

Given the provided data sets for Relax Inc.'s `users` and `user_engagements`, there are several different factors that can effectively predict future user adoption. In order from least to most predictive power, those factors are :

```
org_id, users_in_org, days_since_last_session,  
total_sessions, and days_active.
```

The factors with little or no predictive power are:

```
opted_in_to_mailing_list, enabled_for_marketing_drip,  
invited_by_user_id, and creation_source.
```

In the data wrangling process, a few columns were manipulated or reconstructed to be more suitable for making predictions. The following changes were made to columns in the original dataset.

1. `org_id`: In the original `users` dataset, the `org_id` column describes the organization (group of users) to which a user belongs. `org_id` is positively correlated to adopted users, meaning a larger `org_id` indicates a higher likelihood of a user being adopted. Assuming `org_id`'s are assigned sequentially, users in organizations created more recently are more likely to be adopted.
2. `users_in_org_id`: This new column was constructed from the `org_id` column provided in the original `users` dataset. Instead of one-hot encoding each organization, the values in the `org_id` column were replaced with the number of users in the user's organization. This factor is negatively correlated with user adoption, meaning users with a larger amount of registered users in their respective org are less likely to be adopted.
3. `days_since_last_session`: This column was constructed from and replaced the `last_session_creation_time` column in the original `users` dataset. This column is a count of the number of days since a respective user's last session. With a negative correlation to user adoption, users with fewer days since their last session creation are more likely to be an adopted user.
4. `days_active`: This column was constructed using the difference in days between a user's last session date and the date of a user's creation date. This variable has the strongest direct correlation to user adoption, meaning users with a larger number of days active are extremely likely to be an adopted user.
5. `total_sessions`: This column was constructed by counting each user's instances of engagements in the `engagements` dataset. This factor has the strongest negative correlation to user adoption, meaning users with a larger number of total sessions are less likely to be considered adopted.