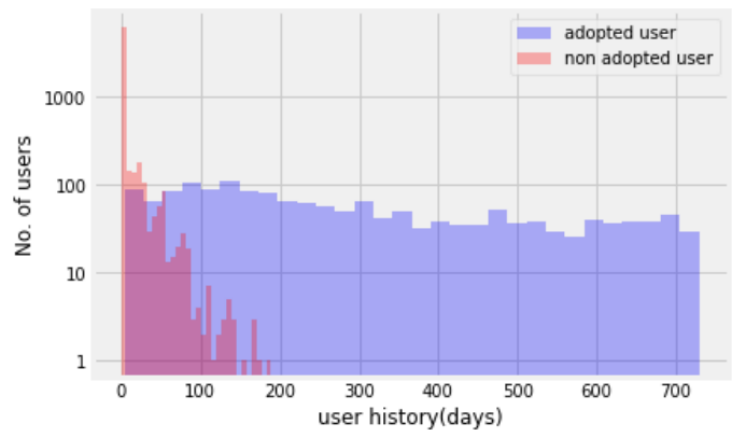


Report Summary for Relax Inc.

The dataset analyzed comprised basic user information along with engagement data. The primary aim of the investigation was to determine the key factors influencing user adoption. The analysis revealed that the length of user history emerged as the most critical determinant. User history was defined as the duration, in days, from account creation to the latest session. Notably, users who continued using the service for over 100 days post-account creation exhibited a high likelihood of being adopted users. Moreover, those with a user history exceeding 200 days consistently fell into the adopted user category. While new users displayed lower adoption rates, it's noteworthy that these rates remained relatively stable over the past two years, indicating no significant fluctuations.

Figure 1. Distribution of adopted and non-adopted users based on user history



Another significant factor observed was the origin of users. Individuals invited by other users and those who signed up for personal projects were more inclined to transition into adopted users (Table 1).

Table 1. User adoption rate based on source of users.

	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%

I discovered that whether a user opted into the email list or marketing drip had no bearing on their status as an adopted user. Furthermore, a random forest model trained on the dataset can accurately predict user adoption with over 95% accuracy.

Based on these findings, I propose that an effective method for increasing adopted users could involve encouraging existing users to regularly log in and utilize the software over time. Additionally, incentivizing users to invite others and offering rewards for engaging in personal projects using the software may also yield some effectiveness.

In-depth user response data, such as whether users engaged with specific marketing initiatives, could provide valuable insights into which approaches are most effective in attracting adopted users. However, the dataset only included organization IDs. Obtaining more detailed information about these organizations would be beneficial in identifying the types of organizations Relax Inc. should target to foster growth among adopted users.