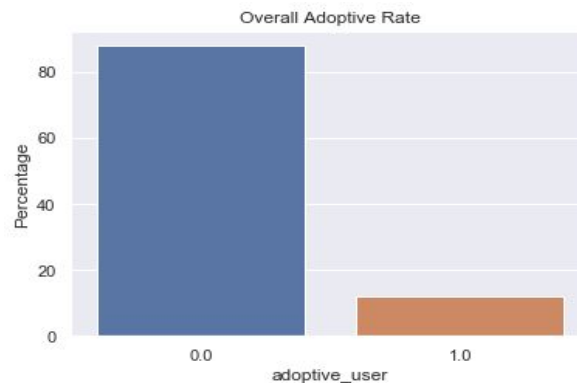


Adoptive Users

The purpose of this report is to cover any findings regarding predictive features for identifying an “adoptive user”. An adoptive user is defined as a user who logs in to the product on three separate days within at least one seven-day period.

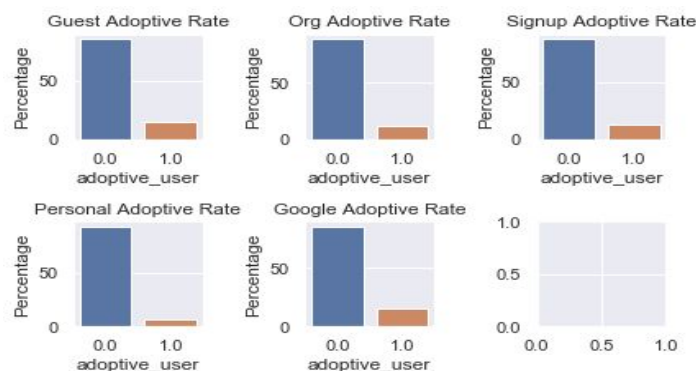
After, creating an indicator for each user id that shows a 1 if the user can be identified as an adoptive user and 0 otherwise, I began exploring any features that might have predictive power regarding user adoption. First I looked at the overall rate of user adoption among all user id’s, shown below.



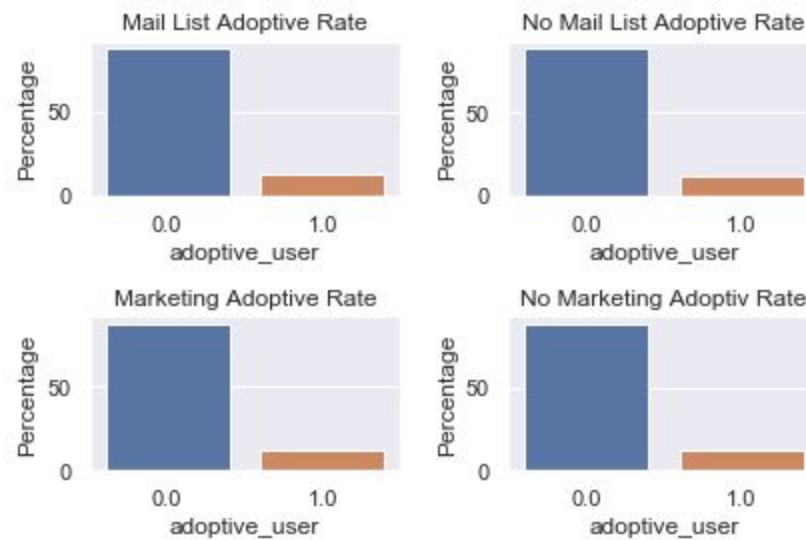
Next, I looked at visuals of the categorical features to see if there were any obvious distinctions of adoptive rates among categories. Shown below, are the adoptive rates individuals grouped by how their account was created (“creation_source”).

creation_source: how their account was created. This takes on one of 5 values:

- **PERSONAL_PROJECTS:** invited to join another user's personal workspace
- **GUEST_INVITE:** invited to an organization as a guest (limited permissions)
- **ORG_INVITE:** invited to an organization (as a full member)
- **SIGNUP:** signed up via the website
- **SIGNUP_GOOGLE_AUTH:** signed up using Google Authentication (using a Google email account for their login id)



Looking at the graphs, there are no distinguishable differences of adoptive rates between creation sources. I also looked at adoptive rates between users who signed up for a mailing list and those who didn't and adoptive rates between those who signed up for marketing drip and those who didn't, shown below.



I then looked at a pairplot of all features to see if any relationships stand out. The pairplot shows no meaningful relationships exist.

