

# Relax Take-Home Challenge

Chester Hitz | Springboard Data Science Career Track | July 21, 2018

[Jupyter Notebook can be viewed here](#)

## Overview

According to the criteria of the study, where a user has adopted the platform if they have logged in at least three times in one seven day period, **13.8% of Relax's user base have adopted the platform.** On average for users that did adopt, they did so after 44 days since signing up. But what factors drive adoption?

## Invitation by Other Users

14.6% of users that received a personal invitation to join the platform ended up adopting, while 12.7% who signed up on their own did.

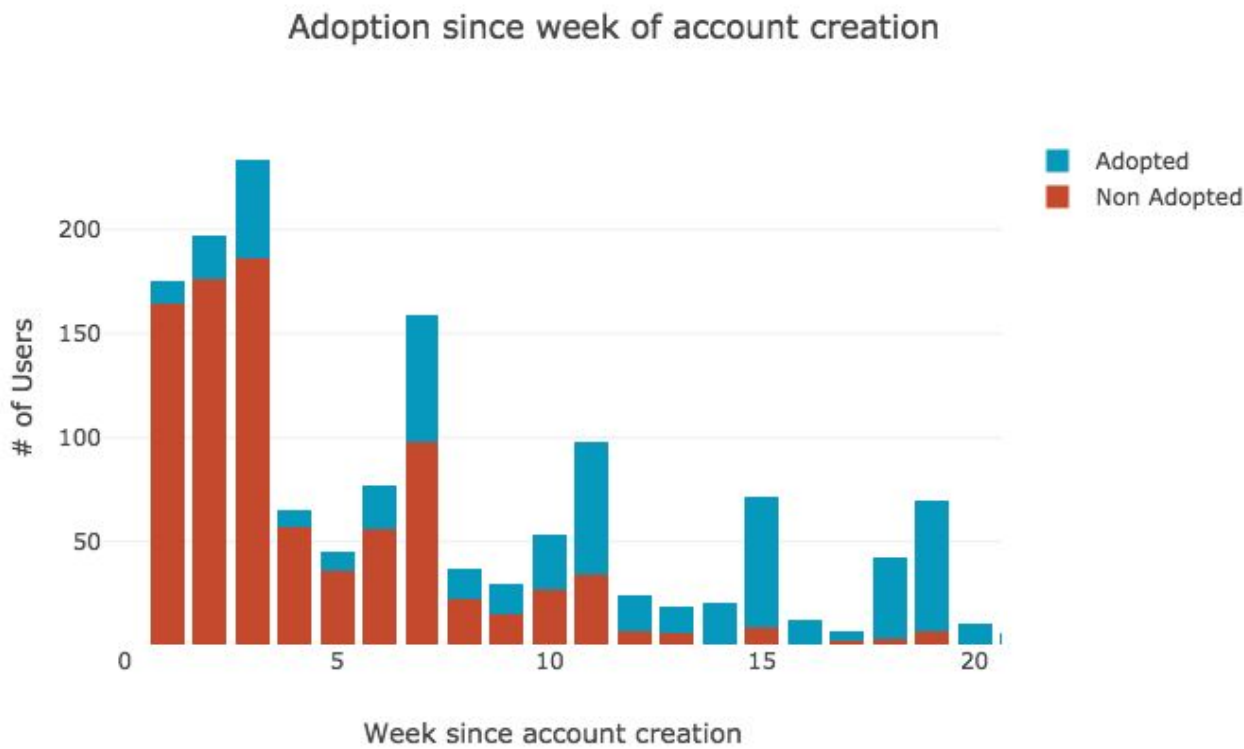
	All users		Adopted Users		Difference
	Raw Count	Percentage	Raw Count	Percentage	
GUEST_INVITE	2163	18.0	369	22.0	+4.0
ORG_INVITE	4254	35.0	574	35.0	0.0
SIGNUP	2087	17.0	302	18.0	+1.0
PERSONAL_PROJECTS	2111	18.0	172	10.0	-8.0
SIGNUP_GOOGLE_AUTH	1385	12.0	239	14.0	+2.0

Above is a summary table that shows the various sources that users have signed up with, the count of each users from each source and the count of the population of adopted users from each source. Users who either signed up on their own or were invited personally as guests tend to adopt the platform in a larger proportion than others. In particular, users who signed up for personal projects ended up actually adopting the platform in smaller proportion, likely because they lost interest in the platform once they had completed their personal project. Another interesting note is even among those who signed up for personal projects and did adopt the platform, they tended to visit less than those from other sources (3.2 average median days between visits for personal projects vs. ~2.8 from other sources.)

Users who sign up from a personal invitation tend to adopt more, while those who sign up for personal projects tend to adopt the platform less.

## Duration of use

Every user has a lifespan on the platform - the amount of time between their first and last login. For most users - 78% - they do not use the platform for more than a week. What then, is the critical point you have to get users to in order for the majority of them to adopt?

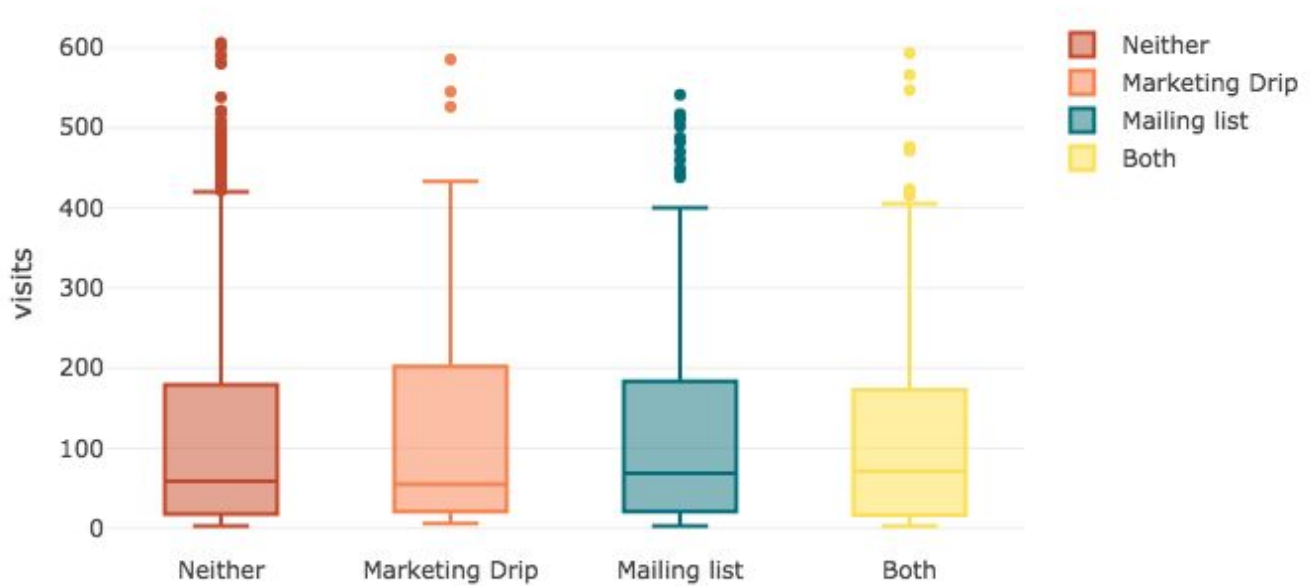


10 weeks of use, even occasional, of the platform seems to be the critical line users need to cross before the majority of them end up adopting the platform. Users who do not make it to ten weeks between account creation and their final login do not tend to adopt the platform.

The majority of users who use the platform for more than 10 weeks tend to end up adopting the platform.

## Marketing Options

Marketing Option	Neither	Marketing Drip	Mailing list	Both
Adoption Rate	13.6%	13.5%	14.1%	14.6%



*Distribution of Total Visits by Adopted users Based on Marketing Subscriptions*

Relax has two methods of marketing to users of the platform: the marketing drip and the mailing list. However, those subscription to either of those does not seem to be driving adoption rates on the platform, at least not significantly. As is evident above, adoption rates do not vary more than 1% between having neither or both subscription options. As is furthered shown by the boxplots, users who did end up adopting the platform did not visit more as a result of their subscriptions.

Marketing subscriptions do not have a significant effect on adoption rates.

## Conclusions

1	Users who sign up from a personal invitation tend to adopt more, while those who sign up for personal projects tend to adopt the platform less.
2	The majority of users who use the platform for more than 10 weeks tend to end up adopting the platform.
3	Marketing subscriptions do not have a significant effect on adoption rates.