Objective: Prediction of adopted users of the product

Abstract:

Using the dataset provided, I defined and predicted an "adopted user" as a user who has logged into the product on three separate days in at least one seven day period.

Introduction:

Predicting the targeted users of the product is an important business problem in any kind of business. Customer adoption is a process it takes for a customer to learn about a new product or service, express interest, evaluate, test, and then finally adopt a product/service by purchasing it and using it as intended.

Customer adoption still plays an important role in our customer success team. It is important because customer retention can increase company revenue by 25-95% -- and customer adoption is just the other side of the customer retention coin.

In this project we have provided with **takehome_users.csv** with data on 12,000 users who signed up for the product in the last two years and **takehome_user_engagement.csv** dataset containing 207917 data points that users logged into the product on each day.

takehome_users.csv has table includes:
Name, Object_id, email, creation_source, creation _time, last_session_creation_time, opted_into_mailing_list, enabled_for_marketing_drip, org_id, invited_by_user_id

takehome_user_engagement.csv has table includes: Time_stamp, user_id, and visited

Factors Predict The Future User Adoption:

Here I chose Time_stamp, user_id, visited from *takehome_user_engagement.csv and* creation_source from *takehome_users.csv* to predict the adopted users of the product.

Time_stamp column gives us that users logged in date and time. I extended this column into three additional columns as week of the day, month of the day and year of the day the users logged into the product. Grouping these three columns with the user_id column, we are able to identify the users who logged into the product more than 3 times in 3 separate days in a week.

After finding this we can predict how many users are adopted users among each creation_source.

Conclusion:

Total no of adopted users are 1416 where org_invite contributes higher no of users and personal projects contributes less