Defining an "adopted user" as a user who has logged into the product on three separate days in at least one seven day period , identify which factors predict future user adoption.

First I dropped the rows that had no value for the last_session_creation_time. My logic for this is that if there isn't a "last" time, then there are not 2 preceding times to make them an adopted user. Then I would have less data to go through with my for loop.

I utilized a for loop to go through the data on a rolling, 7 day window and identify those user ids that had visited 3 or more times. This yielded 1597 adopted users, representing approximately 18% of the 8823 total users included in this data set.

I utilized a principal component analysis (PCA) to determine which factors are most predictive of an adopted user. I found that the creation_source (specifically if the user signed up via the website) was the most predictive, followed by what organization the user belonged to. It would be interesting to run this through a training and testing scenario to see if the model would hold up for predicting adopted users.