

Task - 5

Findings:

Based on the given data I have found that 5 features were mostly responsible for getting more future adopted users to the product based on the correlations between the adopted users and the features.

The five features are:

1. org_id
2. creation_day
3. creation_year
4. last_session_month
5. last_session_day

The approach I have taken is by creating a random forest model to identify all the important features .

The table given below shows the importance of each feature in getting new future adopted users.

features	importance
3 org_id	0.294753
6 creation_day	0.201543
4 creation_year	0.165988
5 creation_month	0.141612
8 last_session_month	0.049464
9 last_session_day	0.042067