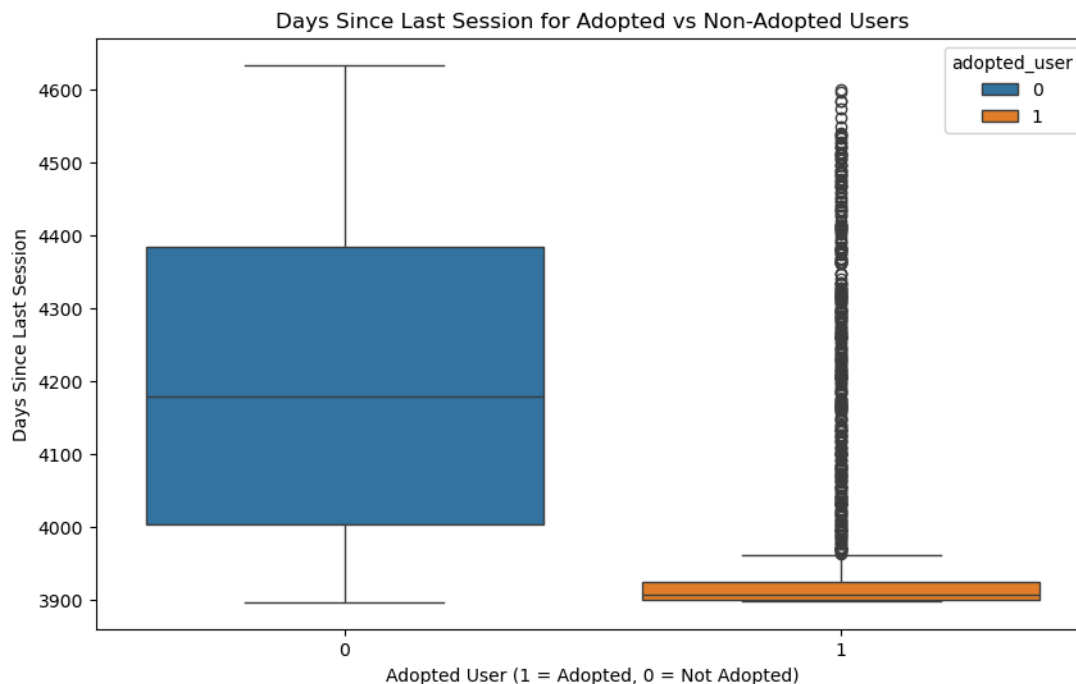


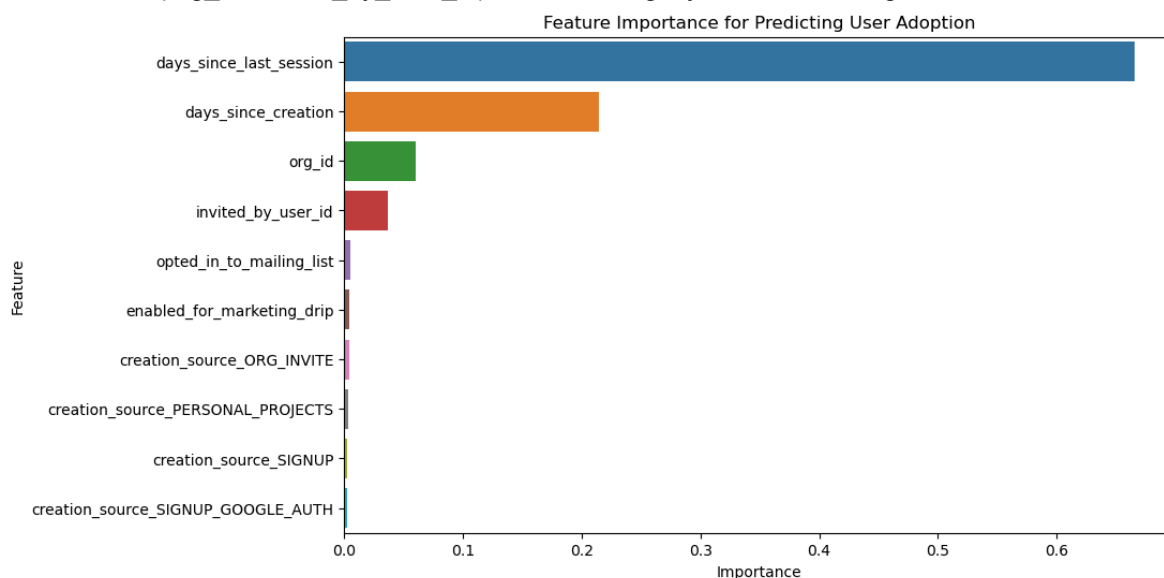
Relax Challenge Report

Key Findings:

Adopted vs. Non-Adopted User Activity: Non-adopted users have significantly higher 'days since last session', indicating long inactivity. Adopted users have lower median 'days since last session', showing consistent engagement. This suggests that once adopted, users tend to stay engaged.



Feature Importance in Predicting User Adoption: 'Days since last session' is the most influential predictor, highlighting engagement frequency. 'Days since account creation' also plays a key role in adoption likelihood. Other factors (org_id, invited_by_user_id) contribute slightly, while marketing features have minimal impact.



Investigation Considerations & Further Research: Certain creation sources may have higher adoption rates, therefore conducting A/B testing to optimize the onboarding process for different creation sources. Along with investigating why some creation sources perform better and replicating their success for underperforming sources.

Since adopted users have fewer days since last session, it would be ideal to segment users based on activity levels and analyze their behavior. Along with identifying the key actions or features that drive engagement for adopted users. It would also make sense to investigate why some users become inactive, therefore designing interventions to re-engage them.