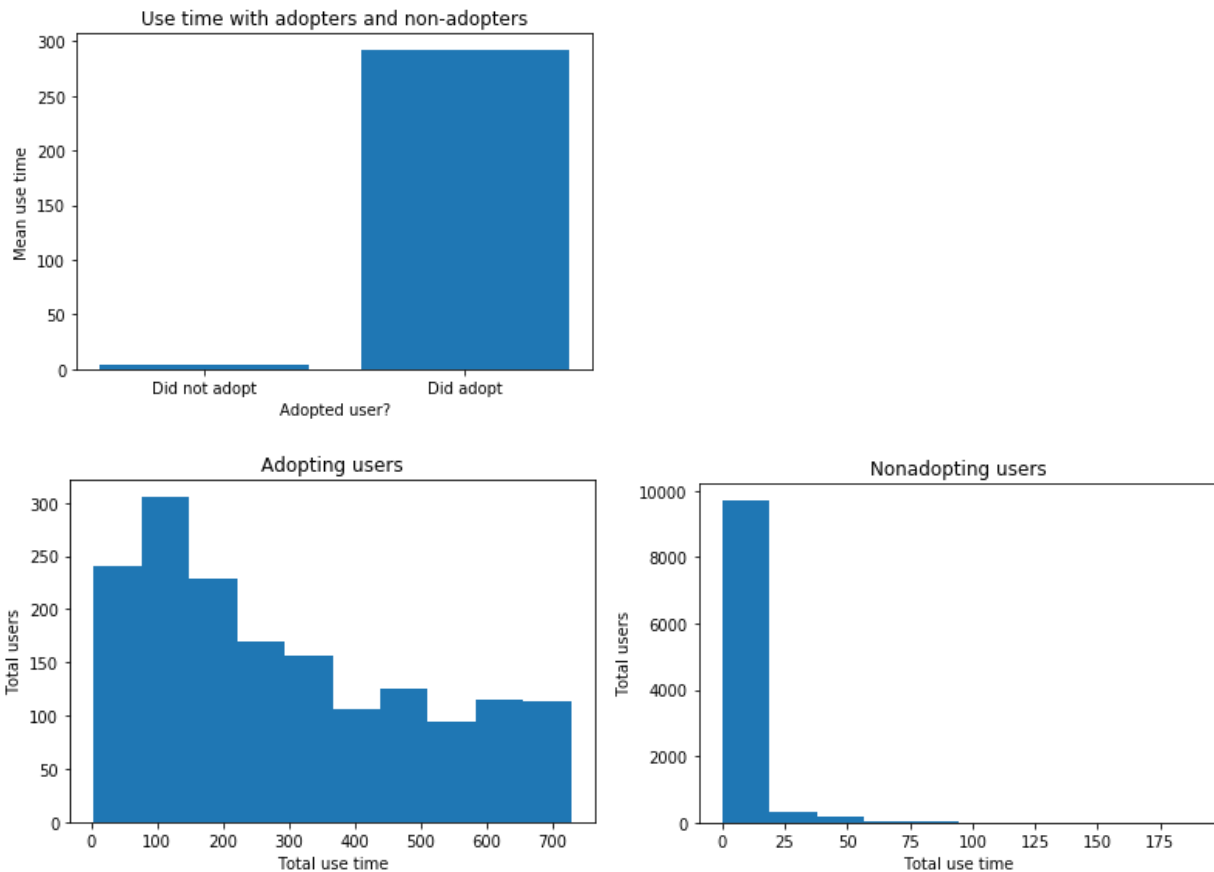


User Adoption Factor Analysis

I spent some time cleaning the provided datasets to make them machine-readable and examined the data with random forest machine learning models. The most strongly predictive factor for user adoption is their total use time: the time between their account creation and their most recent login. In fact, total use time is the only significant factor in the dataset, and its significance is obvious:



A user who logs in 16 days after account creation is very likely to become an adopter, and a user who logs in 29 days after account creation is almost guaranteed to be one. (Precision .93, Recall .89)

For this reason, I recommend reaching out to users to build engagement in their first weeks of use. Determining exactly which use patterns in the first weeks predict adoption would be a valuable avenue of future work.