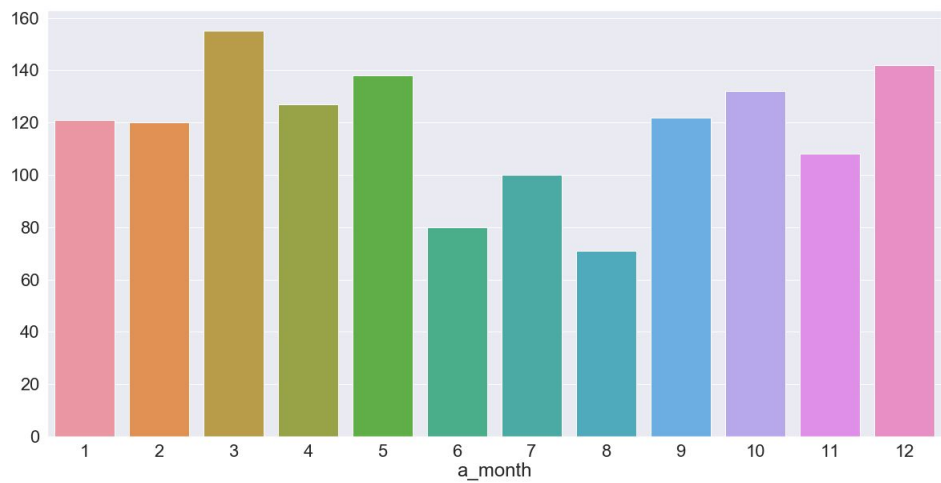**Summary of Findings**

I was asked to identify which user engagement features would lead to future user adoption of the Relax, inc. product. Exploration of data from 2012-2014 yielded these insights:

1. User adoption appeared to follow a seasonal pattern, with a dip during the summer months.

2. Users that signed up for 'personal projects' were the least likely to become adopted users.
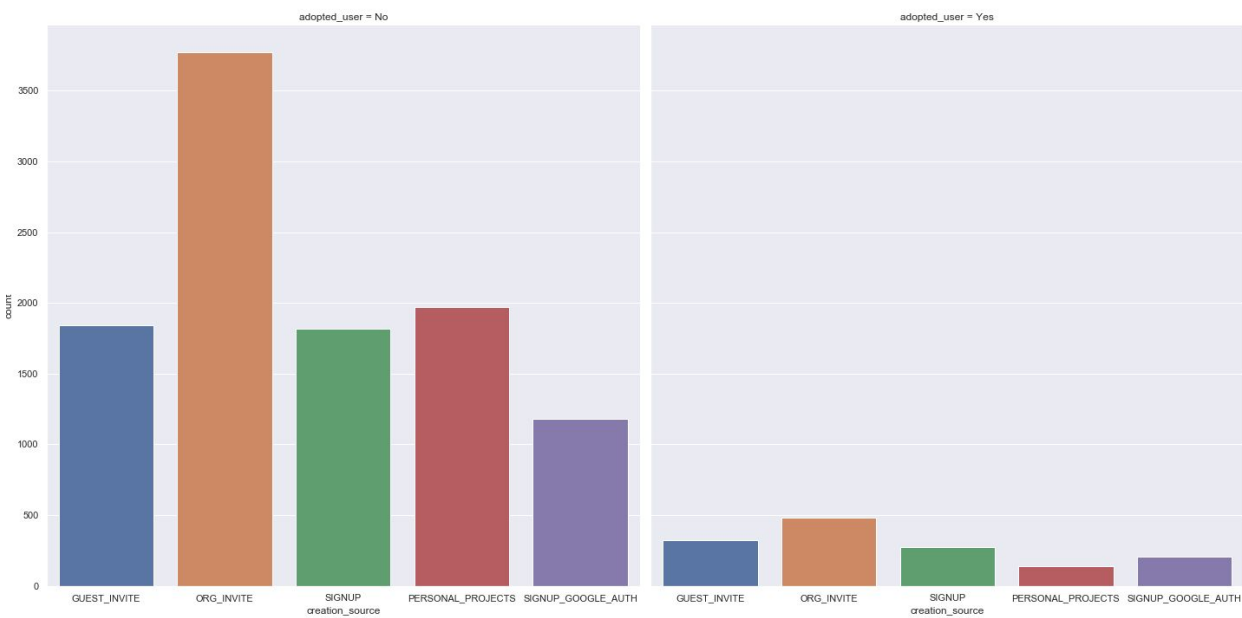
Lana Palmer: Relax Take Home Challenge

I performed a logistic regression analysis to predict which users were most likely to become adopted users. The analysis had a .88 accuracy score, and the coefficients reveal that adoption is **positively associated with**:

- The month they signed up. June was most popular. This could be due to marketing over the summer month.

- Being invited as a guest.

- Opting in to the mailing list.

Feature Importance
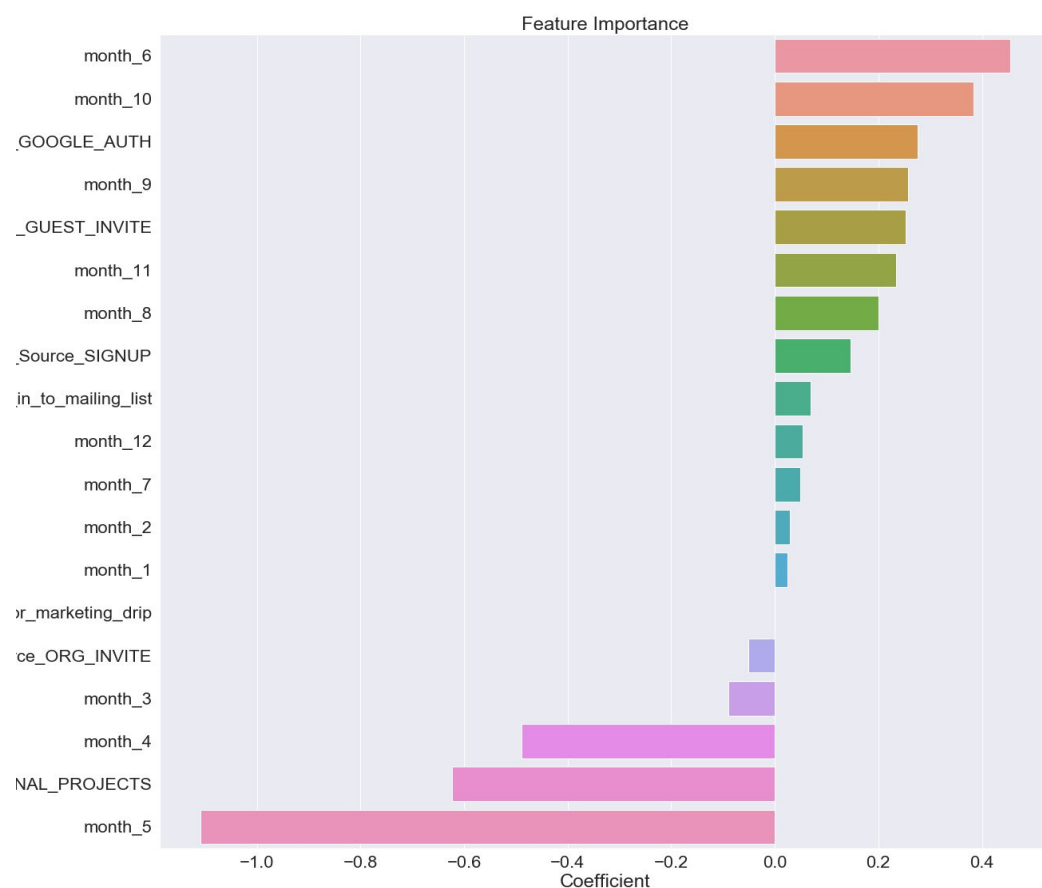
The coefficients reveal that adoption is **negatively associated with**:

- Opting into the marketing drip. This should be a red flag for the marketing team.

- Being invited by an organization.

- Signing up for 'personal projects'.