**Features for Predicting Active Users**

The essential feature in predicting whether users become active adopters of this service is the time passed since account creation. However, several other factors are also important, explicitly: the organization they belong to, and if they were part of a marketing drip, and what their creation source was. To find this, I first determined:

1. How many users fit the “active” criteria of having logged in at least three times within one week. Of the 12,000 users, only 1,602 were active – or about 13% of the total base.
2. Utilization of a boosted random forest to determine which features best predicted the active users. The model had a 94% accuracy, though, with tuning over time, the accuracy could improve.

With the overall active rate being so low at about 13.35 percent, it seems that we should collect more data to see if the creation time feature sustains its relevance. For instance, did most active users join at certain times where marketing was an active factor? The marketing campaign variable seems to implicate that marketing may have played a minor role. This mention could be due to not having enough data to see targeting strategies on users before account generation. It would be interesting to see which creation sources and which organizations have the most user engagement. Installing better Data Governance and Quality would have validated most of the missing data in this column that could have potentially yielded results to support this assertion.