

Report

The company defined the **adopted user** who has logged into the product on three separate days in at least one seven-day period. To identify which factors predict future user adoption, we have data of 12000 users' information and logins for two years.

There are 1476 (12.3%) adopted and 10524 (87.7%) not adopted users. Users in both groups similarly created their accounts from different sources. For example, users in both groups are mostly invited to an organization as a guest. Also, both groups' mail preferences and whether someone invited them are similar. For instance, more than 75% of users have not opted in to receive marketing emails.

The critical difference between the two groups of users appears the logging into the product. As expected, all adopted users logged into the product more than once. On the contrary, only 41.1% of not adopted users logged in more than one, 28.8% of them logged in only the day they created their account, and the of users (30.1%) have never logged into the product. The average number of visits of adopted users is 133, while not adopted users' is 4.8. For adopted users, there is an average of 316.9 days between they created the account and the last time they log into the product. There is a dramatic decrease in this time difference for not adopted users. Their average time difference is 12.7 days. Therefore, it can be said that not adopted users are unlikely to log into the product after approximately two weeks. Also, the average time difference between two logins is observed. On average, adopted users logged into the product once every 3.8 days, as not adopted users logged in every 8.7 days.

Although the distribution of users into two groups and the product usage of these groups give us an idea, I used a feature selection process to find out which factors are more important.

As seen in Figure 1, interval and number of logins are important factors that predict future user adoption. Some attempts should be made to encourage customers to log into the product. Reminder e-mails may not be very effective. Also, users who create an account must be supported to log into the product.

