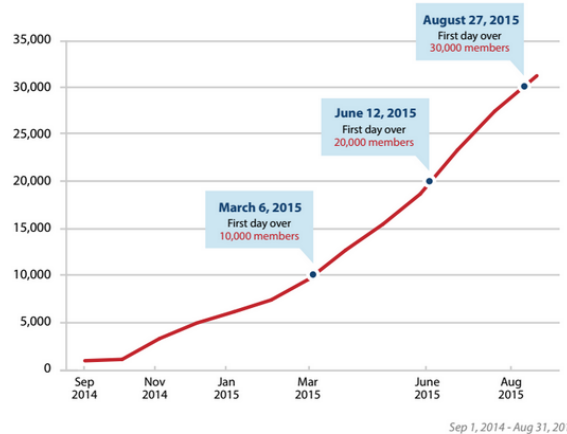# The Problem:
True Adoption of Enterprise Collaboration Software

- Enterprise Collaboration Software is only valuable if people actually use it.

- Achieving true adoption of Collaboration Software is a lot harder than you might guess.

- Significant investment to get adoption: software investment, training, internal marketing, etc.

- Gamification presents an opportunity but thus far is based on intuition rather than data
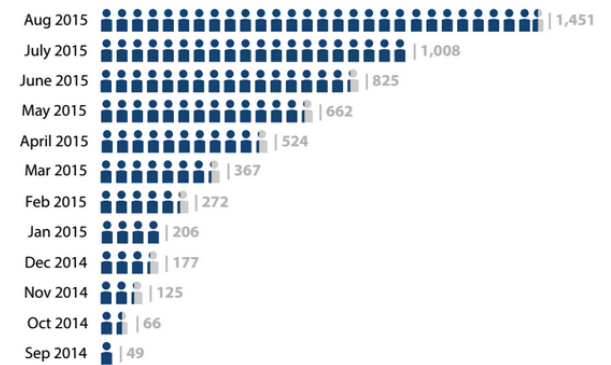
Total Members
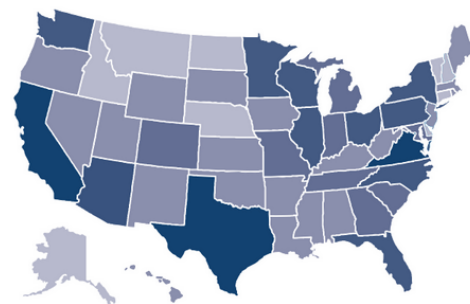Total members as of August 31, 2015: **30,487**

August 27, 2015
First day over 30,000 members

June 12, 2015
First day over 20,000 members

March 6, 2015
First day over 10,000 members

Sep 1, 2014 - Aug 31, 2015

Total Groups
Total as of August 31, 2015: **1,451**

Aug 2015	1,451
July 2015	1,008
June 2015	825
May 2015	662
April 2015	524
Mar 2015	367
Feb 2015	272
Jan 2015	206
Dec 2014	177
Nov 2014	125
Oct 2014	66
Sep 2014	49

Sep 1, 2014 - Aug 31, 2015

Total Page Views By State
Total page views as of August 31, 2015: **2,299,018**

Top State Views
District of Columbia 327,105
Texas 134,466
Virginia 127,233
California 109,427

0-10,000 views	60,001 - 100,000 views
10,001 - 30,000 views	100,001 - 350,000 views
30,001 - 60,000 views	

Sep 1, 2014 - Aug 31, 2015

Total Content Posted
Total content posted as of August 31, 2015: **38,236**

Status Updates ■ Documents ■ Discussions ■ Blog Posts ■ Polls ■ Ideas ■ Videos

Sep 1, 2014 - Aug 31, 2015
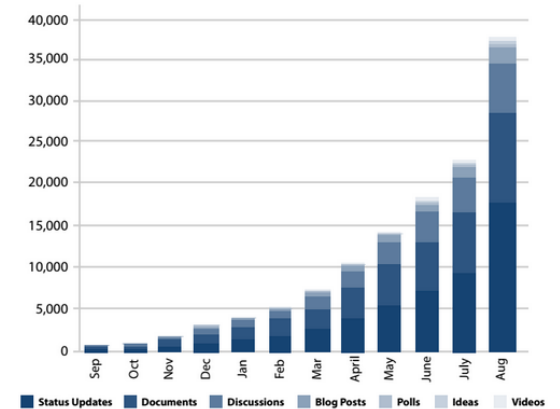
The Question(s)

- Can we predict which users will "adopt" based on behavior in the first month?

- If so, can we use the model to inform our process for on-boarding new users? Interpretability of model would be an excellent bonus.

Sub Question 1: which rollout to use as sample?
- Needs sufficient data to model
- Prefer on that is still "in progress" to inform ongoing work.
- Answer: large, slow-rolling deployment that just hit 1-year birthday with just over 10% of total potential audience on platform and a bit over 7,500 userson platform at least 6 months

Sub Question 2: what is definition of "adopt"?
- Lapsed: logs in < 4 times a month or perform less than 20 actions/month
- Collaborator: at least 25 weighted usages (5 points / major content + 1 point / minor content)
- Consumer: viewing but not creating; not Lapsed but not Collaborator

The Data

- Underlying SQL database captures a ton of data about users and the activity they perform in the system (think google analytics level data without blinding).

- User profile data is voluntary and thus data completeness / quality is limited; ongoing side investigation for better profile data (e.g. ip address giving location).

- Other activity in Excel logs (training participation, demo participation).

Data Cleaning

Normalizing data to show the following per user (big effort):

- UserId
- Creation Date
- Location
- Organization
- Per Month Data
  - # Logins
  - # "Small" Activities
  - # "Large" Activities
  - # Group Memberships
  - # Social Relationships
  - Most Active Group # "Small" Activities
  - Most Active Group # "Large" Activities

Data Exploration

- ~48% of users drop to 0 activity after 6 months
  - This includes users who leave the organization completely so this "end-state" is over-reported; trying to find a way to clean these users out of data.

- ~21% of users are "Contributors" after 6 months

- Intuitions based on playing with data
  - Thus far, no clear pattern in first month personal activity; some users do a lot and then go quiet; others start with little activity and then go nuts. This lead to re-definition of activity into "Small/Large"; haven't had a chance to really understand this.
  - Membership in an "Active" group that adopts tool seems to correlate with continued participation; do we need to further engineer this feature?
  - Anecdotal evidence / theory that number of relationships built with active users leads to activity (looking to engineer a feature to represent this).

Future Questions (Sandbox)

- Predicting whether a user is going to drop-out based on current rolling months worth of activity; enables team to re-target users before

- Predicting whether an employee is going to quit based on activity (or changes in activity) could enable focused interventions from managers.