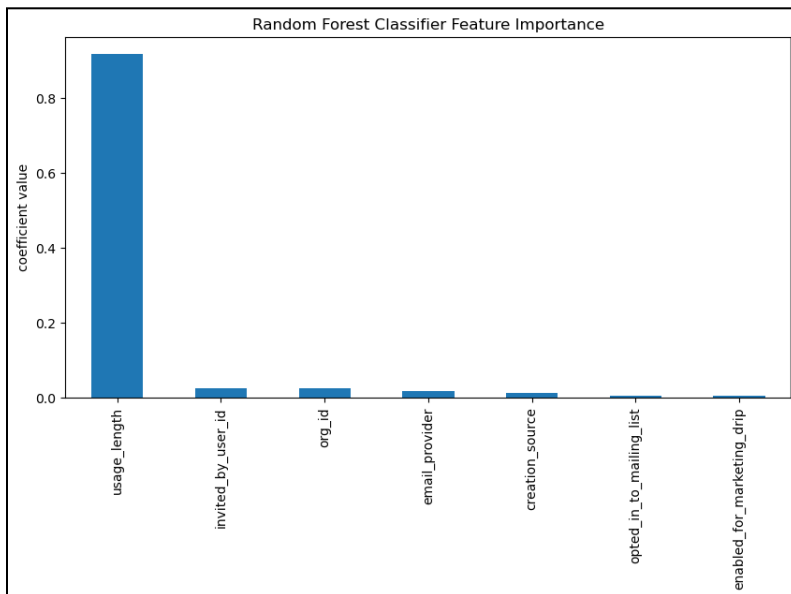## Findings

1. There are 1656 active users in the dataset. This constitutes about 14% of the total users
2. Our model concluded that **usage_length** was by far the most important feature in determining if a user is a n adopted user.
    a. Usage length is a feature that was engineered from **users["last_session_creation_time"] - users["creation_time"]**

3. By plotting the ECDF of adopted and not adopted users, we are able to see that:
    a. The maximum time usage of non-adopted users is roughly 2000 seconds or 230 days.
    b. Roughly 60% of the active users have usage above that amount of time.