

The data is available as two attached CSV files:

takehome_user_engagement.csv

takehome_users.csv

The data has the following two tables:

1] A user table ("*takehome_users*") with data on 12,000 users who signed up for the product in the last two years. This table includes:

- **name:** the user's name
- **object_id:** the user's id
- **email:** email address
- **creation_source:** how their account was created. This takes on one of 5 values:
 - **PERSONAL_PROJECTS:** invited to join another user's personal workspace
 - **GUEST_INVITE:** invited to an organization as a guest (limited permissions)
 - **ORG_INVITE:** invited to an organization (as a full member)
 - **SIGNUP:** signed up via the website
 - **SIGNUP_GOOGLE_AUTH:** signed up using Google Authentication (using a Google email account for their login id)
- **creation_time:** when they created their account
- **last_session_creation_time:** unix timestamp of last login
- **opted_in_to_mailing_list:** whether they have opted into receiving marketing emails
- **enabled_for_marketing_drip:** whether they are on the regular marketing email drip
- **org_id:** the organization (group of users) they belong to
- **invited_by_user_id:** which user invited them to join (if applicable).

2] A usage summary table ("*takehome_user_engagement*") that has a row for each day that a user logged into the product.

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.**

We suggest spending 1-2 hours on this, but you're welcome to spend more or less. Please send us a **brief writeup** of your findings (the more concise, the better -- **no more than one page**), along with any **summary tables, graphs, code, or queries that can help us understand your approach.** Please note any factors you considered or investigation you did, even if they did not pan out. Feel free to identify any **further research or data you think would be valuable.**