Relax Challenge Write up

The relax challenge involved exploring 2 tables, one where users signed up, and another which showed their login data or their engagement. In the jupyter notebook, a variety of different exploratory analysis methods were used, namely exploring the table’s distributions and looking for any underlying insights that might be found.

A derived table with ‘adopted users’ was created to look for any underlying trends or attributes that would enable a data scientists to more accurately predict who is more likely to become a recurring user.

From the data below (as shown on the graphs), it became clear that adopted or recurring users were slightly more likely to opt into the mailing lists. It was observed that there was a more even distribution of recurrent users among organizations. This means that adopted users were not extremely biased from one company or another (in general). It was also observed that the creation source of the recurrent users seemed to be fairly evenly distributed.

Before Filtering After Filtering (Adopted Users)







