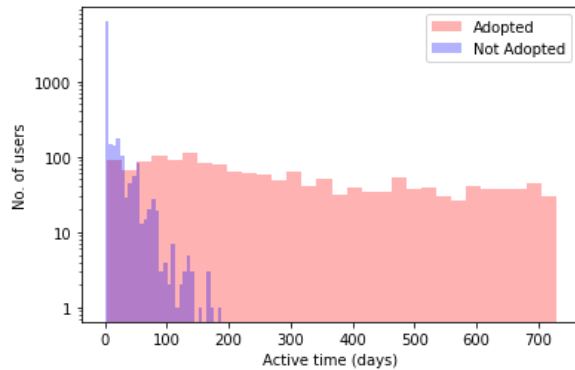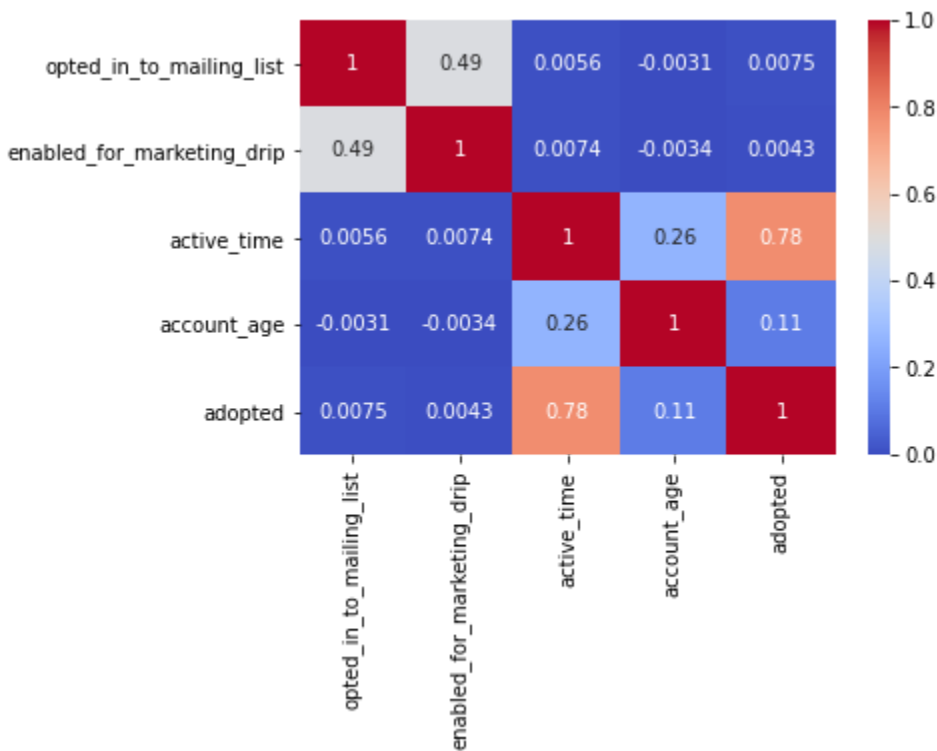Relax Inc. Take-Home Challenge

After identifying the adopted users and cleaning up the user data I set about analyzing the predicting factors through creating visualizations. There were 2 key visualizations that pointed me to conclusion and my model further backed that up:

Here it is evident that more active time leads to a higher rate of adoption

The heatmap here backs this up even greater with a very strong correlation between active_time and adopted. After running a random forest model with an accuracy of 95.39% it was clear that active_time was very important as it was given a feature importance percentage of over 89 followed by account_age at just over 9%. Nothing else had much impact at all. The best course of action to get more adoption would be to encourage more use. It appears that the more someone uses the software the more likely they will continue using it