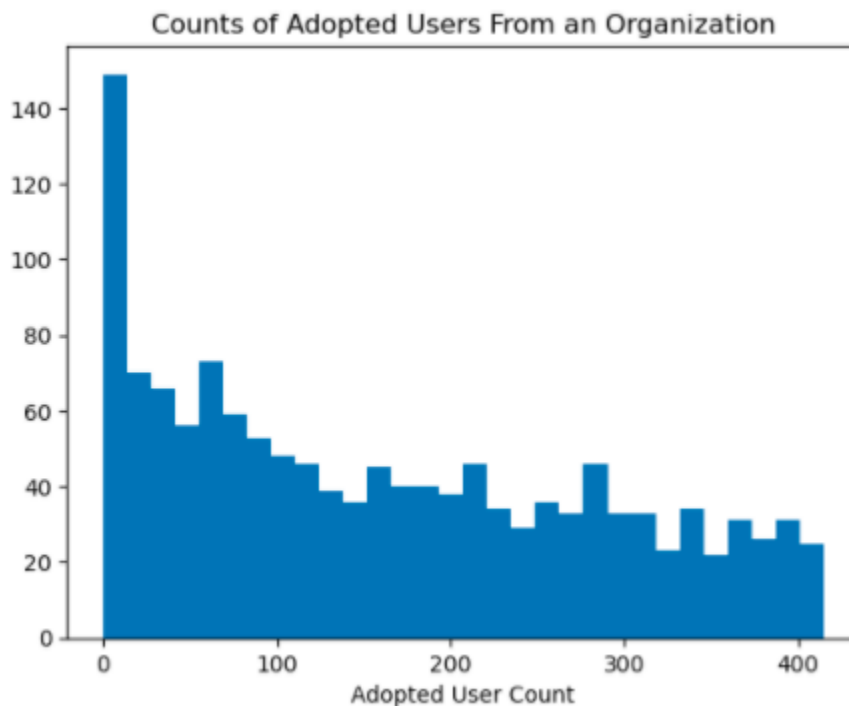


## Relax Challenge

Findings for the relax challenge include:

- The organization or group with the most adopted users belonging to it was org\_id = 7. There still were only 16 adopted users in this group -- about 1.2% of the total population of adopted users. Most adopted users did not identify an organization that they were associated with.



- It's interesting that most users did not report being associated with an organization because, we also found that over 34.4% of adopted users became users via an organization invite.

| Creation Source                     | Percentage of Users (%) |
|-------------------------------------|-------------------------|
| Organization Invite                 | 34.48                   |
| Guest Invite                        | 22.62                   |
| Sign Up via Website                 | 18.96                   |
| Signed up via Google Authentication | 13.96                   |
| Personal Projects                   | 10.00                   |

- It looks like opting into the mailing list did not influence users to become an adopted user with 74.2% of adopted users not being opted in.
- The same can be said about opting in for the marketing drip with 85% of adopted users not being enabled for marketing drip.
- It does look like being invited by another user has an influence on becoming an adopted user. 57.1% of adopted users were invited by another user.

Looks like focusing on getting users to invite their network is the greatest influence on a user becoming an adopted user. Further research that I think could be useful would be to also look at a table of users that are not considered adopted users and compare the same values that were mentioned above. A correction that could be made within the code is the section where all negative time differences were dropped -- these negative values were due to the data being grouped by user\_id. If the user\_id's final date was prior to the next user\_id's first date, the first date would be a negative difference. Dropping this row could have led to dropping enough information that would make a user considered to be an adopted user.