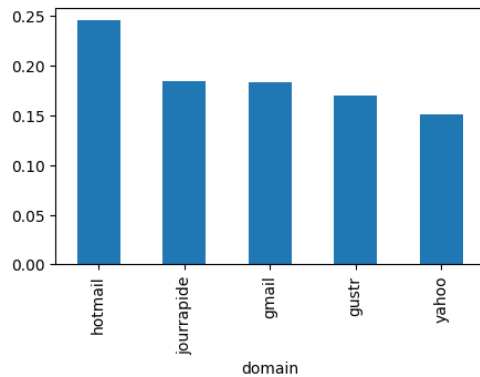
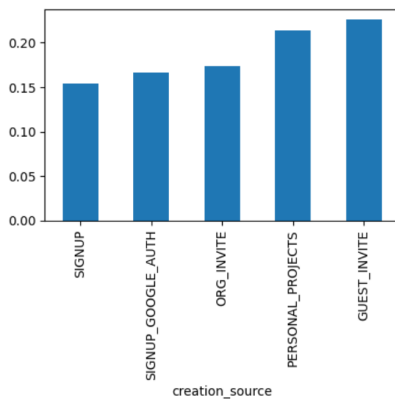


Results were not as expected, I first thought whether a user was enabled for mailing list and marketing drip would be useful. It seems not. 1,597 out of 8,823 (18%) users were “adopted”.

Extracting the domain from email, unlikely it's any real effect but hotmail (25%) had the highest adoption rate with the lowest being yahoo (15%). Hotmail had the fewest examples of any of the top 5 when ranking by number of users. (Mean adoption on y-axis)



Creation source is mildly predictive (Mean adoption on y-axis)



Take away from this would be to advocate for current users to send out invites to friends.

Finally the person sending the invites and the organization a user is in seems to be most influential. You could capitalize on this by promoting certain groups with higher adoption rates and pushing users with high adoption rates to invite more friends. (Mean adoption on y-axis)

