Relax Challenge Report

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 Identify   which   factors   predict   future   user adoption .

To identify the most important factors for user adoption I decided to use a random forest model to predict future user adoption. The length of the user history was the most important factor. User history was made by combining the number of days since the account creation and last session creation time. The more days an account is in service the more likely they would become an adapted user. 200 service days was the breaking point between adopted users and non-adopted users as there were no non-adopted users after 200 days.

Account age is the only factor above 1%. All the others are less than 1%. Based on the results, user adaptation needs more factors to determine user adaptation. Getting more details would be helpful since most factors were less than 1%.

A screenshot of a computer

Description automatically generated

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