Relax Project

Data:

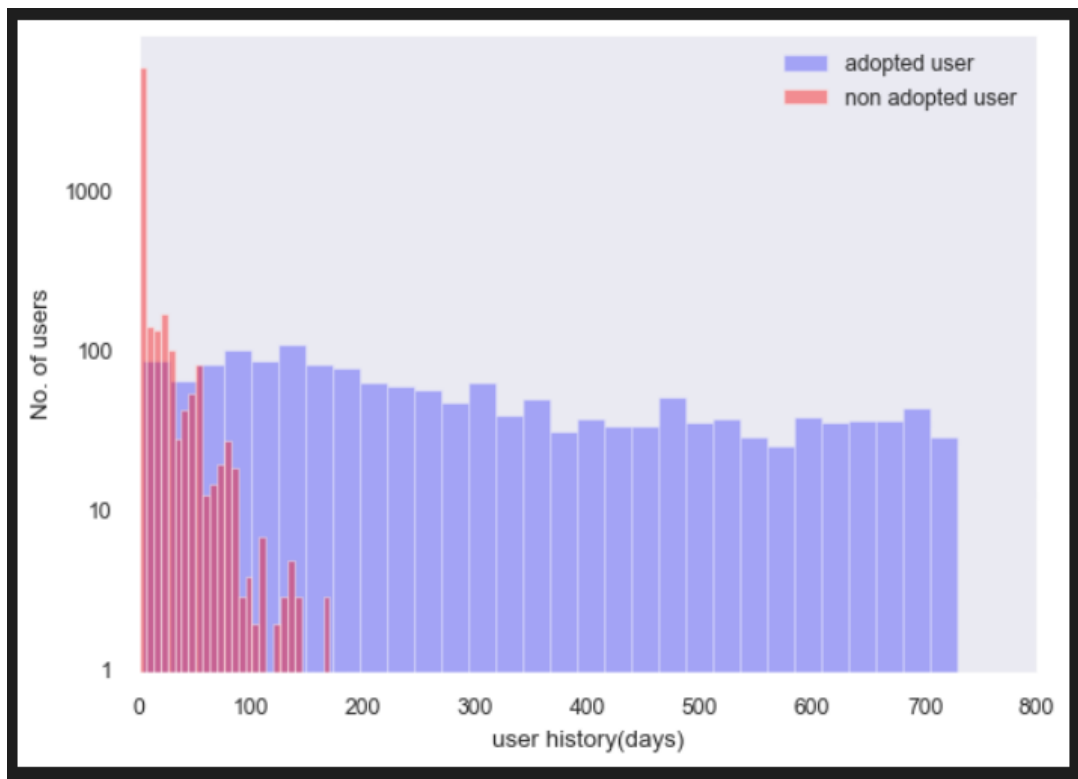CSV files:
- takehome_user_engagement.csv   as   eng.csv
- Takehome_users.csv   as   homeU.csv

eng.csv, homeU.csv

Task:

 Identify which factors predict future user adoption!

Definition: an "adopted user" is a user who has logged into the product on three separate days in at least one sevenday
period

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Users with long history are more likely to be adopted users


- Out of 8,823 Users (who had logged/visited at least once/7days), we have
68,445 visits happened within a 7 day period and 33,829 visits of 3 or
more visits per 7 days.
- 1445 Users can be considered adopted with more than 3 visits per 7 day
period.
- 16% of all Users are adopted.
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Conclusions:

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- Most important feature is user `history`.
- Account_age follows, but proves no predictive value.
- opted_in_to_mailing_list and enabled_for_marketing_drip are close in
importance, yet with low business value of significance to affect
adoption.
- GUEST_INVITE and SIGNUP follow, probably as an incentive to try the
service
- ORG_INVITE is slightly better then PERSONAL_PROJECTS signup, yet pretty
low.


### The entire set was imbalanced and most users were in the un-engaged
class.
### Hard to give viable business recommendations based on the available
datasets.
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