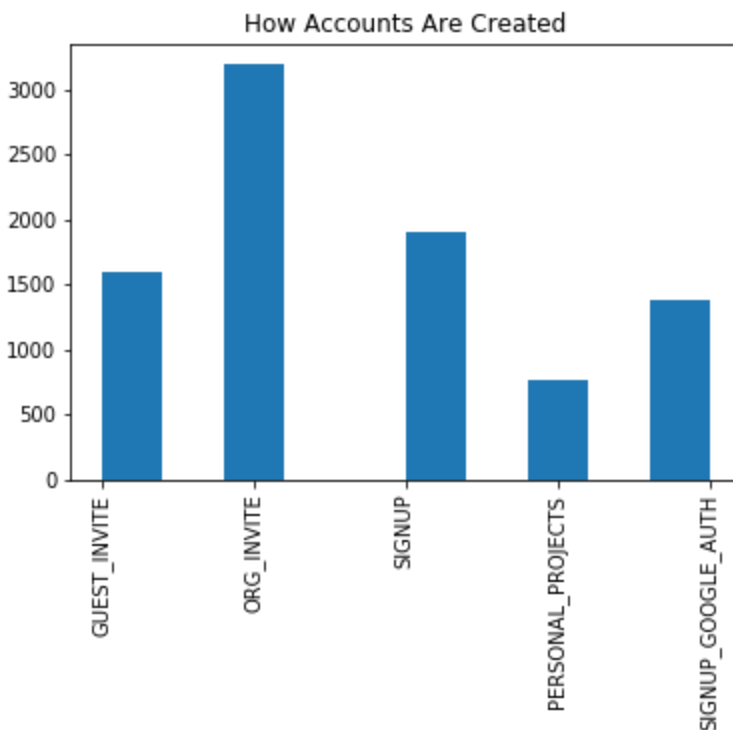


Relax Data Science Challenge

The given dataset was appropriately cleaned and analyzed using logistic regression in order to look at the effect of single variables on users becoming adopted. The features that were considered for this analysis from in the original dataset were creation source (in 5 categories), the time since creation of account of the sign-up moment (based on the creation_time and last_session_creation_time variables), opting in to the mailing list, and enabling marketing drip.



In the initial EDA, it can be seen that the most common creation situation is from an organizational invite with full permissions, as seen above. It was also found that 75% of users opted out of marketing emails. 85% opted out of the regular marketing email drip.

After modeling the situation with logistic regression, it can be seen how each individual feature affected the final result. The two email related features had no statistical significance in the model. Unsurprisingly, the time since the creation of the account has a large effect on the whether a user adopts, with a user who has more recently used the service being far more likely to continue using the service. It can also be seen that all of the different ways of signing up for accounts have very little effect on the model, with their resulting effect being 100x smaller than that of the length of time since a user has used the service.

So, the main factor in whether a user is adopted to the service is how close to their creation of their account they use the service. So, encouraging new users to frequently use the product is likely to cause them to 'adopt' the product.