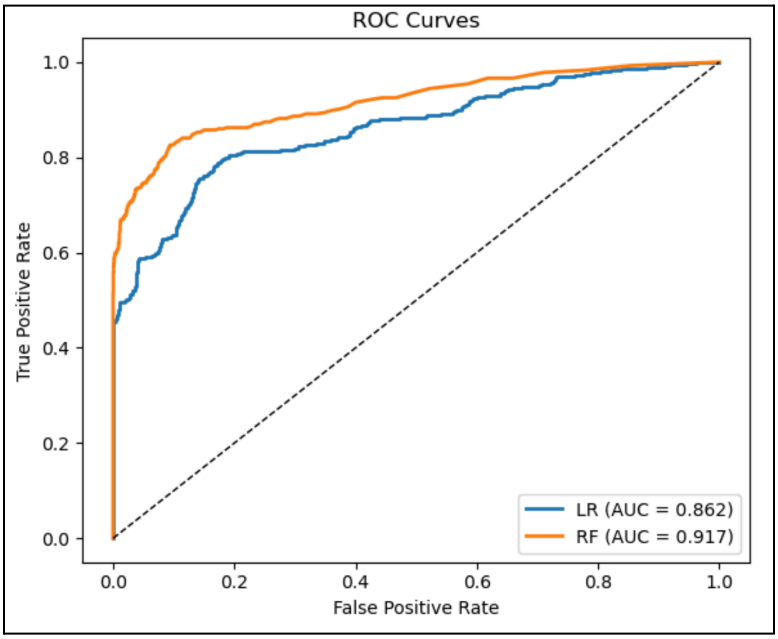
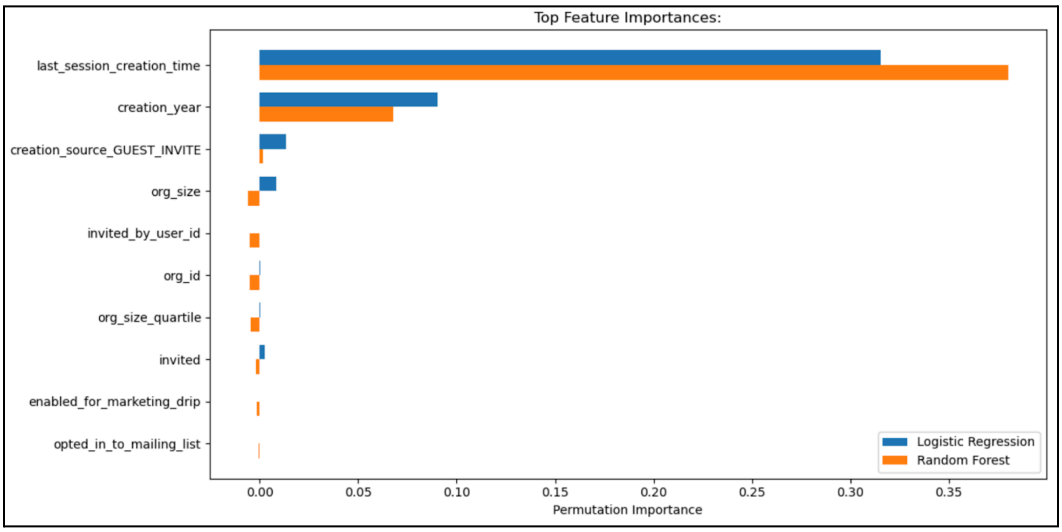
User Adoption Analysis Summary

This analysis aimed to identify predictors of future user adoption, defined as logging in on three separate days within a seven-day period. Users invited by others and those from smaller organizations showed higher adoption rates, suggesting the importance of social onboarding and collaboration. Early adopters and users signing up via Google Auth or organizational invites were also more likely to stay engaged. Marketing preferences, such as opting into mailing lists, had no significant impact on adoption.



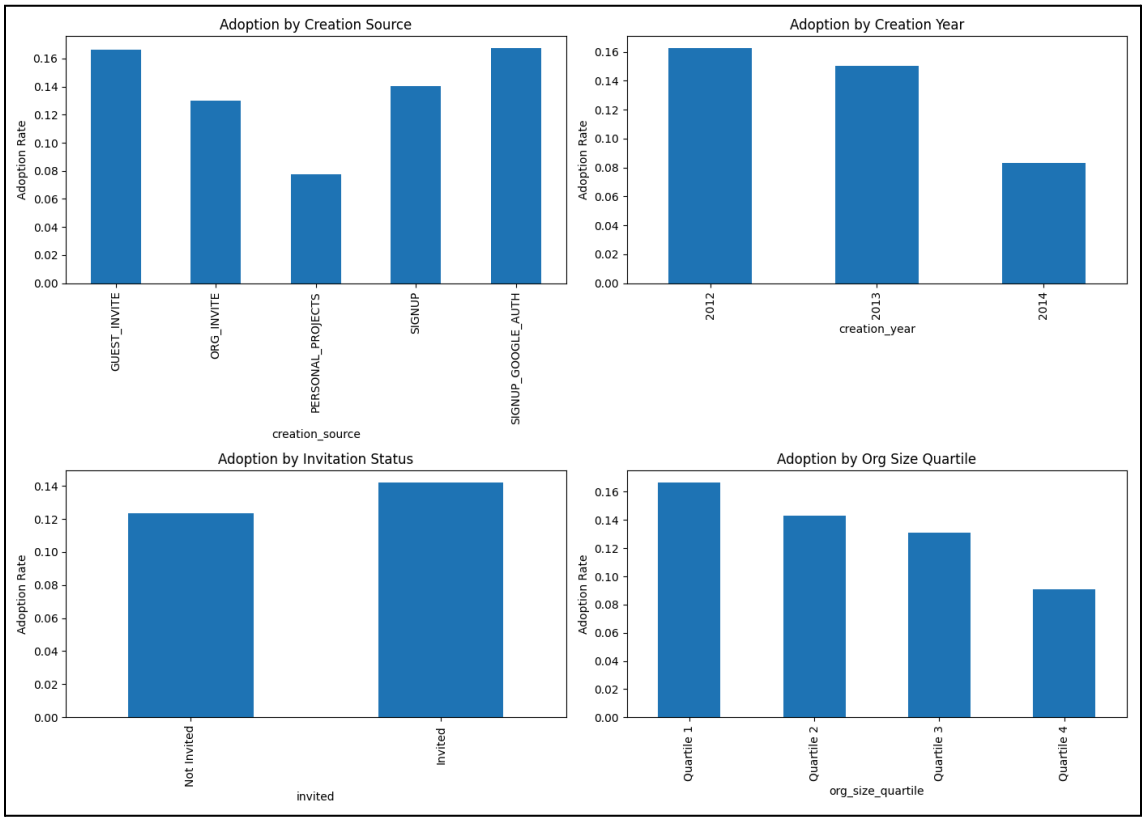
Predictive models were created using logistic regression and random forest algorithms. The ROC curves show that the random forest model outperformed logistic regression, with an AUC of 0.917 compared to 0.862, indicating stronger predictive accuracy.

Feature importance analysis revealed that last session creation time and creation year were the most influential predictors of user adoption, followed by invitation source and organization size. These insights suggest that both behavioral recency and account tenure are strong indicators of future engagement.



Appendix:

Here is the visual summary of the user adoption analysis. These bar charts illustrate how adoption rates vary across key user attributes:



creation_source	adopted
GUEST_INVITE	0.08
ORG_INVITE	0.12
PERSONAL_PROJECTS	0.10
SIGNUP	0.09
SIGNUP_GOOGLE_AUTH	0.11

creation_year	adopted
2012	0.13
2013	0.11
2014	0.07

org_size range	adopted
Smallest quartile	0.17
Largest quartile	0.09