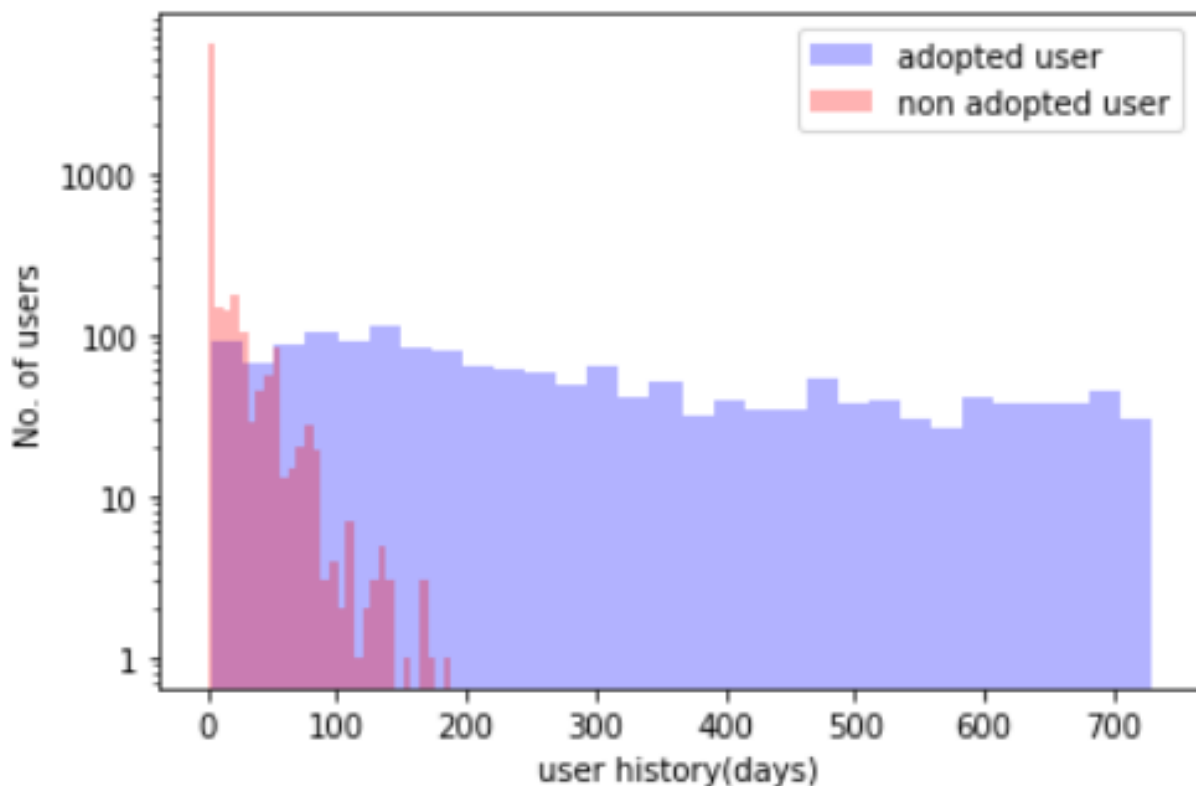


Relax Inc. Take Challenge Report

The datasets contained the basic information and engagement data of 8,823 users, out of which, there 1656 adoptive users. Investigation was done on the factors that are most important in determining user adoption.

After investigation, it was found that the length of history was the most important factor of them all. User history is the number of days from creation of account to the latest session. If a user was using the service for user history > 100 days after creation of account, then he/she is more likely to become an adopted user. A user with history > 200 days was always an adoptive user. New users could likely be adopted users, but over the span of 2 years, user adoption rates had no significant change.

Figure1. Distribution of adopted and non-adopted users on the basis of user history



The next important factor was the user source. Users that were invited by other users and those who signed up to do personal projects were more likely to become adopted users (shown in Table 1 below).

Table 1. User Adoption Rates based on user source.

User Source	Guest Invite	Organization Invite	Personal Projects	Sign Up	Sign Up with Google Auth
Adoption Rate	23.2 %	18.0 %	22.5 %	15.9 %	17.3 %

Whether the user opted in to “email list” or “marketing drip” had no impact on whether the user was an adopted user. A Random Forest Model based on the dataset can predict user adoption with accuracy > 95%.

Based on the findings, it is recommended that an effective way of building adopted users would be by encouraging existing users to log in and use the software after they had accounts for a while. Also, Encouraging users to invite others, and offering incentives to people to work on their personal projects using the software might also be effective.

A detailed user response data, such as whether users responded to certain marketing moves, might be valuable data for analysis to find which ways are the most effective in attracting adopted users. In this dataset, only Organization ID was provided. It would be useful to find out what type of organizations Relax Inc. should target for building more number of adopted users, if more detailed information about the organizations is provided.