The retention rate is overall low: of 12000 users, only 2232 are adopted users. My analysis revealed that being on the regular marketing email list and opting into receiving marketing emails are not good predictors of the user retention rate.

However, two factors seem to negatively affect user retention. The first one is the number of users per organization: the retention rate is high when the number of users per organization is small but drops almost exponentially as the number of users increases (Exhibit 1). Second, if the user signed up for the product because of a personal project is less likely to become an adopted user (Exhibit 2).

**Exhibit 2. Retention rate vs sign-up source.**

**Exhibit 1. Retention rate vs number of users per organization.**