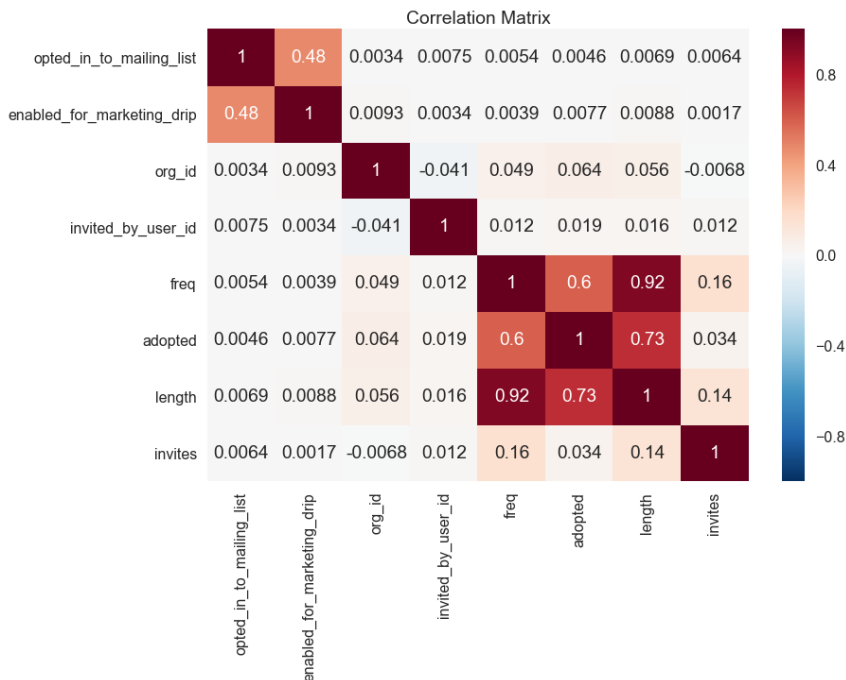


Relax Inc. Results Summary



There are 1,849 “adopted users” out of the 12,000 users of the product. That represents 15.41% of the the entire user base.

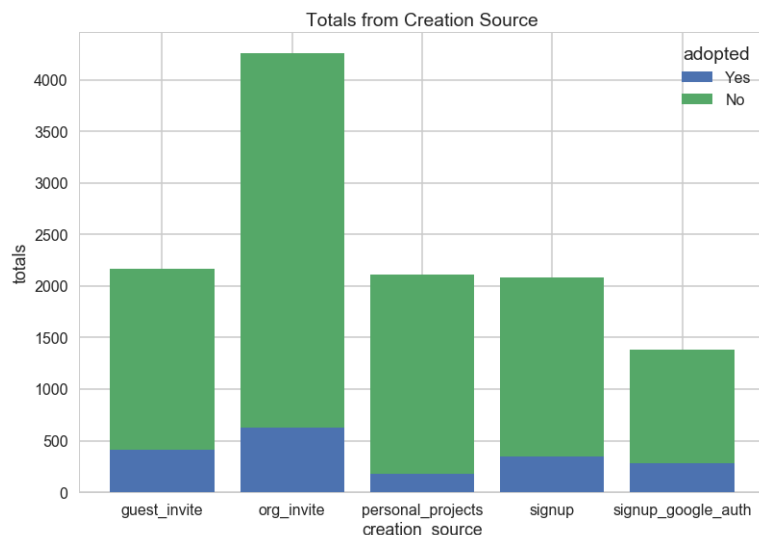
Adopted users are users who has logged into the product on three separate days in at least one seven day period.

The best predictors of user adoption are frequency of logins and length of using the product, as can be seen on the correlation matrix on the left.

Though org_ids have some form of correlation, it must be noted that the org_ids here are categories and need to be dealt with as such.

When we look at the largest source of users for Relax, we can see that the biggest source are org invites. But if you look closer, it also has the highest number of users that are not “adopted”.

There are 417 organizations in the product. These just shows the amount of opportunity that is already in the product.



Being a company that makes productivity and project management software, this means that Relax will need to focus on features in their product that encourage more work on it. It also needs to incentivize people to invite others users to collaborate on the platform. Though not the best predictor in terms of adoption, it will increase

frequency of visits. And the more peers a user has working on the platform, the longer users can stay.

Predictive Model Results

The predictive model used Logistic Regression as it had the best balance between fit and f1 scores. F1 scores are the mean of precision and sensitivity, basically the models exactness and completeness. It has close to 97% accuracy on the test data and an f1 score of 88%.

Here's a detailed overview of the results:

Training Score	0.9708
Test Score	0.9666
Precision	0.9708
Recall	0.8086
F1 Score	0.8823