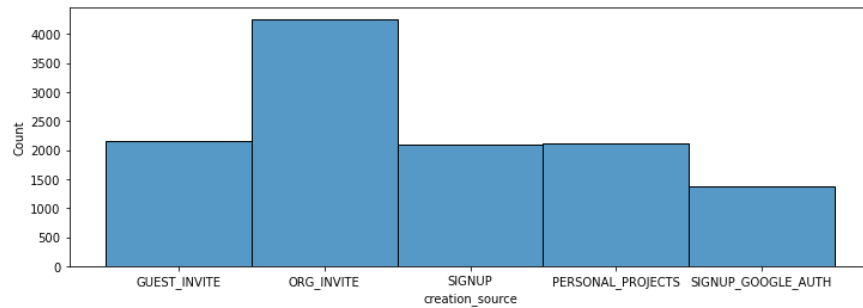
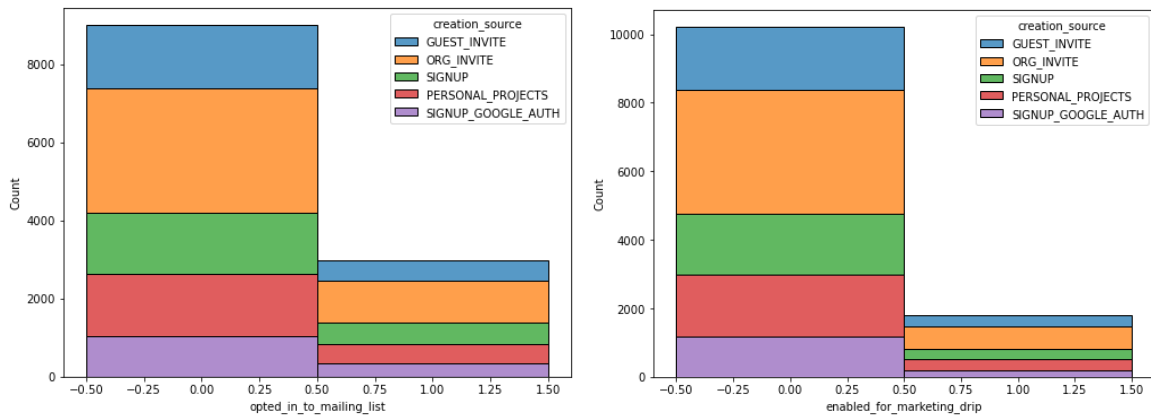


## GUVI task 5

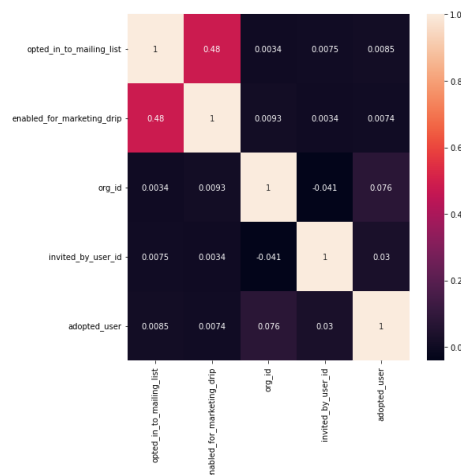
Most people joined as full time members through organizational invites, twice as much as any other source. Pushing invitations to possible customers is working although actual conversion rate requires data of total invites sent.



Opting in for mailing list and enabled for marketing drip are not depended on the creation source



Correlation plot indicates none of the factors have a good correlation with the target variable 'adopted user'. Features 'org\_id' and 'invited\_by\_user\_id' have the most importance in prediction



Features	Importances
enabled_for_marketing_drip	0.015061
opted_in_to_mailing_list	0.019534
invited_by_user_id	0.421740
org_id	0.543666