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# User Adoption Analysis Summary

Objective

Identify which user characteristics best predict future adoption, defined as logging into the product on **three separate days within any rolling seven-day period**.

Approach

Users were labeled as *adopted* based on login frequency. Key features like signup source, referral status, and marketing opt-in were extracted and analyzed for adoption rate differences. Time-based features (e.g., days since signup) were excluded from insight recommendations.

Key Findings

Factor	Insight
Signup Source	Google Auth (17.3%) and Guest Invites (17.1%) had highest adoption
	Personal Projects had lowest (8.1%)
Referral Status	Invited users adopted more often (14.7%) than non-invited (12.8%)
Email Campaigns	Slightly higher adoption when opted-in (~14.3% vs. ~13.6%)

Adoption Rate by Signup Source
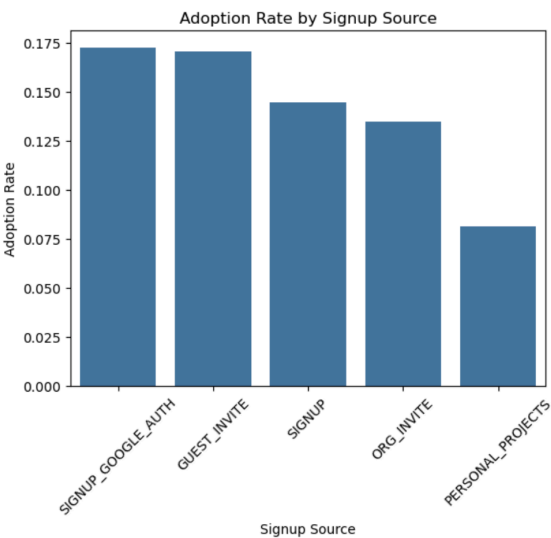
Recommendations

- **Promote high-converting signup paths** like Google Auth and Guest Invite
- **Investigate and improve low-performing onboarding**, especially Personal Projects
- **Expand referral incentives** to boost adoption through network effects
- **Optimize email drip campaigns** using segmentation and personalization

Limitations & Future Steps

- Strong predictors like signup age are not actionable
- Further analysis by organization or behavior may offer deeper insight
- Including product usage (beyond login data) could improve predictions