Relax Inc. Challenge

What factors predict future user adoption?

In the dataset we defined adopted users as "a user who has logged into the product on three separate days in at least one seven day period."

There were 1602 adopted users out of 8823 users. So we have 18% of users that are adopted.

Exploring the data we found that creation sources from **guest invites** and **org invites** were responsible for over 50% of the adopted users.

Deployed several different tree models to see what features were most important. Most models found that being invited by another user was the strongest indicator of being adopted. Being on the mailing list or marketing drip doesn't appear to have much of an impact on adoption.

Based on this initial exploration, we should be focusing on referrals and our referral system to garner more invites to users as these have the highest chance of later becoming "adopted." Perhaps we can find a way utilize our mailing list/marketing drip to incentivize referrals.

Ideas to Improve

Look into org_ids where most users are coming from. There are some org ids that invite have higher adoption rate than others. Focus on those orgs and learn why they have higher adoption rates.

Personal projects had lowest adoption ratio meaning there is room to improve there. If people are signing up for personal projects, we can further investigate what keeps these people engaged on the platform.

To boost model performance we could create some features using domain knowledge. Start with time or age of the accounts. Perhaps we can make features around the org_ids that have higher adoption rates.