

# ***Twitch Top 1000 Streamer Analysis***

[ESW400641] Information Visualization

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# ***WHAT: Data Abstraction***

[ESW400641] Information Visualization



- **Dataset Name:** Top Streamers on Twitch
- **Brief description about the dataset**

the information of the top 1,000 people who streamed on this Twitch platform.

The data contains 11 pieces of information about streamers, such as the number of viewers, active viewers, and followers.

- my dataset size - **1000 rows, 11 attributes, 78KB** / my dataset type - **.csv file**

# ***WHY: Task Abstraction***

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**Task 1. Which languages are actively used on Twitch platforms?**

**[Analysis(discover) – Extremes]**

**Task 2. Which channel has more people coming in?**

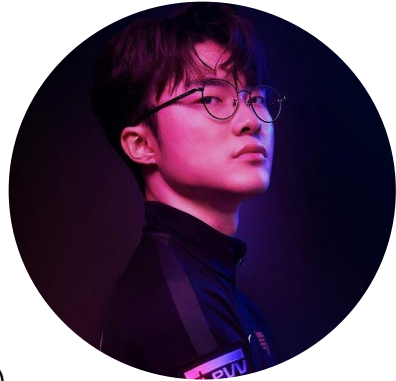
**[Analysis(discover) – Distribution]**

**Task 3. Whether age-restricted broadcasting affects the growth of the channel?**

**[Analysis(discover) – Correlation]**

# WHO: Creating Personas

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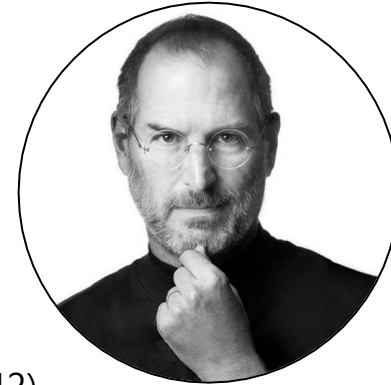
**Min-joon Kim** (21)  
college student, Korea

## Goal and Needs

- He wants to start broadcasting on the Twitch platform.
- He wants to become famous streamers.

## Pain Points

- Unable to determine which language to broadcast.
- Thinking about partnership with Twitch.



**Oliver Miller** (42)  
advertiser of the chicken franchise company, USA

## Goal and Needs

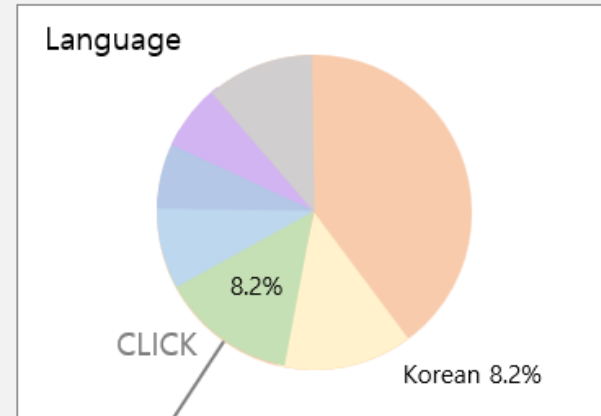
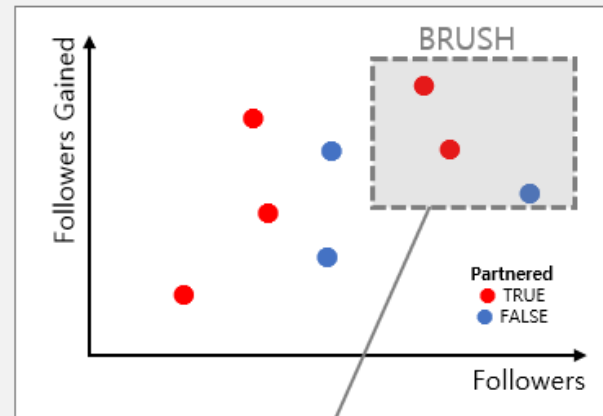
- He wants to maximize the advertising effect by suggesting 'mukbang' advertisements to famous streamers in Twitch.

## Pain Points

- Can't decide which streamers should be responsible for advertising.

# HOW: Vis Idiom Design

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● Followers Gained ○ Average Viewers

RANK	CHANNEL	FOLLOWERS	FOLLOWERS GAINED	AVERAGE VIEWERS	PARTNERED	LANGUAGE

⋮

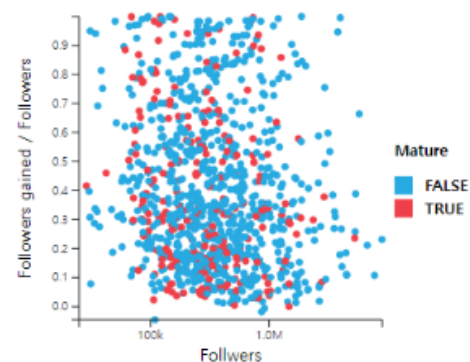
# HOW: Vis Idiom Design

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## Twitch Streamer Statics

☒ Followers Gained ☐ Average Viewers ☒ Zoom



Percentage of streamers by language



Rank	Channel	Followers	Followers Gained	Average Viewers	Mature	Language
1	xQcOW	3246298	1734810	27716	FALSE	English
2	summit1g	5310163	1370184	25610	FALSE	English
3	Gaules	1767635	1023779	10976	TRUE	Portuguese
4	ESL_CSGO	3944850	703986	7714	FALSE	English

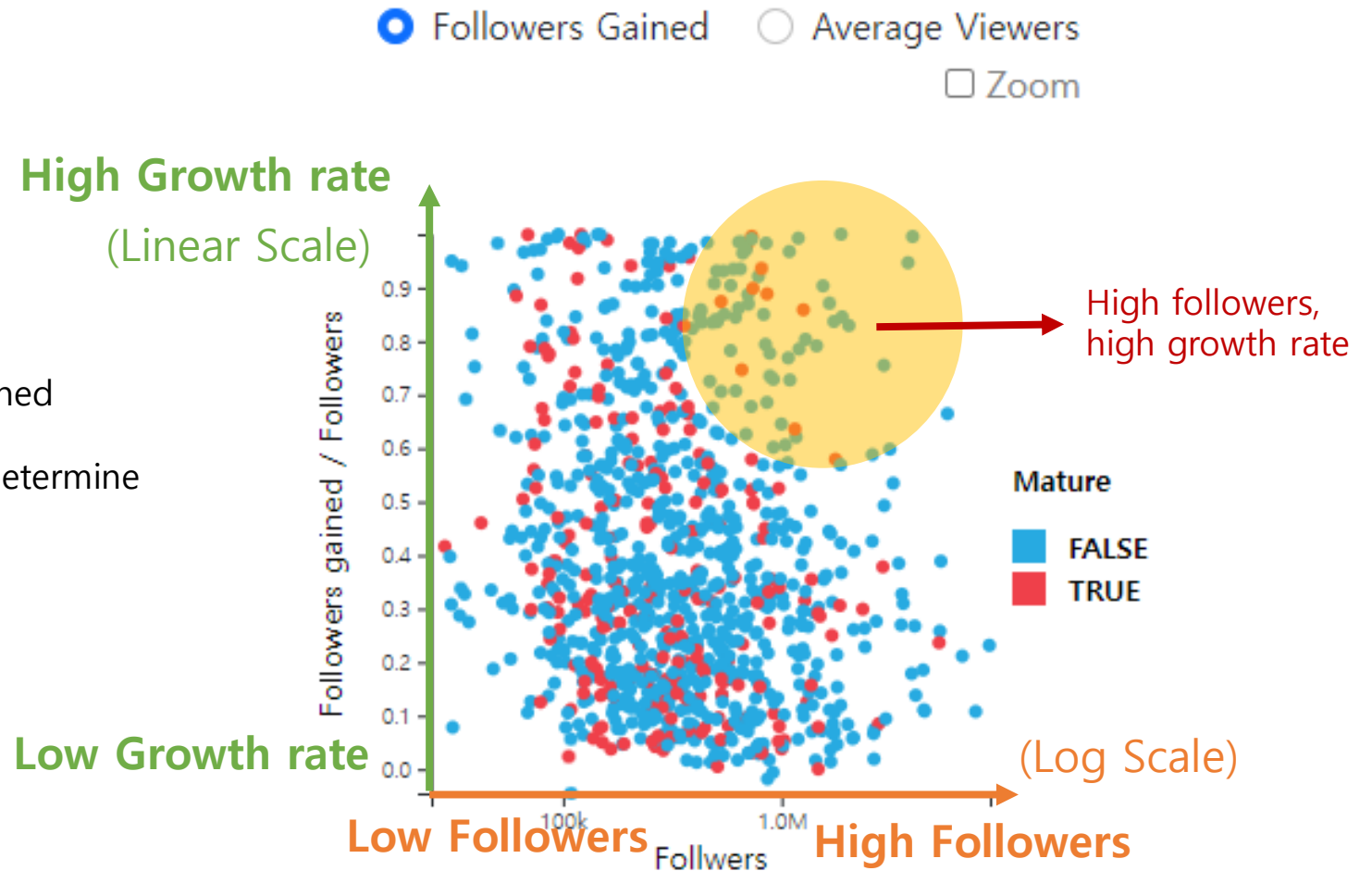
# HOW: Vis Idiom Design

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## ■ Scatter plot

### Followers gained / Followers

-> It shows the number of followers gained compared to the number of followers. Through this indicator, it is possible to determine whether the channel is growing rapidly.



# HOW: Vis Idiom Design

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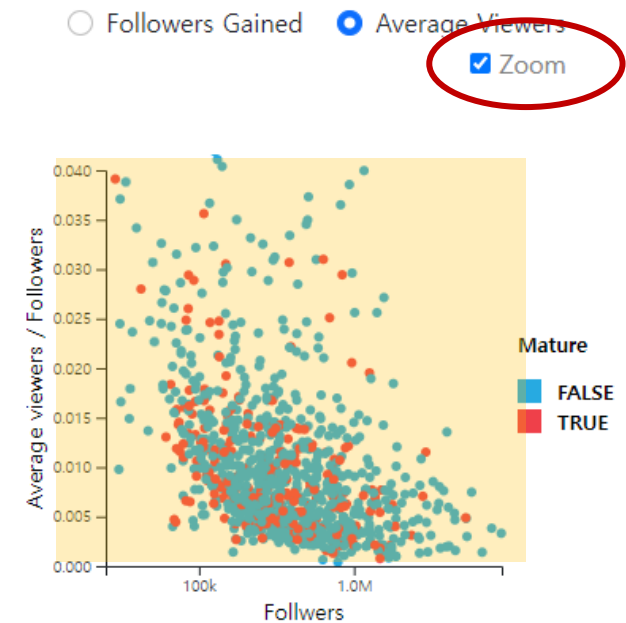
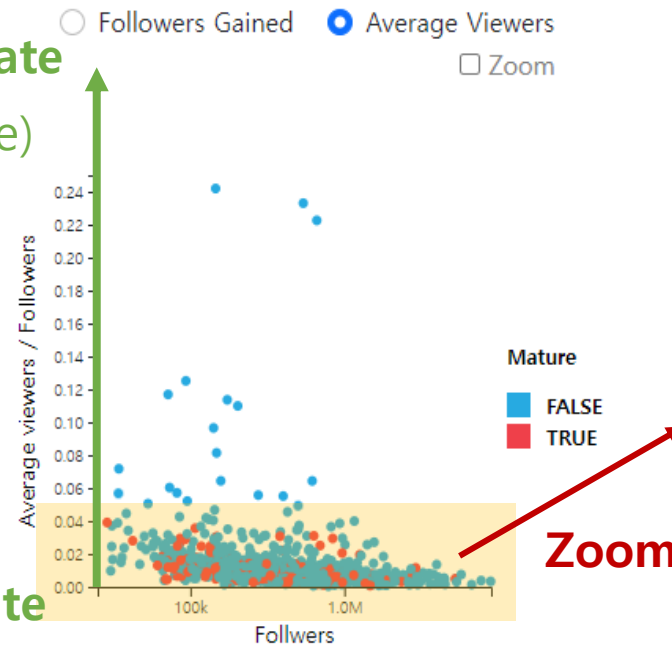
## ■ Scatter plot

### Average Viewers / Followers

-> This is an indicator of the average number of viewers compared to the number of followers.

High viewer rate  
(Linear Scale)

Low viewer rate

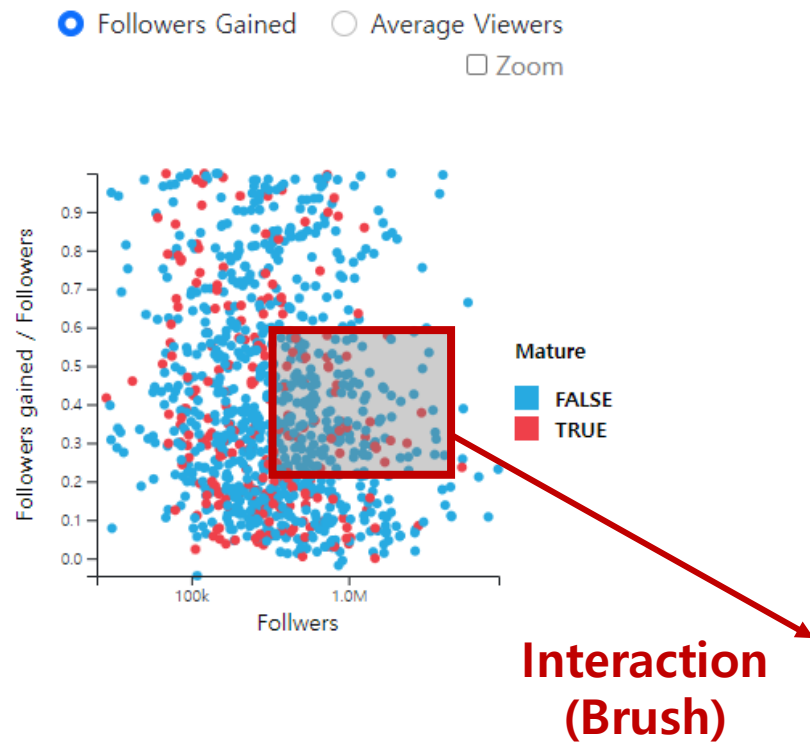




# HOW: Vis Idiom Design

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## ■ Scatter plot



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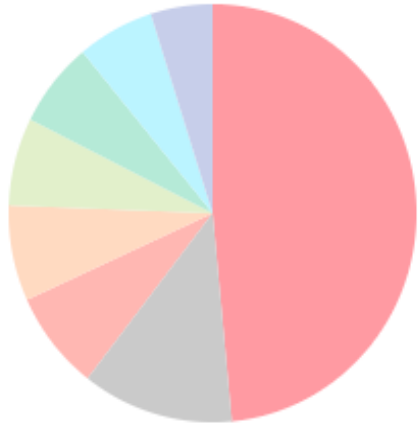
# HOW: Vis Idiom Design

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## ■ Pie chart

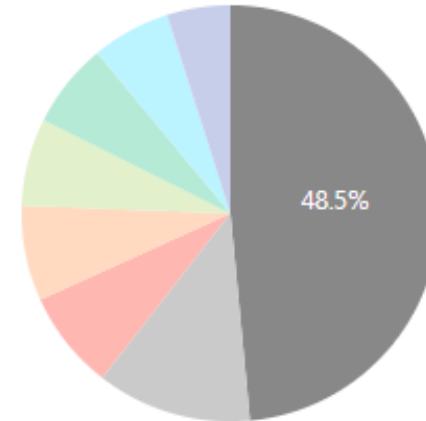
It is a pie chart of which language the top 1000 streamers use a lot.

Percentage of streamers by language



Interaction  
(Mouse over)

Percentage of streamers by language



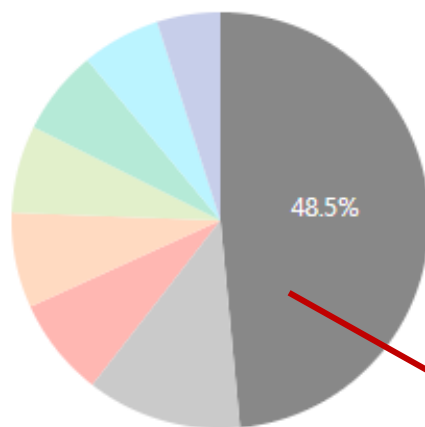
English 48.5%

# HOW: Vis Idiom Design

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## ■ Pie chart

Percentage of streamers by language



English 48.5%

Interaction  
(Click)

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# *Live Demonstration*

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## **Twitch Top 1000 streamers analysis**

**Live Demo Link**

<https://yeonjaekim99.github.io/Information-Visualization-Project/index.html>

A spiral-bound notebook is shown from a top-down perspective. The notebook has a white page visible, and the spiral binding is on the left side. The text "Thank You :)" is written in the center of the page in a bold, italicized, black font. The notebook's cover is a light grey color, and the page has a subtle shadow on the right side.

***Thank You :)***