

Relax Inc. Take Home Challenge

The datasets contained basic information and engagement data of 12,000 users. Of those 12,000 users only around 14% of them were adopted users. I investigated which factors are most important in determining user adoption. I found the length of user history was by far the most important factor. User history is defined as the number of days from account creation to the latest session. Users with history > 200 days were always an adopted user (Figure 1). New users were less likely to be adopted users, but over the past two years.

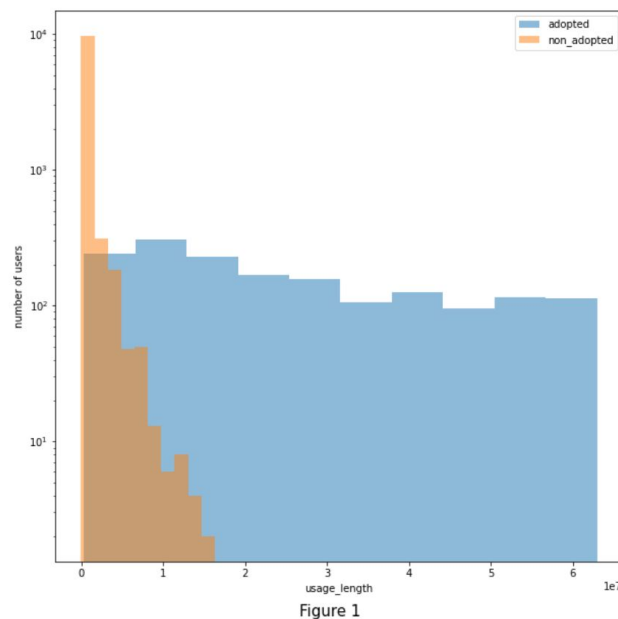


Figure 1

A random forest model based on the dataset can predict user adoption with >97% accuracy(Figure 2). The most important features are the length the user has been using the product and the organization the user belongs to.

Based on these findings, I would recommend encouraging already adopted users to reach out to users within their organization to start using their software again.

Detailed user response data, such as whether users responded to certain marketing ads, or whether or not users clicked a link on the mailing list would be useful in determining an effective way to attract adopted users. More detailed information about the organizations would be useful in finding out what type of organization should Relax Inc. target for growth of adopted users.

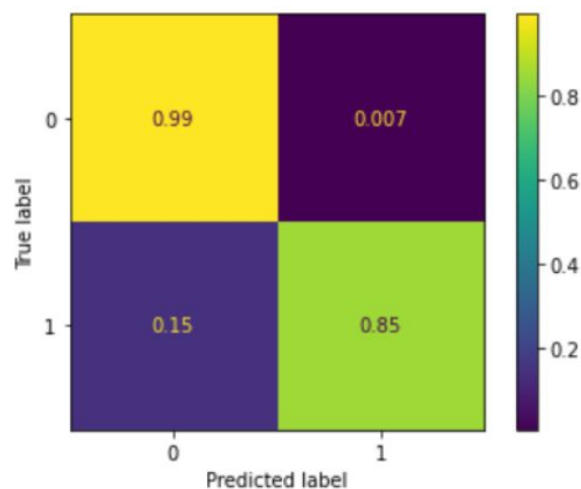


Figure 2