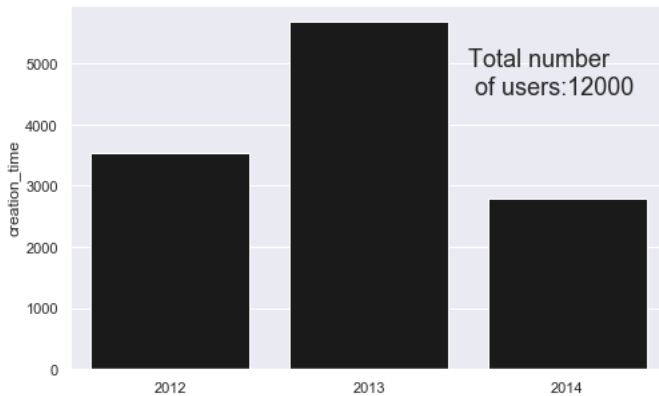
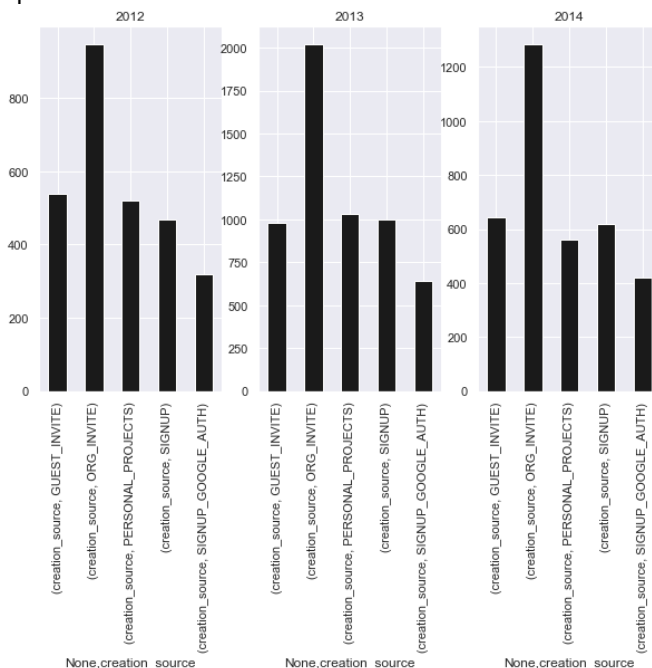


## Task 5 - Take Home User

1. There are total of 12000 users sing up for the product from 2012 to 2014 in the give time period. There is a significant increase in 2013 and remarkable decrease in 2014.



2. In 2013, almost in every category it doubles the previous years of number of users.
3. As it can be seen from the graph below, there is high number of users when they are invited to an organization (as a full member).
4. Other factor are have similar characteristics other than google email authorisation sign ups.



5. According the person correlation there is one distinct correlation between when they have opted into receiving marketing emails, they are on the regular marketing email drip. The person correlation the rate is 0.483529.
6. There are 3177 of 1200 signed up however they have never created a session. These users will be dropped to clean the data. This is about 27% of the data.
7. Number of user invited to join by their friends is 6417 which is about 53% of the data. This shows that word of the mouth is very important.