ADOPTION OF USERS ONTO APP analysis:
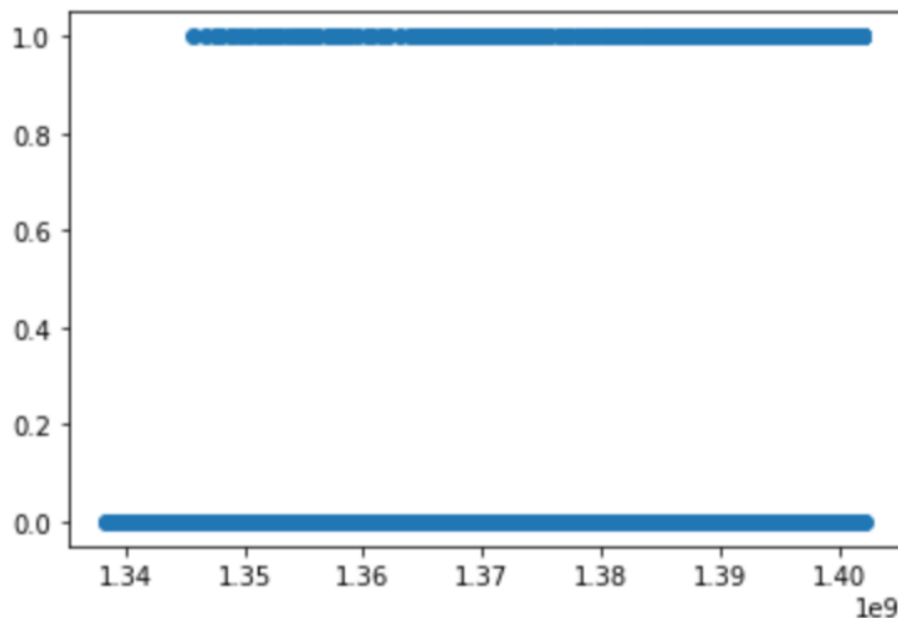
Total number of users = 12,000

Total number of adopted Users(Users who have used the app thrice in atleast one week)=1445

Factors that predict user adoption:
"last session creation time",if above a value between **1.34-1.35** will make sure the user is an adopted user.
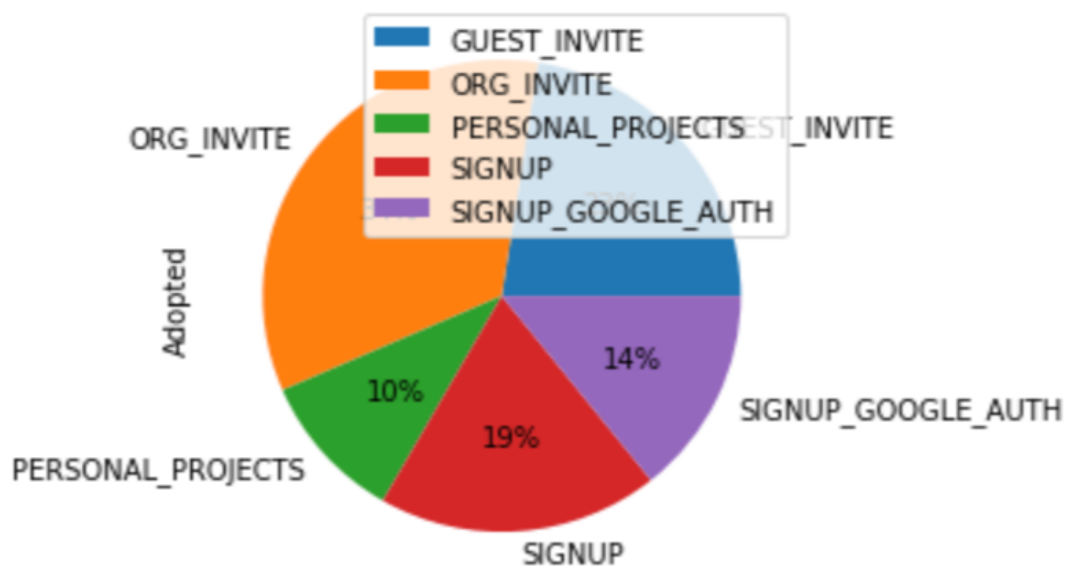X-axis=adopted=1, not adopted=0
Y-axis=last session creation time

Order of precedence of Importance of the kind of Creation:
1.Org_invite
2.Guest_invite
3.Signup
4.Signup_google_Auth
5.Personal Projects

- **Opted_in_to mailing_List and Enabled for marketing drip** are <u>**not very important**</u> in telling whether they will be adopted.

```
1  Signup.groupby(['opted_in_to_mailing_list']).sum().plot(kind='pie', y='Adopted')
```

`<AxesSubplot:ylabel='Adopted'>`
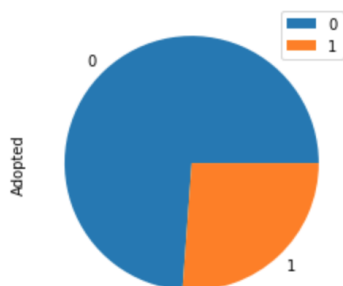

```
1  Signup.groupby(['enabled_for_marketing_drip']).sum().plot(kind='pie', y='Adopted')
```

`<AxesSubplot:ylabel='Adopted'>`