

Data Science Take-Home Challenge

Relax Inc.

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Link to Github: <https://github.com/Crosita/Springboard-Exercises>

Goal

Defining an "adopted user" as a user who has logged into the product on three separate days in at least one seven-day period, identify which factors predict future user adoption.

Findings

Step 1: Create Active User function to identify active users vs inactive users.

Step 2: Import users dataset

Step 3: Import engagement dataset

Step 4: Create label for "adopted_user" vs not

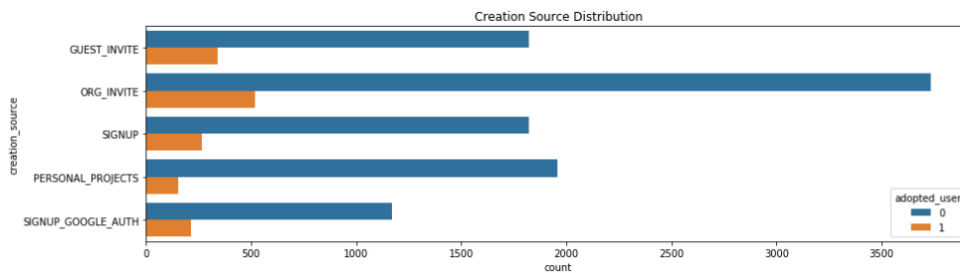
→ About 88% of the users are not adopted users

→ About 12% of the users are adopted users

Conclusion: low rate of adopted users, improvements to make to increase

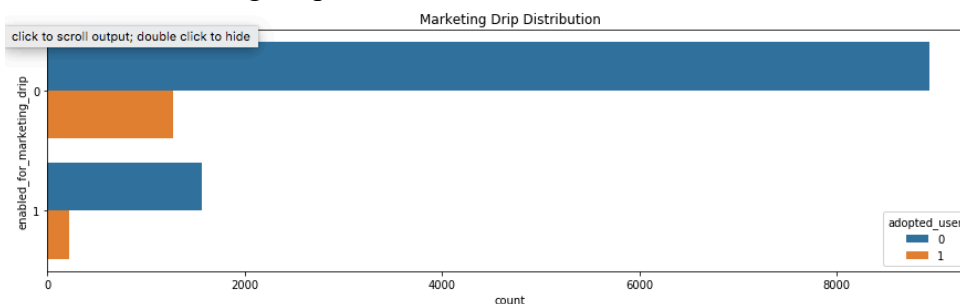
Step 5: Explore relationship between several variables and "adopted_users"

1) variable "Creation Source"



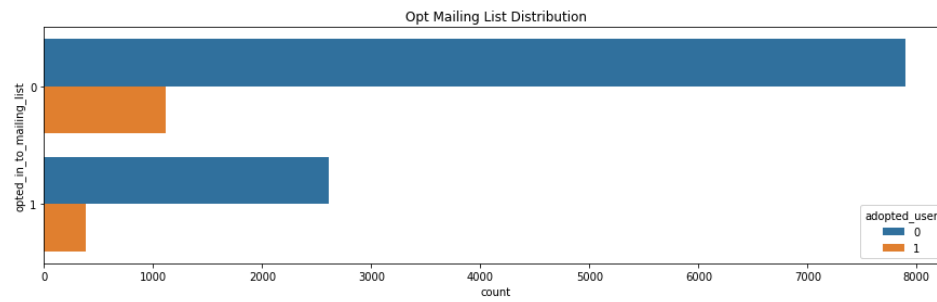
Conclusion: Adopted Users were mostly invited by Org_Invite and Guest_Invite

2) variable "Marketing Drip"



Conclusion: The proportion of Adopted Users is higher for those who unabled marketing emails.

3) variable "Mailing List Opt"



Conclusion: the proportion of Adopted Users is higher for those who didn't sign up for the mailing list.