

To solve this problem, I created a logistic regression classification model and extracted the coefficients of each feature to identify the features with the greatest influence on the model's predictions. The features I included in training data for the regression model included:

The year the user signed up
The month the user signed up
How the account was created
If the user opted in to receiving marketing emails
If the user was on the regular marketing email drip
The organizations the user belongs to
If the user was invited by another user to join or not

Below is the table of results. The features that had the greatest impact for predicting a user would become an adopted user are the features at the top of the table with the largest positive coefficients. The features that had the greatest impact for predicting a user would not become an adopted user are the features with the largest negative coefficient at the bottom of the table (the features in red).

| Feature | Coefficient |
|--|-------------|
| Organization | 1.432271 |
| Sign up using Google Authentication | 0.373470 |
| Signup in the month of Feb | 0.288686 |
| Signup in 2012 | 0.221753 |
| Signup in the month of Jan | 0.220777 |
| Signup in 2013 | 0.201047 |
| Signup in the month of August | 0.199383 |
| Invited to an organization as guest | 0.194765 |
| Signup in the month of March | 0.159108 |
| Signup in the month of June | 0.130615 |
| If invited by another user or no | 0.120959 |
| Enabled for marketing drip | 0.101273 |
| Signup in the month of October | 0.034678 |
| Signup in the month of November | 0.034630 |
| Signup via the website | 0.029385 |
| Opted in to mailing list | 0.004168 |
| Signup in the month of September | 0.004165 |
| Signup in the month of July | -0.055804 |
| Invited to an organization | -0.073806 |
| Signup in the month of December | -0.104612 |
| Signup in the month of April | -0.119231 |
| Signup in 2014 | -0.422861 |
| Invited to use another users workspace | -0.523875 |
| Signup in the month of May | -0.792454 |

Areas of future research would be to investigate which organizations had a higher number of users that became adopted users. It would also be interesting to investigate a correlation between any events that occurred in January or February of 2012 or 2013 that led to a higher number of users becoming adopted users. Finally, it looks like there is a reason for Google account users to become adopted users more often. An investigation into possible reasons for this would be interesting.