

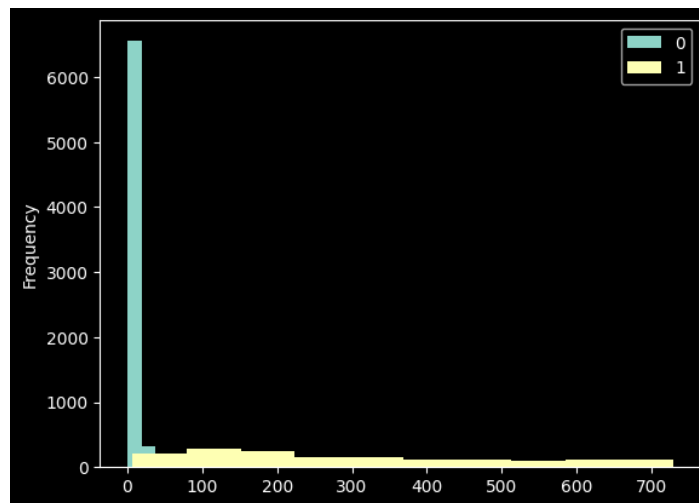
Relax Take-home Challenge

Springboard Data Science Course

Ben Takacs

Through analysis of the data, we were able to derive many insights, among them key factors in determining whether a user is considered “adopted”, and overall trends in the data. Almost a quarter of users were missing data on their last login time, which may indicate that many users create an account but never log in. We also saw that the majority of users signed up recently.

Being given a start and end time for account history, it was natural to feature engineer an account age, being the difference in days between the last login and the creation of the account. In modeling the data, this was by far the most important feature in determining whether a user is considered “adopted” or not. Relatedly, the next two important features were last login time and account creation time, as well as the organization that users belong to, with organization 319 being the most populous group. No trend was seen in users who were adopted and users who belonged to a certain organization.



As account age is the main determiner of whether a user is adopted or not, Relax should look into keeping users for a longer period. Non-adopted users had majority account ages less than about a month, while adopted users had varying account lengths, but most of them were longer than a month.