# Relax Take-Home Challenge

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The first step I took was to determine which users were an "adopted user" and which were not. I then joined this data with the user information in order to see correlations between the various fields. I found that approximately 40% of users could be considered "adopted users."

I found that the source of the account was a big predictor of adoption. Looking at the graph below, you can clearly see that users who are invited to join another users' personal workspace (PERSONAL_PROJECTS) had a much higher rate of adoption than all other categories. As a matter of fact, this was the only category in which more users were adopted users than not.
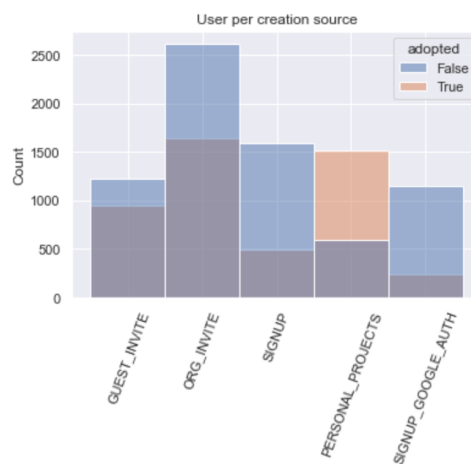
I also found that the time of their last login was a strong predictor of adoption, i.e.adopted users were much more likely to have logged in recently.
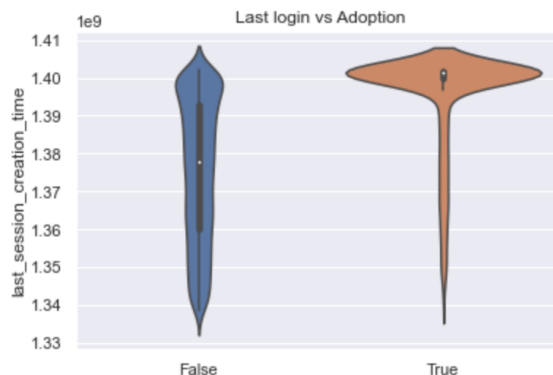
Surprisingly, neither signing up for the marketing list, nor enabling the marketing drip were correlated at all with whether or not a user was adopted. I also found no relation between whether or not a user had been invited by another user.

Further work that could be done would be to look at the organizations which have the most users and see how many of their users are adopted. If there is a wide variation between these organizations, it would be worthwhile targeting those organizations where adoption rates are lower. However given there are over 400 organizations this would be a bit time-intensive.