**Report**

The dataset contains information about 8,823 users, including their engagement data. Among them, 1,656 users were classified as "adopted users." During the investigation to identify the key factors influencing user adoption, it was discovered that the most significant factor was the "user history" - the duration between the account creation and the latest session.

The analysis revealed that users with a longer user history were more likely to become adopted users. It was observed that new users had a lower probability of being adopted users, but the adoption rates remained relatively stable over the past two years without any significant changes.

Findings:

* Encourage existing users to log in and use the software after a while to increase adoption.
* Implement a user referral program to acquire new adopted users through incentives.
* Offer incentives for users to work on personal projects using the software to boost adoption.
* Analyze detailed user response data to identify effective marketing strategies for attracting adopted users.
* Gather more detailed information about organizations to target marketing efforts effectively.