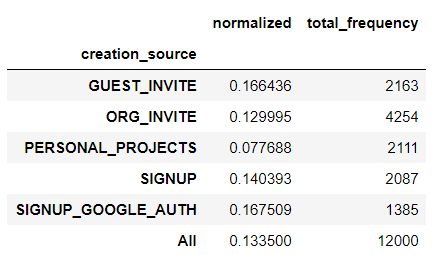
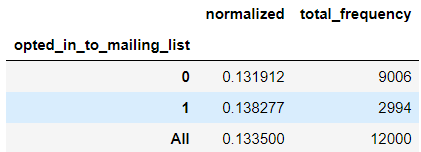
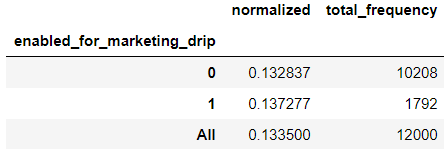
Project: Example Take-Home Challenge: Relax Inc.

1. Used *takehome\_user\_engagement* file and identified users with 3 visits within any 7-day or less time period. Label them as Adopted Users.
2. Merged Adopted Users label with *takehome\_users* file. *takehome\_users* file has more than 3000 users that are not present in the user engagement file. These extra users were labeled as Non-adopted users as they did not have visit records so it is sensible to consider them as not adopted.
3. There are 13.35% adopted users among 12000 users.
4. User\_id, creation\_time, name, email, last\_session\_creation\_time are not sensible predictors.
5. Crosstab shows that creation source appears to have some prediction power, with GUEST\_INVITE and SIGNUP\_GOOGLE\_AUTH showing higher than average Adopted User fraction, and with PERSONAL\_PROJECTS showing lower than average Adopted User fraction. See table below. Normalized column shows the adopted user fraction, and total\_frequency column is the total number of users in that group (adopted and not adopted combined).



1. Opted\_in\_to\_mailing\_list and enabled\_for\_marketing\_drip do not show significant impact.

1. Org\_id and invited\_by\_user\_id both have many category levels with small sample size in every level, and therefore are not good predictors.
2. Org\_id may have some prediction power. Suggest to find out if there is some sensible way to combine org\_id into less number of groups and re-visit the data.