Relax Inc.

I included the SQL scripts I used to explore the dataset for Relax Inc. It wasn’t a very large or complicated dataset. I could see that there were three fields that might affect adoption rates for Relax users. One was creation\_source, another was enabled\_for\_marketing\_drip and the last was opted\_into\_mailing\_list. It looked as though the strongest correlation was in creation\_source. If the user’s creation\_source is ORG\_INVITE or GUEST\_INVITE

they are more likely to be adopters and use the service more often. It did not look to me as enabled\_for\_marketing\_drip or opted\_in\_to\_mailing\_list had much impact on adoption rates for users.