**Summary of Analysis:**

From the two tables, we're able to calculate the correlation between user adoption and other variables. Of all the correlations found between user adoption and the other variable, the correlation between user adoption and the number of visits is the highest at 0.68 as shown in the accompanying notebook. This makes sense as people who are frequent users are likely to adopt the product.

From the pairplot of the different variables, this relation is made even more clear as non-adopted users (data points in blue) often have very little visitations as shown below. The vertical axis of these plots is the number of visitations and horizontal axis is all other variables.