**Users who signed up for product from 2012-2014**

There are total of 12000 users sing up for the product from 2012 to 2014 in the give time period. There is a significant increase in 2013 and remarkable decrease in 2014. The correlation with such changes will be communicated.

**Defining Adopted Users**

As it is defined in the instructions, defining an "adopted user" as a user who has logged into the product on three separate days in at least one seven days period, identify which factors predict future user adoption.

There is total 207917 logins, Number of logins in 7 consecutive days are gathered. After cleaning the duplicates and there are only 1602 unique members who visited more than 3 times in a week.

**Cleaning User Data and Merging**

User data is also cleaned and there is only 1602 user information is kept for the modelling.