

# REPORT FOR THE USER ADOPTION-ANALYSIS

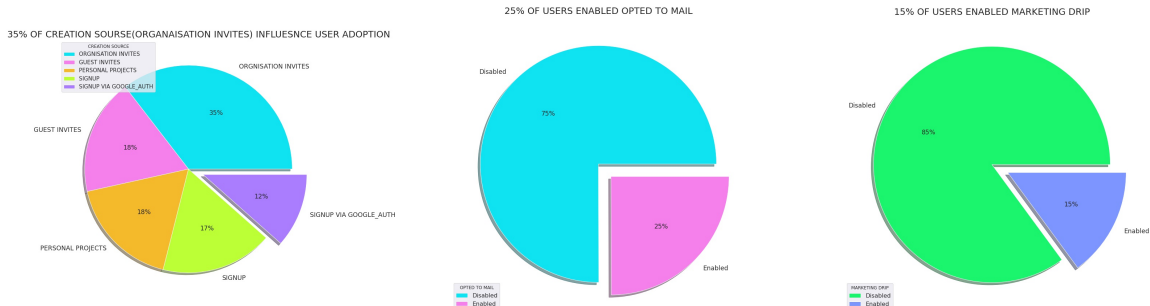
## ANALYSING CONCEPT

- With The Grouping Function I Grouped The User Id And Count The Number Of Times Log By Individual User And Merge The Log Count Into User Signup Table.
- Using Time Stamp Of Log Analysed The Number Of Log Atleast 3 Times Per Week And Merge It With The User Signup Table And Make The Adopted Column With It.
- Compare Each Factor Influence The Adoptability Of User(Creation Source, Marketing Drip Enabled, Enabled Opted To Mail And Time Span To Use The App)

## ML MODEL USED FOR TRAINING AND PREDICTION

- Here I Am Using Logistic Regression Algorithm To Train The Model.
- By Using Classification Report We Get 99.5% Accuracy
- Factors = [Creation Source, Opted To Mailing List, Marketing Drip, Time Span]
- Regression Co-Efficient = [-0.15446028, -0.14785362, 0.08701948, 1.02253987]
- Intercept = [-7.64831909]

## THE VISUAL REPRESENTATION FOR THE CO-RELATION OF FEATURES



## SUMMARY

- Org\_Invites Was Play Major Role In The Adopted User And Google\_Auth Is The Least
- 0.15 Factor of Creation Source Increase In Adapted User.
- 0.14 Factor of Enable To Marketing Mail Increase The Adapted User.
- 0.08 Factor of Opted To Mailing List Decrease The Adapted User
- Factor Of Time Taken To Log Decrease The Adapted Used

## FUTURE RESEARCH DATA TO BE INCLUDED

- Personal info: gender, married status, income, location
- Social info : No. of social media active, No of friends, social media post regard this product category.
- App installed: categories of app used previously.
- Need of using this app (reason).