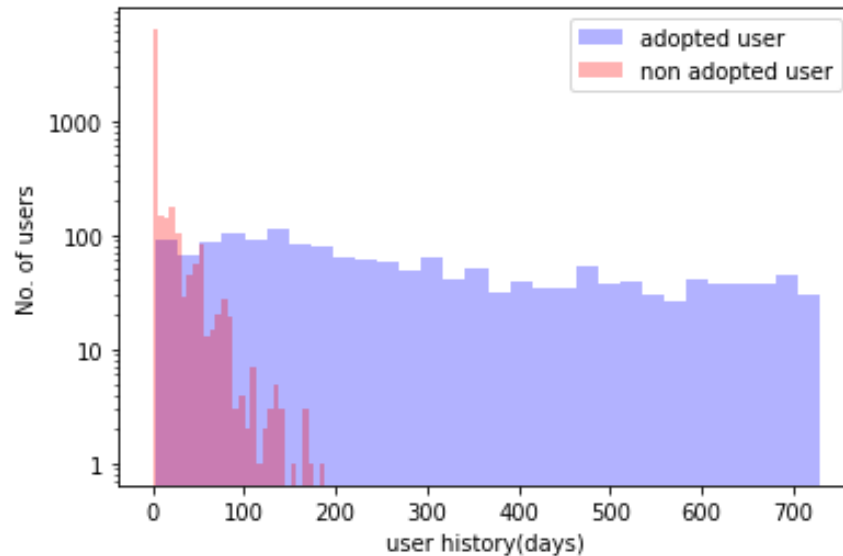


## Relax Inc. Report

The datasets contained information about 8,823 users and their engagement. Out of these, 1,656 became ‘adopted users.’ Out of the features included in the dataset, the length of user history was the most important. The longer a user was still using the service, the more likely they were to be an adopted user.



The next most important factor was how users came to join the platform. Users that were invited by other users or who signed up for personal projects were more likely to become adopted users than from other sources.

	Guest Invite	Personal Projects	Organization Invite	Google Auth	Sign Up
Adoption rate	23%	22%	18%	17%	16%

On the other hand, mailing lists and marketing drip appear to have no significant impact on whether a user would become an adopted user. I trained a random forest model based on this data that can predict user adoption with >95% accuracy.

Based on this analysis, I recommend that a potential strategy to growing the percentage of adopted users would be to remind/encourage users to log in, encouraging users to invite others, and incentivizing people to use the software for personal projects.

Additionally, collecting more detailed data could be helpful for future analysis. In this dataset, only organization ID was provided, but more information about the organizations and how they use the software could help Relax Inc. target growth.