Project Overview The objective was to identify factors that predict user "adoption"—defined as a user logging in on three separate days within a seven-day period. Of the 12,000 users, approximately 13.8% were identified as adopted.

Key Predictive Factors The analysis used a Random Forest Classifier to rank the importance of various features:

- **Organization ID (org_id):** This was the most powerful predictor. This suggests that adoption is heavily influenced by the specific group or company a user joins, likely due to internal network effects or team-wide tool integration.
- **Creation Source:** Users who signed up via Guest Invites or Google Authentication showed higher importance scores compared to those signing up for personal projects. This indicates that professional or collaborative contexts are stronger drivers of long-term use.
- **Marketing Impact:** Features such as opted_in_to_mailing_list and enabled_for_marketing_drip had very low importance scores. This suggests that standard email marketing efforts are not currently significant drivers of adoption for this product.

Recommendations for Stakeholders

1. **Strengthen Organizational Onboarding:** Focus on "power organizations" (high-adoption org_id values) to understand their specific workflows and replicate those success patterns for new groups.
2. **Optimize Social Sign-ups:** Since Google Authentication users are more likely to adopt, prioritize other Single Sign-On (SSO) integrations like Slack or Microsoft to reduce friction during signup.
3. **Re-evaluate Email Strategy:** Current marketing drips do not appear to impact adoption. Resources might be better spent on in-product tutorials or "nudges" triggered by a user's second login to encourage that critical third visit.