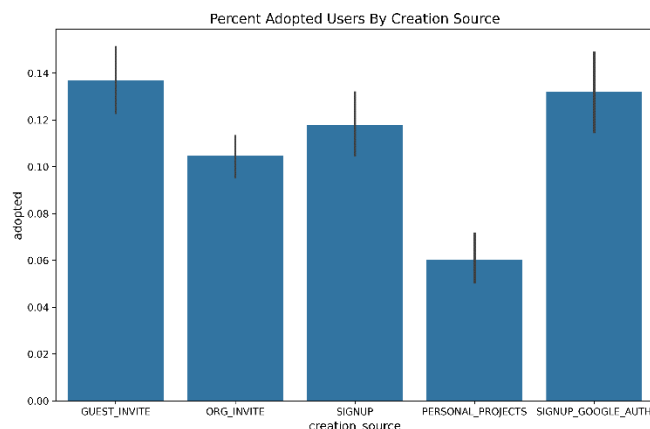


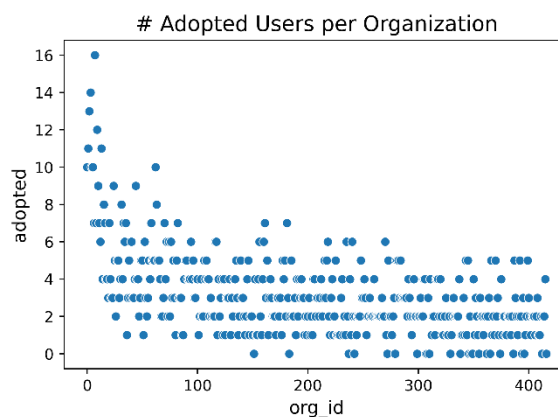
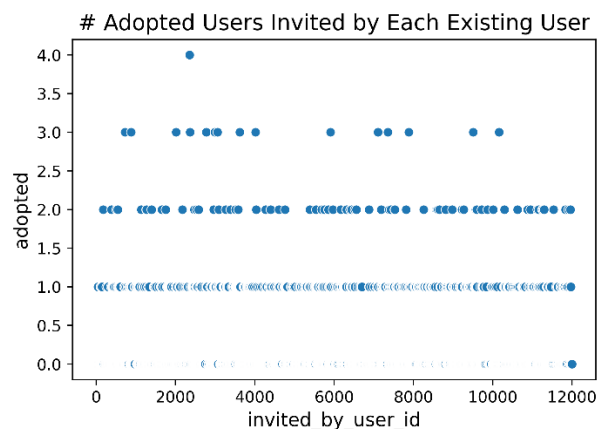
Relax Inc. “Take Home Challenge”

Objective: Identify which factors predict future user adoption, where an adopted user is one who has logged into the product on three separate days in at least one seven-day period.

Insights: Sign-ups arising from personal project led to far fewer adopted users than other methods. The other four sources were fairly close, although there are almost certainly differences there that could be clarified by a more in-depth analysis. Notably, although organizational invites potentially lead to a slightly smaller percentage of adopted users, the total number of users coming to our product from this source (4254) is roughly twice as much as those from guest invites, personal projects, or website signups (2163, 2111, and 2087, respectively). Those from Google Authorizations are even fewer at 1385. Therefore, the absolute number of adopted users from organizational invites is the largest group.



No single user's referrals resulted in more than 4 adopted users, and that was only in a single case. There was a much larger range when looking at referring organizations, with 10 organizations each producing 10 or more adopted users.



Next Steps: Procure additional information about the organizational referrals in order to help identify those factors that lead to some organizations to have high numbers of adopted users. I would especially suggest looking at the size of the organizations, the nature of the referral (mandated for doing work within that organization? partially or wholly subsidized?), and (if available) how current and upcoming product features intersect with referring organizations' needs. It seems like a B2B marketing campaign, outreach push, or product version may be worth investigating.