

## Feature Adoption Dashboard - Project Summary

### Objective:

To understand which user segments adopt new features and how frequently they use them, enabling product

### Dataset:

- 5,000 simulated users
- Dimensions: device\_type, channel, signup\_date
- Metrics: feature\_adopted (binary), feature\_used\_times (count)

### Dashboard Features:

- KPI banner: Total Users, Adopted Users, Adoption Rate, Avg Uses
- Bar Chart: Adoption rate by device type
- Box Plot: Use frequency by channel
- Heatmap: Adoption rates by device/channel
- Filters: Device Type and Channel

### Key Insights:

- Mobile users have higher adoption rates than desktop users
- Paid users use the feature more often than organic ones
- Tablets show high variability in engagement behavior

### Tools Used:

Python, Dash, Pandas, Plotly

### Ideal for:

- Product Managers prioritizing feature rollout
- UX Researchers exploring segment-level behavior
- Growth Teams looking to understand usage patterns