

Relax Inc. Challenge

Edward Seymour

Of the 12,000 users investigated, 1606 can be considered to be 'adopted', making up about 13% of the total users in the dataset. From the data it was shown that adopted users had slightly higher rates of opting into the mailing list and being enabled for the regular marketing drip. However, the numbers were very close so T-tests were performed to determine statistical significance. The results of these tests confirmed that their distributions were not dissimilar enough to be significant.

The more important factors to a user's adoption were creation source, organization, and the user who invited them. Concerning creation source, it was found that personal projects were a good indication that the user would not adopt. Conversely, guest invites had a higher rate of converted adopted users.

User invitations also had some interesting features. For instance, there were two users whose invitations never converted to adoptions. One of these users was responsible for the sign-up of more than $\frac{1}{3}$ of the users. Future users that are recipients of this user's invitations can pretty confidently be predicted to not convert to an adopted user. There were other users whose invitations were more or less likely to convert to adoption, but for all of these users it was a mix of both.

Organization also presented some useful information. Much like the user invitations, there were two organizations that never led to adoption. As well, the rest were a mix of both.

My suggestion for future action to increase adoption rates would be to focus on users and organizations that convert the highest number of users. It would be useful to have more information on the usage habits of the users, such that they could be segmented, which would allow us to focus on user segments that lead to adoption. As well, I suggest to focus less of the marketing on users who sign-up for personal project reasons, as they do not convert nearly as much as other sources.