# Relax Take-Home Challenge

We decided to use a random forest classifier. After creating and adding our independent variable (adopted users) we cleaned and dropped several unnecessary features. We then one-hot encoded creation\_source and ran the model both with and without org\_id.

Without the inclusion of organization id, our model got an accuracy score of 0.739 and f1 score of 0.631

With the inclusion of org\_id, it became the dominate predictor variable, and also increased model performance; giving an accuracy of 0.893 and f1 score of 0.887.

Our findings lead us to conclude that certain organizations, either through necessity or other circumstances, produce users that are much more likely to become dedicated, adoptive users in the future and perhaps the client could seek to target such groups.

In the model that does not include organization ids, users that signed up to join another user’s personal project held the greatest retention, and this subgroup could be a fruitful sector to market towards.

Chart, bar chart

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