takehome\_users.csv

* Creation source:
  + - Org invite - 4254
    - Guest Invite- 2163
    - Personal Projects-2111
    - Signup-2087
    - Signup google auth -1385

The Org Invite had the highest number though which the account was created followed by Guest Invite and personal projects.

* Receiving Marketing Mails:

From the data it was found that only 2994 have opted in Receiving marketing Mails.

* Marketing E-mail Drip:

The data shows that 1792 have enabled themselves for Marketing E-Mail drip

* Invited by User\_ID:
  + - 10741 - 13
    - 2527 - 12
    - 1525 - 11
    - 11770 - 11
    - 2308 - 11

The data reveals that the highest users invited by the User\_ID is 10741 by inviting 13 new users followed by 2527 with 12 users and 1525 with 11 users.

2) takehome\_user\_engagement.csv

"Adopted  user"   as  a  user  who has  logged  into  the  product  on  three  separate days  in  at  least  one  seven­day  period **,  identify  which  factors  predict  future  user adoption**.

From the definition and investigating the data it was found that 1602 are Adopted users.