Relax Challenge Writeup

Based on the analysis, the biggest driving factor for future user adoption is the length of time that a user has been using the product, last session minus creation time. The longer ago that a user started using the product the more likely they are to be an adopted user. This was overwhelmingly the most important factor for the CatBoost algorithm which also had an incredibly high accuracy. The results created by RandomForest agreed with this result.

Feature Importance using PredictionValuesChange
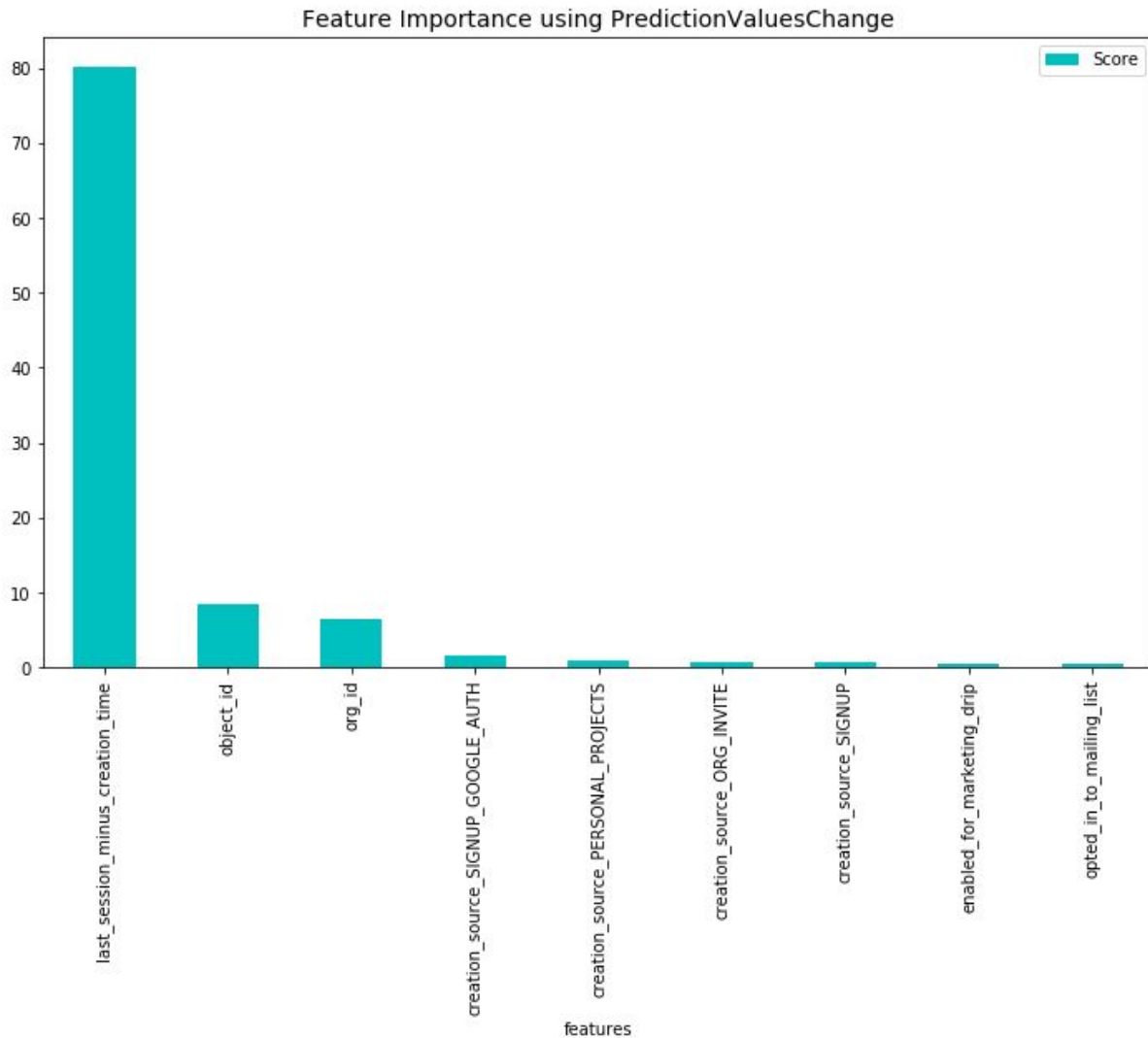
I think this speaks volumes about how important it is for a product to continue adding value for a user or to find ways to keep a user interested. It would be a good followup to see what about the product specifically increased the retention time for users. A/B testing would be a good approach to see what can be done to increase user retention.