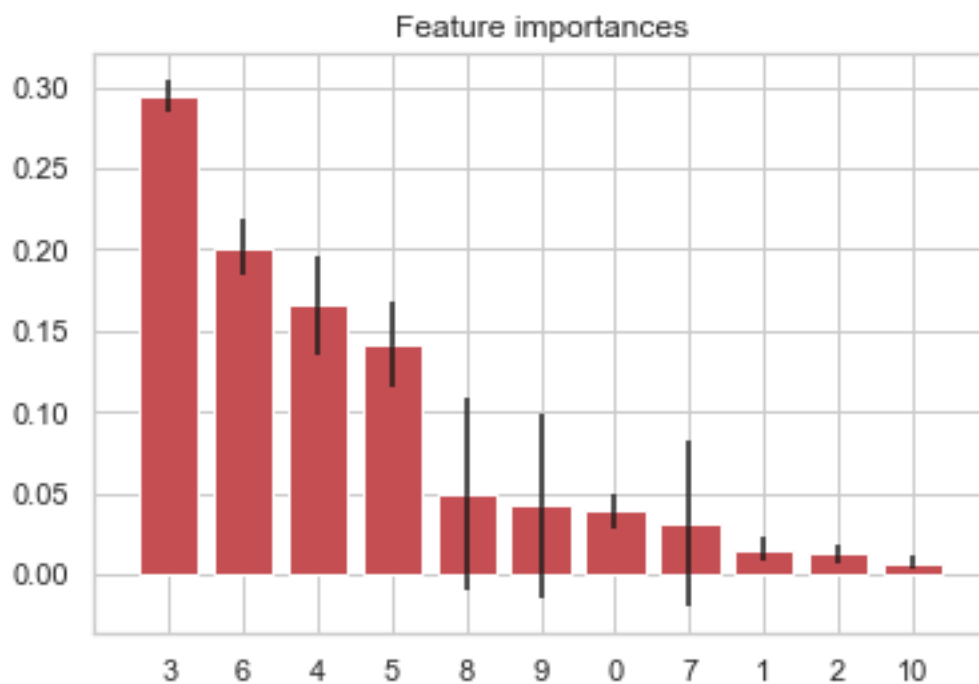


TASK 5

Identify Which Factors Predict Future User Adoption:

	features	importance
3	org_id	0.294753
6	creation_day	0.201543
4	creation_year	0.165988
5	creation_month	0.141612
8	last_session_month	0.049464
9	last_session_day	0.042067
0	creation_source	0.038696
7	last_session_year	0.030629
1	opted_in_to_mailing_list	0.015522
2	enabled_for_marketing_drip	0.012688
10	invited	0.007036



Regardless of the justification, we can see that the organisation id (org id), the time the id was generated, and the last login time are the three key variables for predicting the "Adopted Users" in the dataset. This indicates that users who belong to particular cohorts are more likely than others to log in frequently for an unknown cause. To develop a good model for describing user adoption, I believe the data needs more attributes that indicate user specifics.