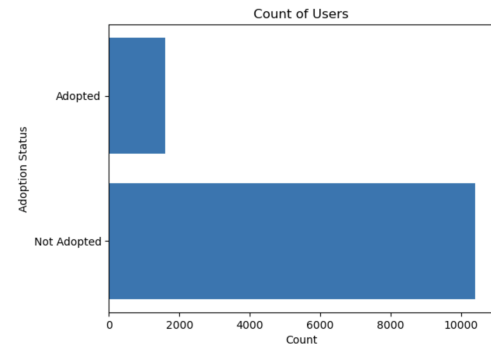
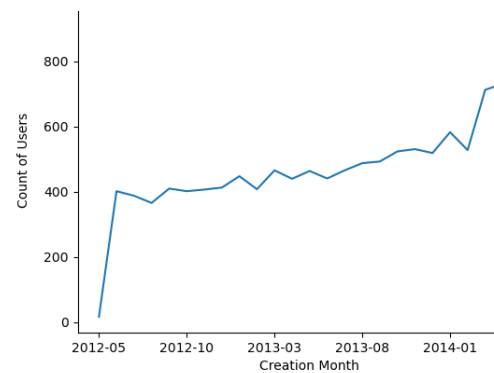


Relaxed Inc. Analysis

Relaxed Inc, a company with 12,000 registered users, has observed that only 7,823 users have logged into the system after registration. Out of these, 1,602 users have logged in at least three times during a seven-day period and are considered "adopted".

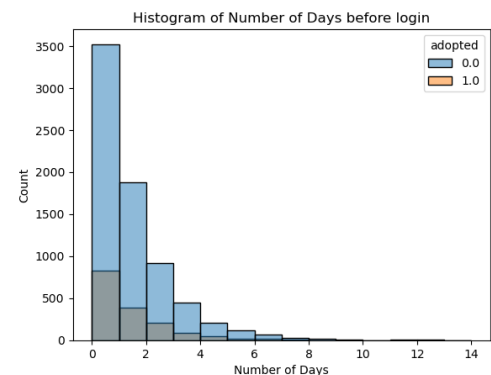


The number of subscriptions has grown over time, with some seasonality. We have noticed steady subscription growth from June 2012 to Feb 2014, followed by rapid growth from Mar 2014 to May 2014.



While analyzing account creation data, we discovered that some months have slightly higher adoption rates than others.

Additionally, out of the 12,000 users, 2,588 have logged into the system more than once. The majority of users (7,744) have made logins within the first three days of account creation. Among these, 1,420 users are considered "adopted".



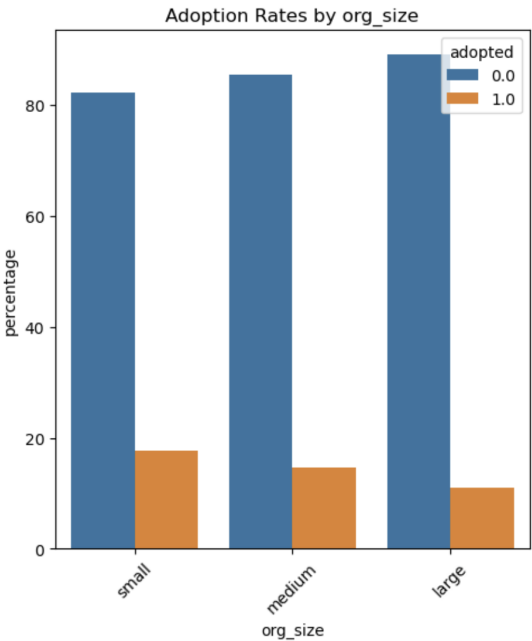
The average number of logins during the first 30 days is 3.65 for adopted users and only 0.85 for non-adopted users.

There is no clear pattern for the day of the week or the hour of login. Account age is calculated from the last login, and there are no accounts older than 200 days where users have not adopted.

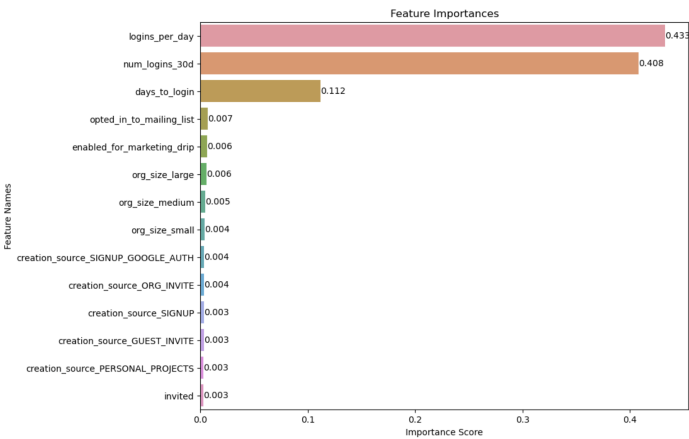
The majority of users created accounts through organizational invites, but the most "adopted" users are from guest invites (16.6%) and sign ups through Google authentication (16.75%).

Most users opted out from the email list and marketing drip, and there is no significant difference in the percentage of "adopted" users for these features (13.82% and 13.72%). More than half of the users received invites, and the adoption rate in that group is slightly higher (14.22%) than those who did not receive user invites (12.34%).

The company has decided to use quartiles to define the boundaries of the different sizes of organizations. For example, organizations with less than or equal to 17 users could be classified as "small," organizations with more than 17 and less than or equal to 30 users could be classified as "medium," and organizations with more than 30 users could be classified as "large." While most users belong to large organizations, the adoption rate is higher for small organizations (17.74%) compared to medium (14.6%) and large organizations (10.97%). Over time, more users from medium and large organizations have subscribed.



We have found that the factors influencing whether users adopt the system are the number of logins they make, the time between registration and first login, whether they opted in for email and marketing, the type of creation source, and the size of the organization they belong to. To create a model, we cleared the data from users who did not make any login after registration and split the data into 80:20 for train and test purposes. We used the SMOTE technique to oversample the training set, as the dataset is unbalanced with a



minority class of "adopted" users. Random Forest model was trained with hyperparameters tuned using Grid Search CV, with F1 score as the main metric. The test result has an F1 score of 0.9, and the best hyperparameters are {'criterion': 'entropy', 'max_depth': 30, 'min_samples_split': 4, 'n_estimators': 200}.

Recommendations:

1. Improve the onboarding process to increase the number of logins during the first 3 days. By improving the onboarding process and making it easier for users to get started with the platform, we can increase the number of logins during this critical period.
2. Encourage users to make more logins within the first 30 days of registration. We could consider sending reminders or incentives to encourage users to log in more frequently during this critical period.
3. Focus on improving the user experience to increase the number of users who opt-in for email and marketing communications. By improving the user experience and demonstrating the value of the company's communications, we can increase the number of users who opt-in and improve the company's ability to engage with them.
4. Increase the number of guest invites and sign ups through Google authentication. We could consider implementing a referral program or other incentives to encourage users to invite their friends and colleagues to the platform.
5. Target small size organizations with tailored messaging and promotions. By tailoring the company's messaging and promotions to this segment, we can improve the company's ability to engage with these users and increase adoption rates.
6. Monitor the adoption rates by organization size and continue to adjust the company's strategy accordingly. By monitoring these rates and adjusting the company's strategy accordingly, we can improve overall adoption rates and drive long-term growth for the platform.

By implementing these steps and continuing to analyze user behavior and adoption rates, we can improve the company's ability to engage with users and drive adoption of the platform.