

# Analysis Summary: Factors Influencing User Adoption in a Product

## Objective

The primary objective was to identify factors that predict future user adoption, defined as users who logged into the product on three separate days in at least one seven-day period.

## Methodology

The analysis involved two main steps: defining "adopted users" and identifying predictive factors through logistic regression.

1. **Adopted User Definition:** Adopted users were identified as those who logged in on three separate days within any seven-day period. Based on this criterion, 1,656 adopted users were identified from the dataset.
2. **Predictive Factor Analysis:** A logistic regression model was employed to analyze the impact of various factors, including ``creation_source``, ``opted_in_to_mailing_list``, and ``enabled_for_marketing_drip``, on the likelihood of being an adopted user.

## Findings

**1. User Engagement:** The engagement level, as indicated by login frequency, was a critical factor in defining adopted users.

### 2. Influence of Account Creation Source:

- Guest Invites (Graph 1): Users invited as guests showed a higher likelihood of becoming adopted users.
- Google Authentication (Graph 1): Users who signed up using Google Authentication also had a higher propensity for adoption.
- Personal Projects and Organizational Invites (Graph 1): These sources were less likely to result in adopted users, with organizational invites being the least effective.

### 3. Marketing Engagement:

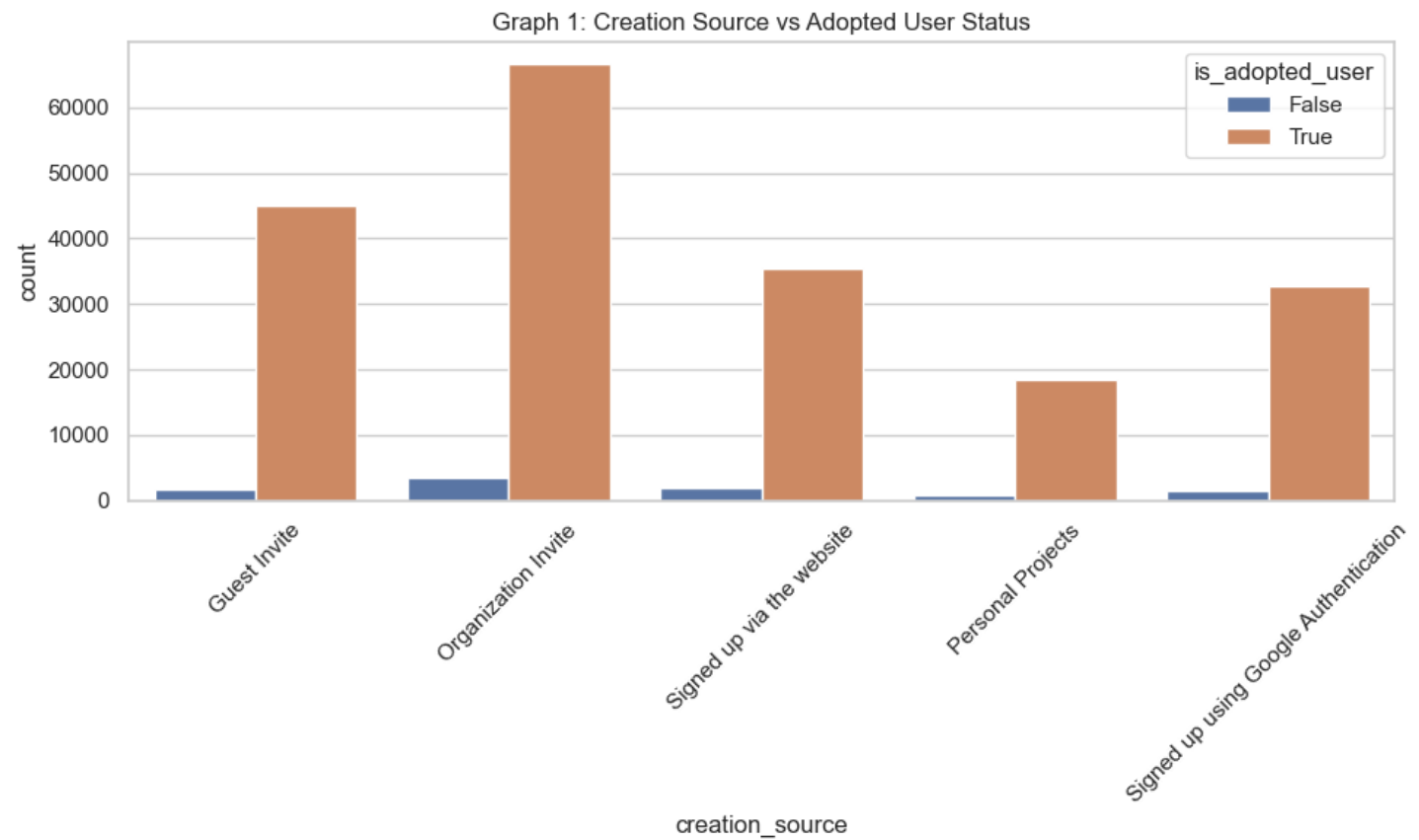
- Mailing List (Graph 2): Opting into the mailing list positively influenced user adoption, albeit marginally.
- Marketing Drip (Graph 3): Being part of the marketing drip had a negligible negative impact on adoption.

## Limitations and Recommendations

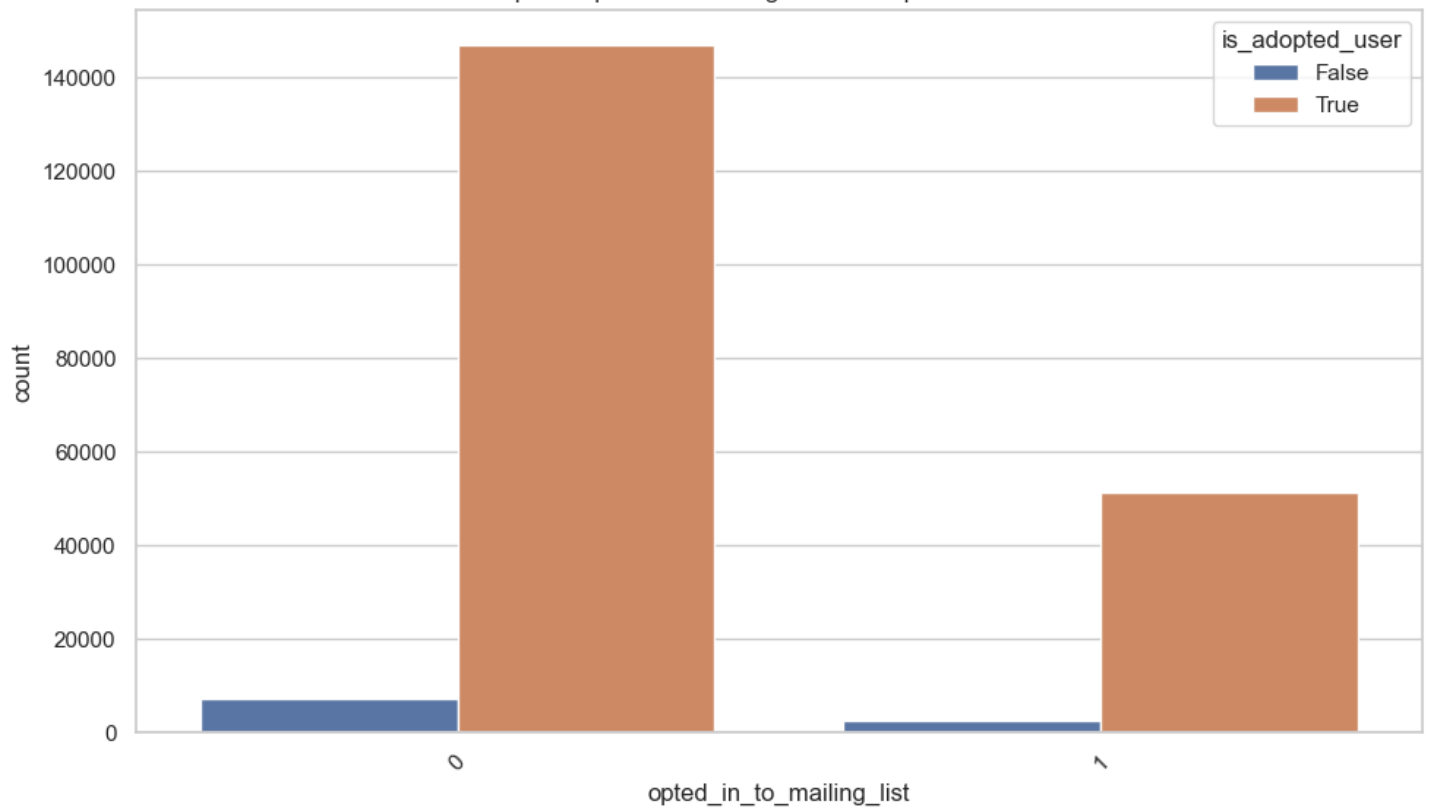
- **Model Bias:** The model exhibited a bias towards predicting non-adopted users, suggesting an imbalance in the dataset and the potential significance of unconsidered factors.
- **Data Imbalance:** Addressing class imbalance and incorporating additional variables like user activity over time could enhance predictive accuracy.
- **Further Analysis:** Investigating other features, such as organizational influence and user interaction patterns, could provide deeper insights.

## Conclusion

User adoption appears to be influenced significantly by the method of account creation, with personal invitations, particularly as guests, being more effective. Marketing strategies, specifically via mailing lists, also play a role but to a lesser extent. Future strategies to enhance user adoption should focus on leveraging personal networks and optimizing onboarding experiences.



Graph 2: Opted in to Mailing List vs Adopted User Status



Graph 3: Enabled for Marketing Drip vs Adopted User Status

