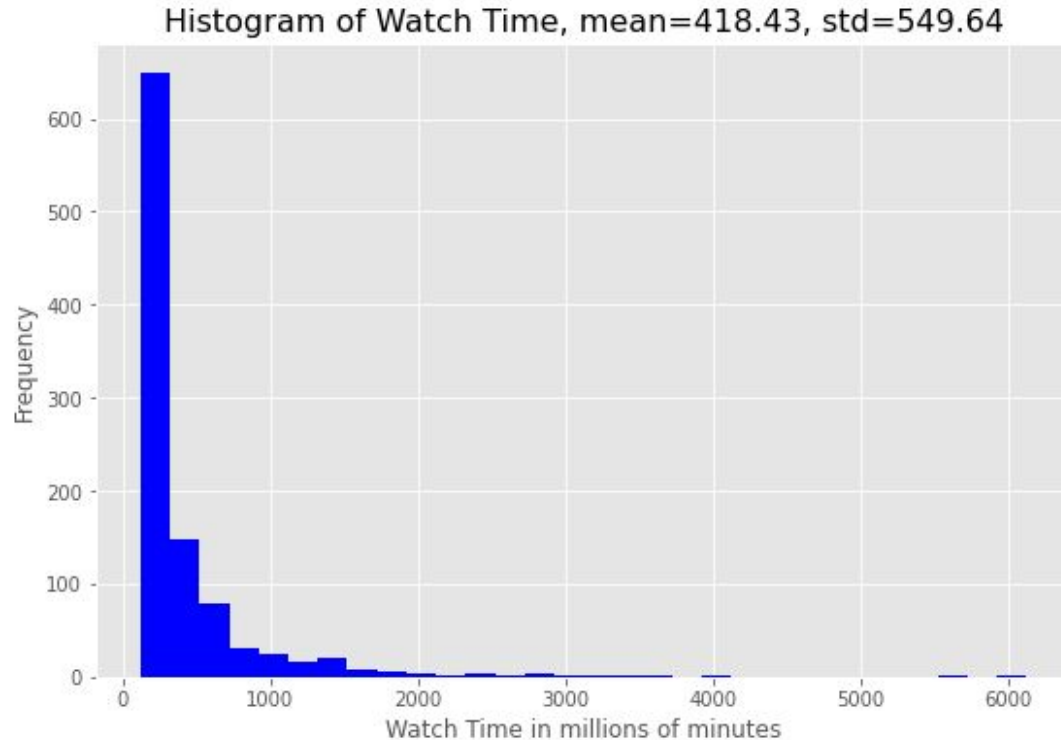
# Explore the data....

Using 2 important parameters:

**Watch Time** and **Followers**

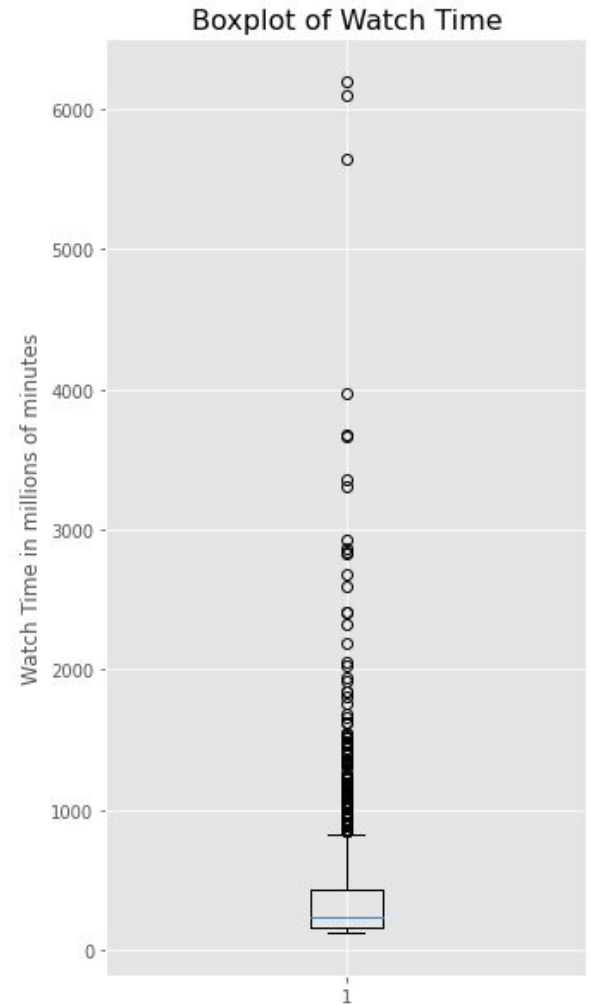
# Watch time

- The vast majority of Watch time falls in the range of 100 - 500 millions of minutes with the mean = 418.43
- However, the data has a big deviation from the mean, which means there are a lot of outliers



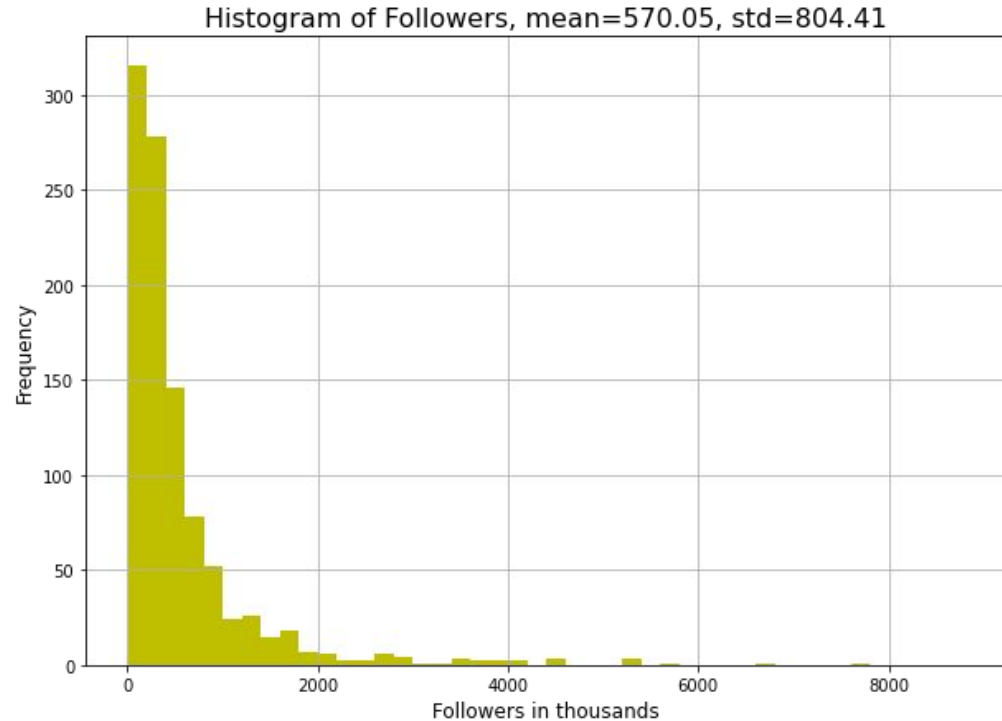
# Watch time Continued

- There are a few channels leading the competition of Watch time and the gap is huge.
- There are several big channels in between, but not as big as the ones above
- The Majority is clustered below the 500 million of minutes point



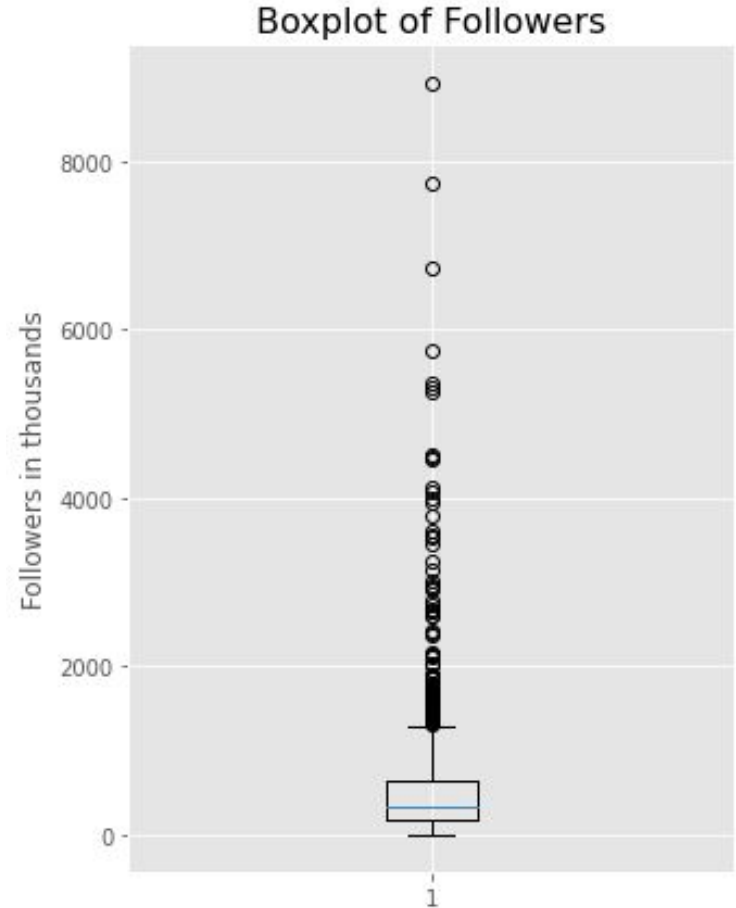
# Followers

- The situation is similar for the number of followers
- The majority of channels have followers less than 600k
- The average number of followers is 570k and the standard deviation is 804, which is even bigger than for watch time



# Followers Continued

- There is a few super popular streamers
- The majority is clustered around the mean





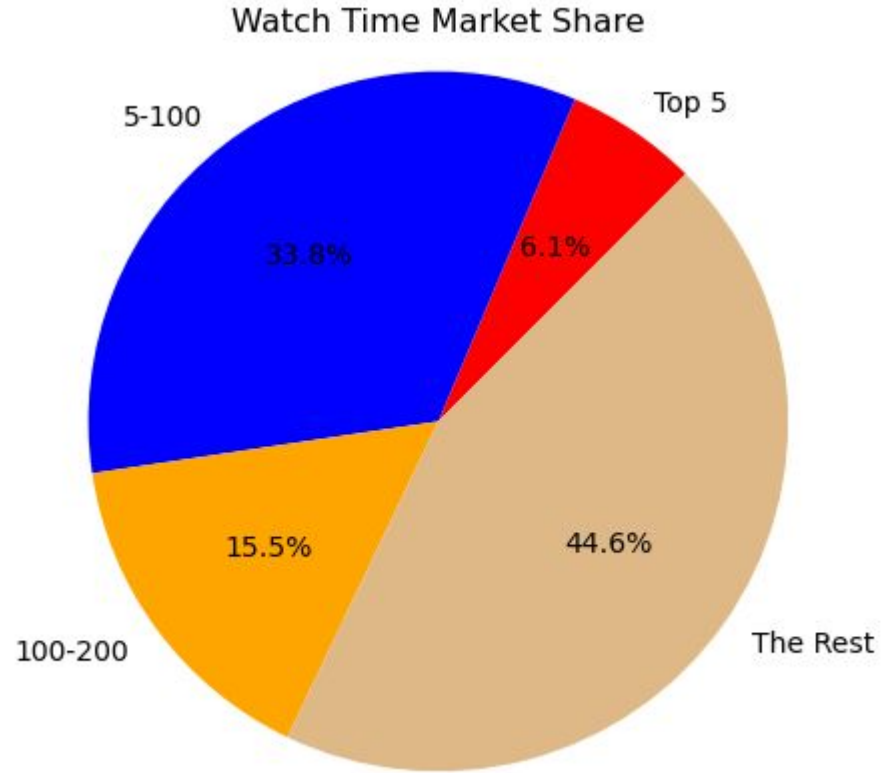
# Hypothesis Testing....

# Hypothesis #1

**The streaming industry is dominated by a few big streamers, ie. a minority of streamers claims the majority of watch time and followers.**

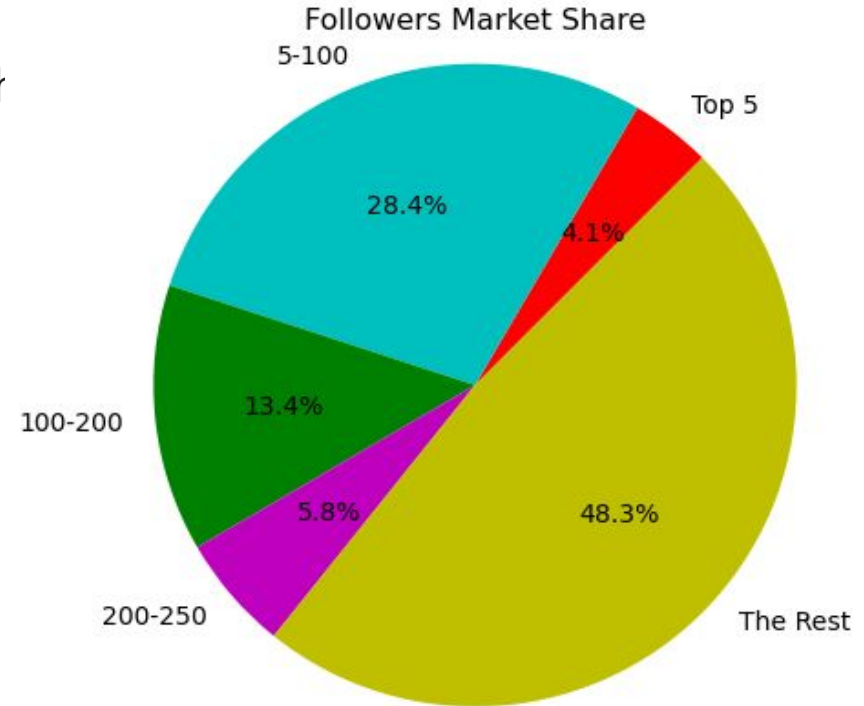
# Watch time Market share

- Top 5 channels claim **6.1%** of total watch time
- Top 100 channels claim **39.9%** of total watch time
- Top 200 channels claim **55.4 %** of total watch time



# Followers Market Share

- Top 5 channels claim **4.1%** of total watch time
- Top 100 channels claim **32.5%** of total watch time
- Top 200 channels claim **45.9 %** of total watch time
- Top 250 channels claim **51.7 %** of total watch time
- **Hypothesis 1 is Accepted**

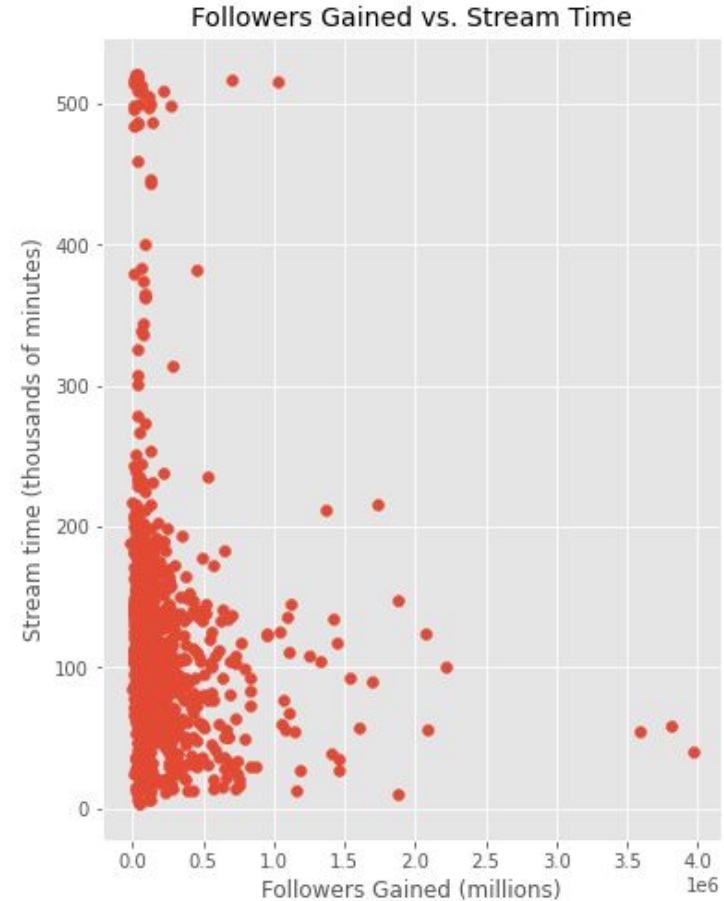


## Hypothesis #2

**Increasing stream time is an efficient way to gain followers.**

# Followers Gain Vs. Stream time

- There is no apparent positive correlation between Followers gained and Stream Time
- **Hypothesis 2 is rejected**



## Hypothesis #3

**Bigger streamers will be more likely to attract new followers**

# Correlations

- Followers gained is most positively correlated with the number of followers, then watch time and peak viewers.
- Streamers with a big volume of followers are also more likely to attract new followers, which means **big streamers will get bigger.**

- **Hypothesis 3 is accepted**

Watch time(Minutes)	0.514648
Stream time(minutes)	-0.158165
Peak viewers	0.470415
Average viewers	0.420097
Followers	0.715618
Followers gained	1.000000
Views gained	0.244297



# Conclusions

- The video games streaming industry is dominated by a a minority of big streamers
- There are really big streamers that create a huge gap in followers and watch time
- Streaming longer does not necessarily lead to attracting more followers
- Big Streamer are more likely to get bigger

*Thank You!*