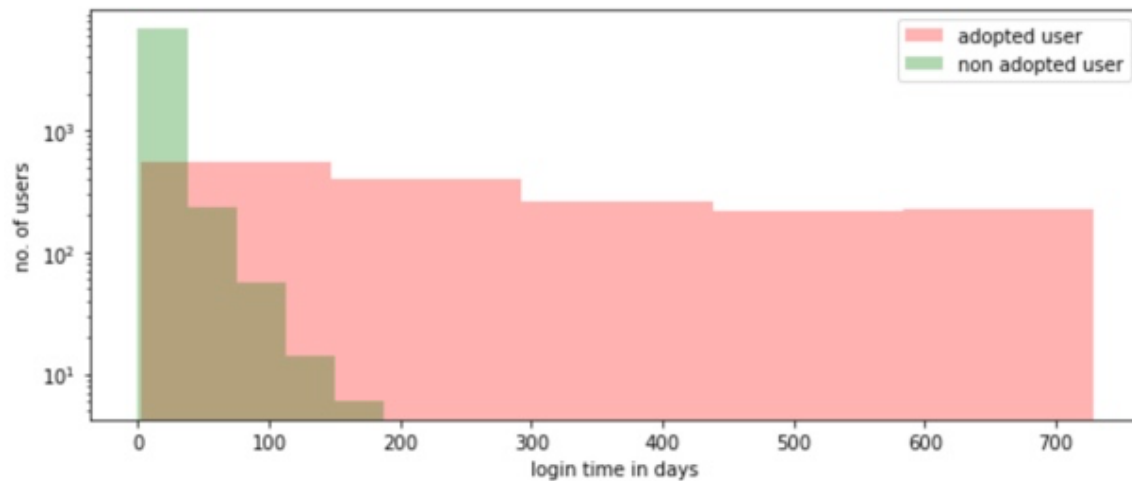


Relax Challenge:

In this project I investigated which factors are most important in determining user adoption.

Dataset: the dataset contains information about 8,823 users among which 1,656 are adopted users.

As per the analysis I found that the most important feature in determining user adoption is “**total login time**” i.e history of user the time from user signed up and user last login time.



Correlation between all the features in dataset

```
adopted_user      1.000000
total_login_time   0.777457
org_id            0.077748
domain_hotmail.com 0.054783
creation_source_GUEST_INVITE 0.053605
creation_source_PERSONAL_PROJECTS 0.029523
invited_by_user_id 0.020247
domain_others      0.010833
opted_in_to_mailing_list 0.007485
domain_gmail.com   0.004354
enabled_for_marketing_drip 0.004290
domain_jourrapide.com 0.004129
domain_gustr.com   -0.007939
domain_cuvorex.de  -0.011356
creation_source_ORG_INVITE -0.014719
creation_source_SIGNUP_GOOGLE_AUTH -0.016719
creation_source_SIGNUP -0.038315
domain_yahoo.com   -0.041677
Name: adopted_user, dtype: float64
```

The other important feature is the 'source of creation'. Users invited by other users and users signed up to do personal projects are more likely to be adopted users:

Percentage of adopted users with source of creation:

```
5]: creation_source
    GUEST_INVITE      0.222826
    ORG_INVITE        0.346618
    PERSONAL_PROJECTS 0.103865
    SIGNUP            0.182367
    SIGNUP_GOOGLE_AUTH 0.144324
    Name: adopted_user, dtype: float64
```

There are 22% of adopted who are invited by guests , 34% who are invited by some org and 10% who signed up for personal projects

Based on the above findings , I recommend the good way to grow adopted users is to offer some incentives to users who once signed up to use the product and encourage existing users to invite others users .