The data set consists of 11 features:

TimeStamp, userid, visited, creation\_time, name, e-mail, creation\_source, last\_session, opted\_in\_to\_mailing\_list, enabled\_for\_marketing\_drip, org\_id and invited\_by\_user\_id. The objective of the project is to determine which factors predict future user adoption.

The target variable is user adoption. User adoption could be evaluated by grouping the number of times users according to the number of time they visit.

that are available for analysis. The objective