**Relax Data Science Take Home Assignment: Key Findings**

After analyzing the engagement data to find those customers who met management's adoption standards, I found that 13% of total users could be considered adopted.

The next step was to look at differences between adopted and non-adopted users.

Adoption rate was no different for those who opted in to the mailing list. (1= Adopted)

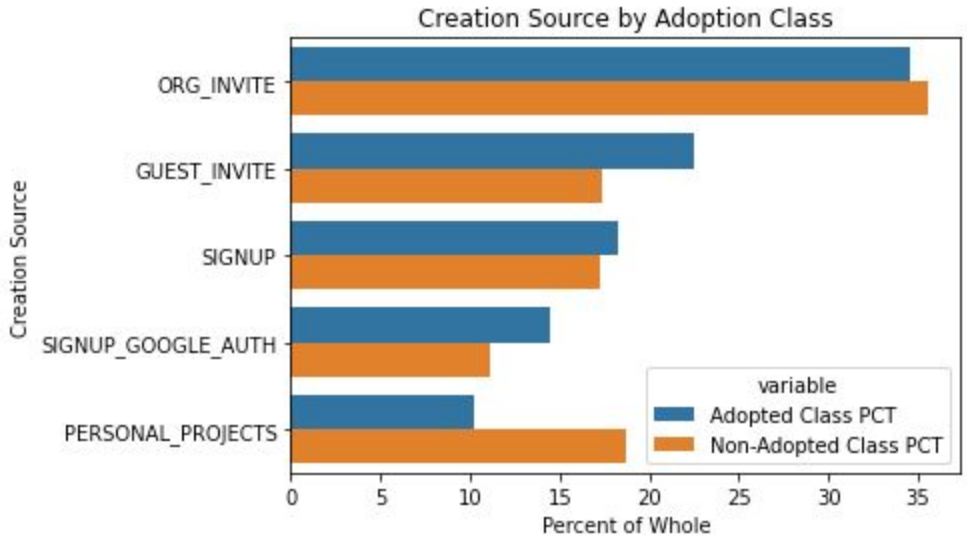
```
Adoption Rate for Mailing List
0    86.17
1    13.83
Name: Adopted, dtype: float64
/n
Adoption Rate for Non Mailing List
0    86.81
1    13.19
Name: Adopted, dtype: float64
```

Adoption rate was no different for those who were enabled in the drip campaign. (1= Adopted)

```
Adoption Rate for those on Marketing Drip
0    86.27
1    13.73
Name: Adopted, dtype: float64
/n
Adoption Rate for those NOT on Marketing Drip
0    86.72
1    13.28
Name: Adopted, dtype: float64
```

The fact that neither the mailing list or the drip campaign has any effect on adoption rate tells us that those two strategies need to be reevaluated

Creation source did seem to have some influence over adoption. It looks like those who joined via a personal project were less likely to adopt. All other creation sources were relatively stable amongst adoption groups.



Adoption rate did differ slightly for those who had a value for “Invited by ID” meaning those who were invited by another user.

```
Adoption Rate for those with Invited By IDs
0    85.77
1    14.23
Name: Adopted, dtype: float64


Adoption Rate for those without Invited By IDs
0    87.66
1    12.34
Name: Adopted, dtype: float64
```

I also tried some machine learning modeling to look at what factors were contributing to Adoption. After an initial pass, no models were providing much intelligence. More work could be done on this front to flesh out differences between groups. I did not dive further into the modeling as this assignment was supposed to be completed in two hours or less.