

## **Relax Findings**

Based on the analysis I have conducted, the most important factors for predicting user adoption are what organization they belong to and what month they create their account or what month they have last used their account. Specifically, users are adopted more if their last month is September, or they create their account in November or July. This is according to the results of a Logistic Regression algorithm. This was also found by doing some simple distribution analysis on the data.

Although these results were found, they could be improved drastically. The main thing that could be improved is more data and more important data! The data that was collected seemed to have little to do with whether a user was adopted or not. No significance was found between being adopted and the source of creation or whether or not they were opted into a mailing list or anything else but time or the organization they belonged to. The time and organization felt like scraping the bottom of the barrel as well. Things like type of user activity could help a lot in making predictions. The information is vague on what the product is, so more information on this could help with identifying more useful data.