

Relax Inc. Challenge Report

The datasets contained basic information and engagement data of 8,823 users. There 1,656 adopted users. I investigated which factors are most important in determining user adoption. I found the length of user history was by far the most important factor. User history is defined as the number of days from account creation to the latest session. If a user was still using the service >100 days after account creation, he/she was very likely to be an adopted user. User with history > 200 days was always an adopted user. New users were less likely to be adopted users, but over the past two years, user adoption rates did not change significantly.

Key Findings:

- Because personal workspace and guest invite rank highest on how users signed up and caught on, the business could realign its marketing goals to focus more on highly-collaborative user groups.
- The marketing drip scheme works and so it's important to retain this effort in keeping the user base intact.
- Whether a user opts in the mailing list or not shows to be the least effective predictor and so it doesn't quite matter when there is any emphasis on the newsletter call-to-action. At least it'll help the UI team to keep the app less commercial and enable a good vibe for the user.