

Executive Summary - Factors Predicting User Adoption

Objective:

The objective was to identify factors that predict future user adoption, defined as users who have logged into the product on three separate days within at least one seven-day period.

Methodology:

The approach involved merging user engagement data with user profile information to pinpoint adopted users. The analysis then assessed how various factors correlate with user adoption.

Key steps included:

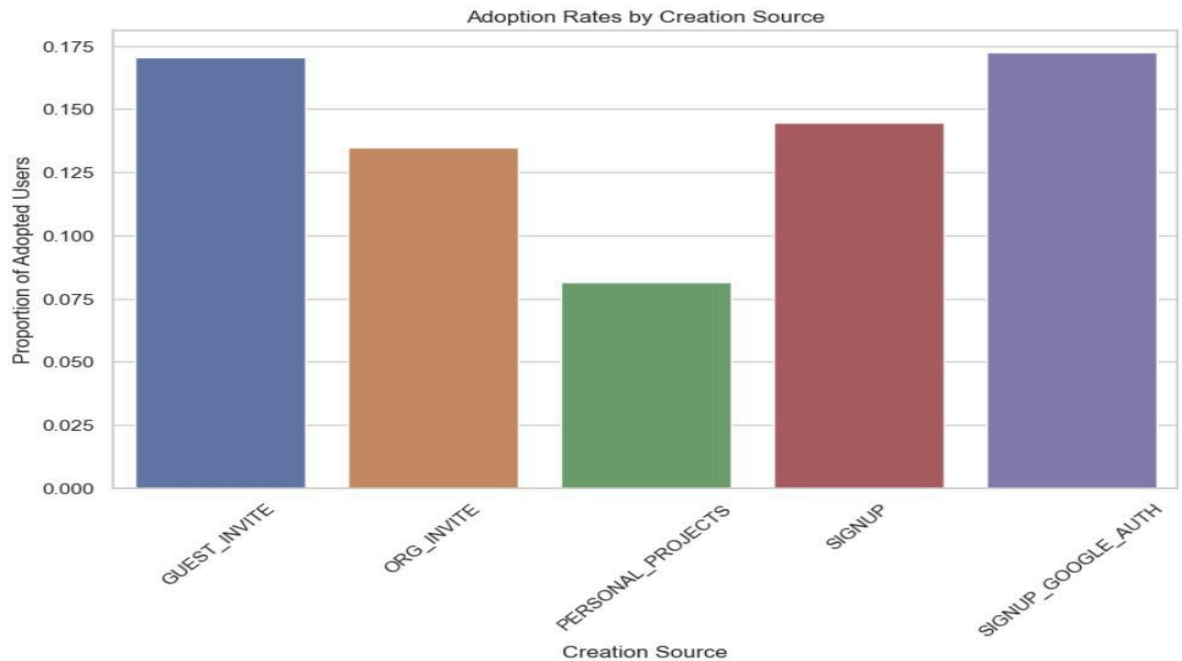
- Determining adopted users based on their login behavior.
- Integrating this data with user profiles.
- Analyzing the influence of factors such as `creation_source`, `opted_in_to_mailing_list`, and `enabled_for_marketing_drip` on user adoption likelihood.

Key Findings:

Creation Source Impact: Analysis highlighted differences in adoption rates based on user acquisition methods:

- The highest adoption rates were observed for users who signed up through Google authentication and those invited by guests, with rates around 17.3% and 17.1%, respectively.
- Users signing up for personal projects showed the lowest adoption rate at approximately 8.1%.

Visualization: A bar plot visualizing adoption rates by creation source underscored the variation in adoption across different methods.



Further Research Recommendations:

- Investigating more detailed engagement data could uncover specific user behaviors or features correlating with higher adoption.
- Gathering user feedback through surveys might provide insights into preferences or deterrents affecting adoption.
- A/B testing different features or user acquisition strategies could identify effective practices for enhancing user adoption.

Conclusion

The method of user acquisition significantly influences user adoption rates. Optimizing acquisition channels that have historically led to higher adoption could enhance overall user engagement. Continuous data analysis is crucial for understanding and improving user adoption dynamics.