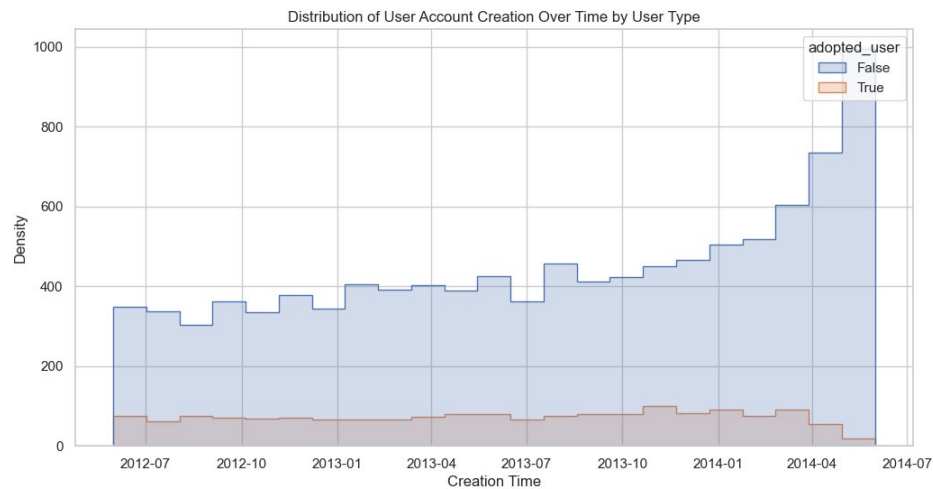
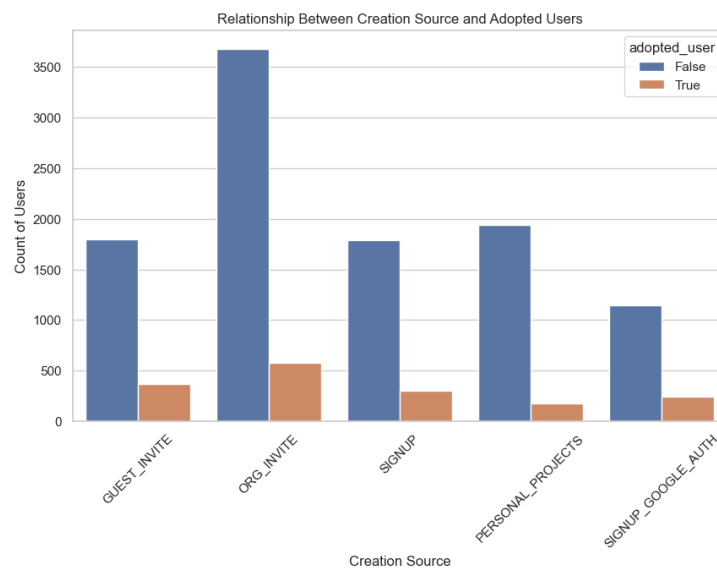


# Relax Inc Data Analysis Interview Challenge

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 .



The daily volume of signups is showing an increasing trend over time. However, the rate of increase in the number of adopted users remains relatively unchanged.



The most common method for signing up members is the Original Invite, whereas the least utilized is signing up through Google Authorization. Interestingly, despite their lower overall usage, Google Invite and Guest Invite have the highest rates of adopted users at around 17%. In contrast, while Original Invite is the most popular, its adoption rate is lower, at 13.5%. Personal Projects, despite being an appealing source for attracting users, show only an 8.1% rate of adopted users. Given these insights, there's a case for either discontinuing or enhancing the Personal Projects source to improve its adoption rate.