Suhail Sharafuddin

Relax Inc. Challenge Report

I was given a dataset from Relax Inc. about their users. I had to find what factors contribute to users becoming adopted users. An adopted user is someone who logs in on three separate days in a seven-day period.

This dataset had 8,823 total users, and a combined total of 207,917 logins. Out of the 8,823 users, 1,656 of them were adopted users. After investigating the data, account age and history are by far the biggest factors that determine user adoption. A 100-day account is much more likely to be an adopted user, and a lot less likely to not be an adopted user. This is shown below. Also shown below is another important factor, which was how the account was created, and all five of them ranked in terms of impact on adoption rate.
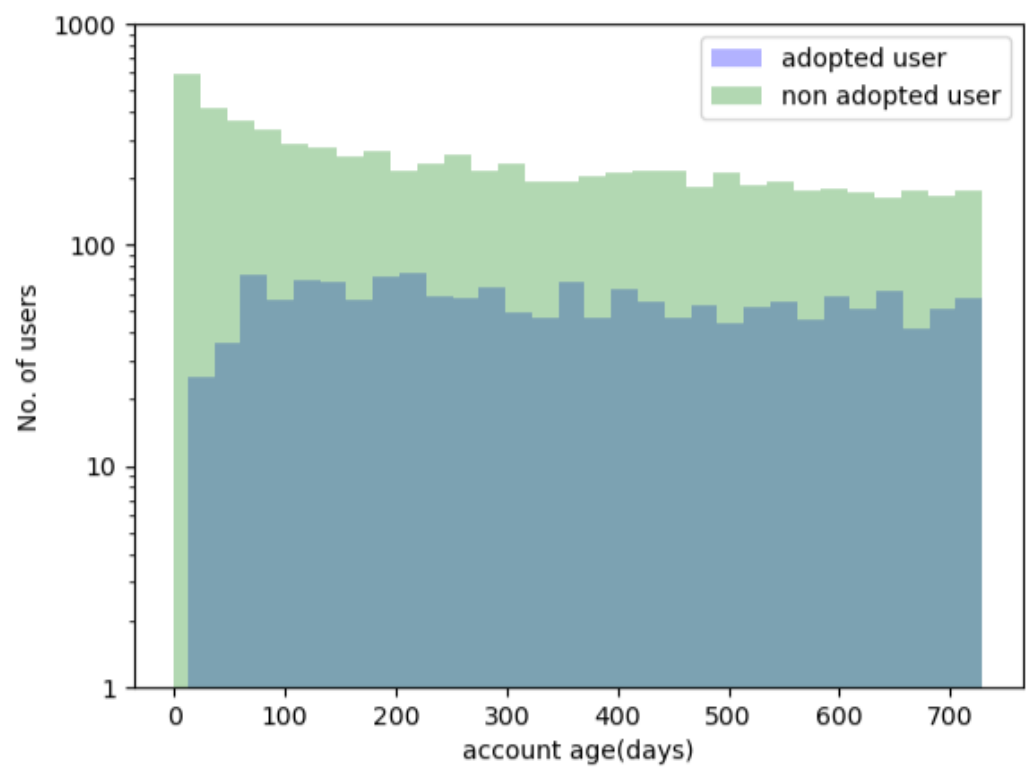
Rank	How their account was created
1	Organization Invite
2	Signup
3	Signup with Google Auth
4	Personal Projects
5	Guest Invite

Looking at this, my recommendation would be to remind users that have older accounts to login. Another recommendation would be based on how the user signed up. Since inviting to an organization and signing up were the ways that led to users having the highest adoption rate, incentivizing those would be helpful. Offering incentives for users that want to work on their personal projects would be a good idea as well.