

Relax Inc, User adoption
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Relax Inc would like to know which features have the most impact in regard to client adoption of their services.

Starting with a table of 12,000 users that have signed up in the past 2 years we adapted the data to proper formats including dates and categories. After standardizing the data we created a random forest model to determine the most important features to adoption as described by Relax Inc.

Our model showed that the most important feature to adoption is the length of time from clients' account creation date to their last login date and, to a lesser degree, the organization of the account.

Our random forest model was created optimized by GridSearchCV and achieved an F1 score of 89% in classifying users that have adopted the service.

Further investigation might include gathering a history of user logins to better determine adopters' interactions with the service.