

GUVI TASK 5 ANALYSIS REPORT

Analysis :

To start with the analysis, I cleaned the data with respect to their desired data types. Extracted the valuable “adopted_user” information through pandas rolling method and normalized some unbalanced data’s. Finally used the random forest to discover the import feature.

From fig 1.1 we can see that “mean_login_gap_length” “last_session_creation_time” & first_login_creation_gap are the three major features plays more import role on effecting the adopted-users (target).

	0
mean_login_gap_length	0.377784
last_session_creation_time	0.236118
first_login_creation_gap	0.027479
opted_in_to_mailing_list	0.003704
enabled_for_marketing_drip	0.003234
org_size_small	0.003056
creation_source_PERSONAL_PROJECTS	0.002358
org_size_medium	0.002014
creation_source_GUEST_INVITE	0.001778
creation_source_SIGNUP_GOOGLE_AUTH	0.001716

Fig1.1



