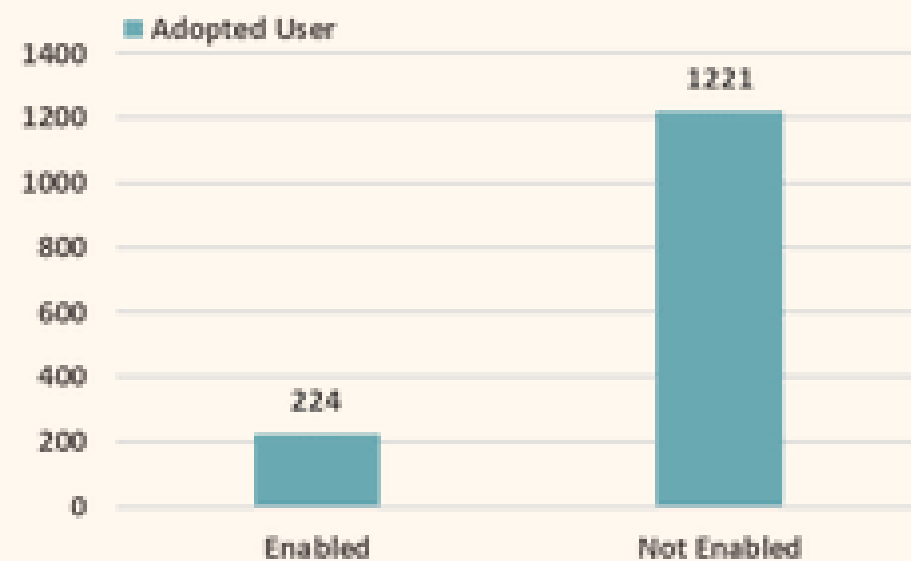


ANALYSIS OF ADOPTED USERS

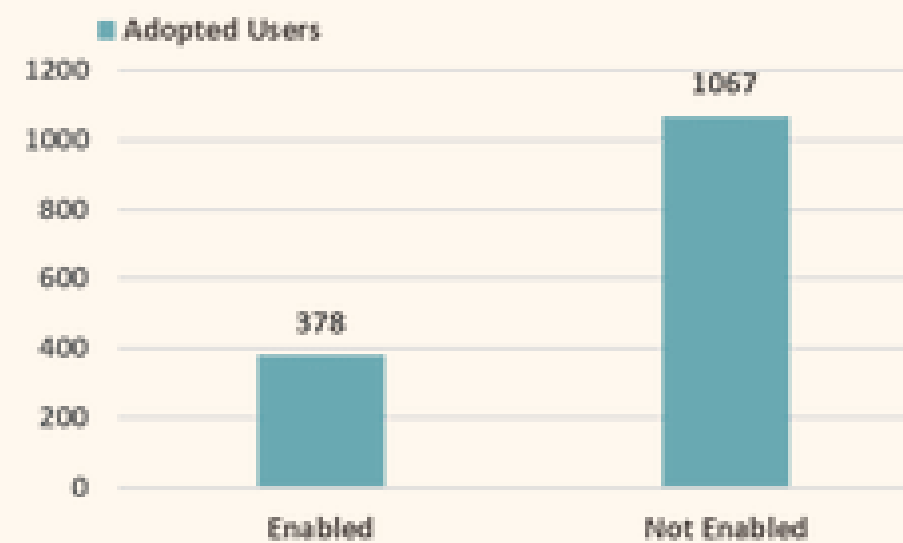
Out of 12,000 registered users, only 1445 users matches the given criteria to be an adopted user. Out of those 1445 adopted users, there are some patterns which are found in Exploratory Data Analysis(EDA). The analyzation follows,

Marketing Drip Enabled Users vs Adopted Users



When analyzing adopted users against Market Drip Enabled Users, 84.5% of users who are NOT on the Regular Marketing E-Mail Drip have been observed as the "Adopted Users".

Mailing List Enabled Users vs Adopted Users



When analyzing adopted users against Mailing List Enabled Users, 73.8% of users who are NOT opted in for receiving marketing E-Mails have been observed as the "Adopted Users".

Creation Source vs Adopted Users



When analyzing adopted users against the creation source, 34% of users who are signed up via invite Received from Organization have been observed as the "Adopted Users".

It is observed that the users who are NOT on the regular marketing drip, NOT opted in for receiving marketing emails and the users who signed up their accounts via invite RECEIVED FROM ORGANIZATION has the MOST PROBABILITY to be the "Adopted User".