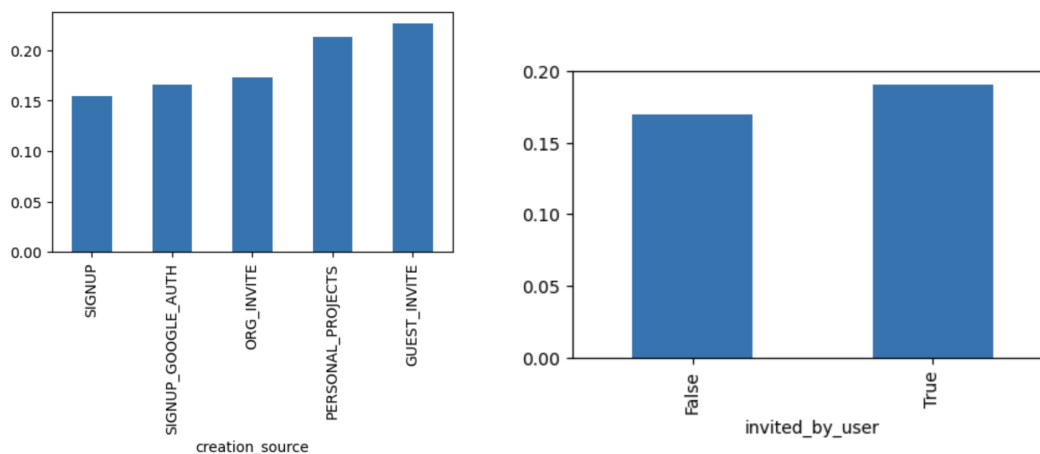


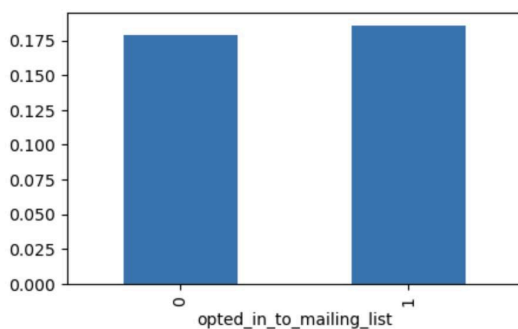
An analysis of the users in the dataset provided shows that only 18% of 8823 users were adopted users, as defined by a user who has logged into the product on three separate days in at least one seven day period. Potential factors that were explored to explain potential future user adoption were: the creation source of the membership, whether or not the user opted in to the mailing list, whether or not the user is on the regular marketing email drip, what org the user was a part of, who and if the user was invited by an existing user. Adopted users were identified using the criteria described above, and then were charted against potential factors provided in the take home users table.

Factors that appear to affect user adoption are: if the user was invited by another user, org id associated with the user, creation source of the account. Factors that seem irrelevant to user adoption are whether or not the user opted into the mailing list, or whether or not they get marketing emails.

Two figures showing creation source and invited by user, and the potential user adoption:



For comparison, here is a chart of adopted users who opted in to the mailing list (0 being yes they opted in, and 1 being no, they did not):



For future research, I would recommend either a Logistic Regression or a Random Forest (along with cross-validation) to more rigorously identify features that influence user adoption.