Relax Takehome Project Summary, Kealie Pretzlav

Data Processing Steps

To calculate which users were "adopted users", defined as visits on 3 or more visits in one 7-day period, I completed the following data QA and manipulation steps. 1.

First, I verified that visited was a 1/0 flag rather a number of times the user visited in one day. Second, I verified that the time_stamp, although included date as well as time, did not include multiple visits on the same day. Combined, this means that each of the engagements in the data represent one user, which visited on one day, so rows can simply be counted.

To calculate the number of visits in a 7-day window, I resampled the data to a daily timestep (again, can only do this because the data does not include multiple visits in one day). Then, I calculated 7-day rolling sum of the number of visits for each user. Users with 3 or more visits were labeled as "adopted."

Adopted User Summary

Looking at the data we currently have, there are not many considerable differences between the whole user population and the identified adopted users. The biggest differences show up primarily in how the users signed up for the product. Guest invites appear to produce 4.5% more adopted users than general users. Interestingly, the general user population generally try the product via direct signup 3.2% more than adopted users, suggesting more people who find the product on their own don't end up adopted. Generally, 43% of all users were invited by another user, where 46% of adopted users were invited by another user.
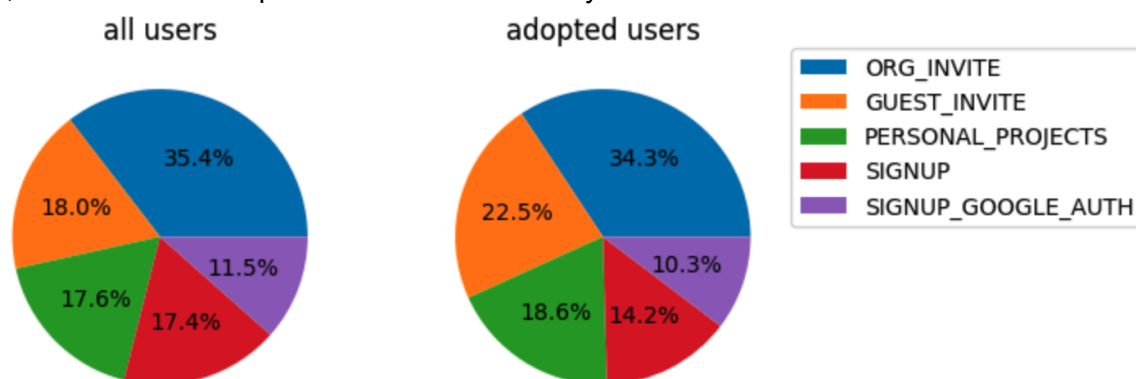
There were no major differences in user adoption when invited by specific organizations or users. Marketing drip and opt-in mailing list user populations also did not vary significantly.

Data on what adopted users are doing when they use the product compared to the general user population would additionally be useful.