Dataset Summary and Findings

* According to the given data in the user\_engagement.csv file the total number of users who are frequent users (based on the definition of adopted\_user given in the assessment), are 1165.
* So only 9% users out of the total users who signed up are frequent users.
* The three most important factors which play an integral role in predicting whether a given user will be a frequent visiting user or not are as follows:

1. **enabled\_for\_marketing\_drip –** Which gives us information of whether the user is on regular email marketing drip.
2. **opted\_in\_to\_mailing\_list** – Which gives information on whether the users have opted into receiving marketing emails.
3. **creation\_source** – Which gives information on how the account was created.

* According to the given data and our analysis on that, out of the total 1165 frequently visited user, 992 users had not enabled the marketing drip email , which means that 85% percent of the frequent users did not sign up for the marketing drip.
* Similar to the above stats, about 74% of the frequent users had opted out of for receiving marketing emails, which corresponds to a staggering 860 users who did not subscribe to the marketing emails.
* Lastly about 35% frequent users have created their accounts using the “ORG\_INVITE” method, followed by the “GUEST\_INVITE” in 2nd position and personal project in the last position as shown in the chart.