Relax Inc. Take Home Challenge Findings

Through my analysis, I was able to determine that the factors most likely leading to the adoption of the product by users are creation source (how a user created their account), org id (the organization a user belongs to), & the email domain used. Based on my findings, I would recommend the following to Relax Inc. if they want to increase adoption of their product by users:

* Run promotions incentivizing users to create accounts from their personal workspaces or from the website
* Target users with a yahoo.com email domain
* Target users from the significant organization ids identified by my analysis