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The first thing I had to do before exploring the data was clean the data. I had to convert the creation\_time feature and the last\_session\_creation\_time feature into datetimes. I then had to find all the users who were adopted users. I found out that, of the 12,000 users only 1,656 of them were adopted which I thought was very interesting since I was expecting a higher number. After finding this out I looked at identifying the factors that did the best job to predict whether a person would become an adopted user or not. I preformed a Logistic Regression Model, Random Forest Model, and a Gradient Boosting model to discover which features carried the most importance regarding being an adopted user. In all of the models the features invited\_by\_user\_id and org\_id were the most important. I believe that this is the case because organizations who use Relax frequently will have employees that login frequently thus becoming adopted users. And since these employees are being invited by the organization to join, the features invited\_by\_user\_id and org\_id hold a lot more importance when looking at adopted users. Because of this I would recommend reaching out to other organizations to have them implement Relax so their employees will start using it and because of the collaboration of the employees in the organization it will result in more adopted users.

