Rhoads MacGuire

While this dataset was relatively 'tall' it lacked features. This makes it more difficult to predict whether or not users will adopt. Furthermore, the features were not particularly interesting with only 3-5 features of interest. These features were creation_source (where the user signed up from), opted_in_to_mailing_list, enabled_for_marketing_drip, and visited (# of visits per user).

Of these features, the most predictive appears to be number of visits. This should be no surprise because engaged users obviously visit the platform more. Interestingly though, it appears once a user has logged ten visits they are substantially more likely to use the platform. With this in mind, we may want to attempt to gamify the early adoption phase to encourage the user to use the platform more right at the start.

Users who sign up on their own or with Google are less likely to adopt the platform then those who are invited. We should encourage users to invite others. This is most likely an organizational issue as it appears some organizations generally do not adopt the platform. We could possibly offer organizations benefits based on how many employees they invite.

The other features were not different at all between those who adopted and those who did not. This shows that they were relatively ineffective in making people adopt.