

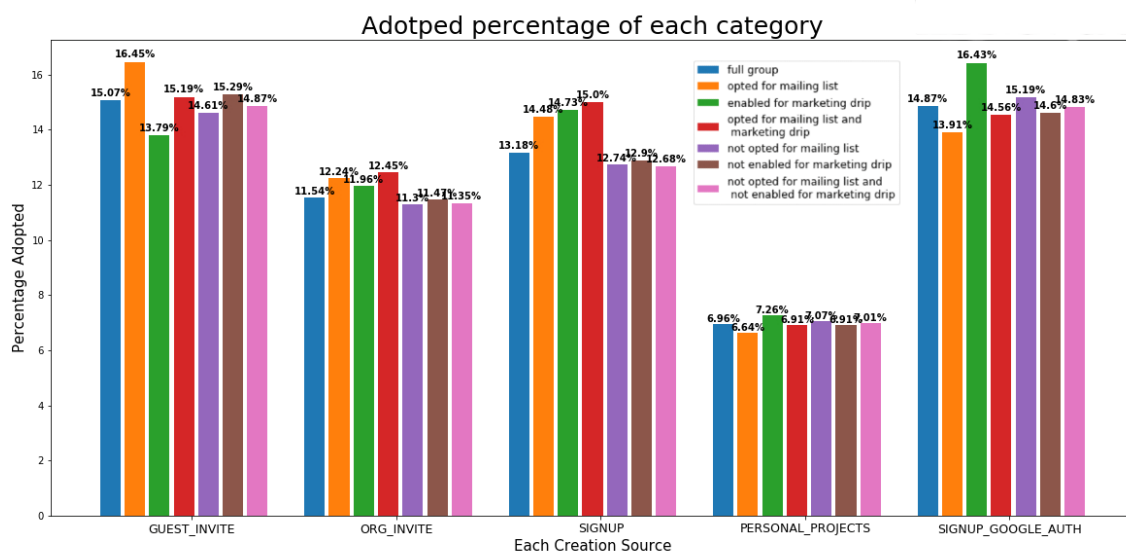
As the analysis is done on the two csv files:

takehome\_user\_engagement.csv (and)

takehome\_users.csv

The 'adopted user' are found by the takehome\_user\_engagement.csv file with the condition that the user logged into the product on three separate days in at least one seven-day period.

The future user adoption prediction is also done on the data and found that **the users who are going Invited as a guest to an organization and also opting to receiving marketing emails (and) the users who are going to Sign up using google authentication and also enabling marketing email drip** are more likely adopt to the product in future. The below visualization and method used to find this analysis (future\_adoption\_prediction.ipynb) is the proof for this analysis.



(The analysis is based on the past history of users)

And by the analysis, it is clear **that the factors that predict future user adoption is creation\_source , opted\_in\_to\_mailing\_list, invited\_by\_user\_id** columns in the takehome\_users data.