Given user engagement data sets, following are the analysis and findings:

1. 2013 has marked the highest number of product visitors year, followed by 2014.
2. 1445 number of users are adopted users which qualify the condition: users logged in to the system 3 days in a week.
3. There are 2994 users, opted for mailing, among which 470 users are adopted users.
4. There are 1792 users, opted for marketing drip, among which 280 users are adopted users.
5. Org\_id 1 has a max number of adopted users with count 17.
6. All the adopted users are self invited.
7. Max number of adopted users accounts are created through org\_invite with 636 accounts, followed by Guest invite accounts with 403 accounts.
8. The Model is predicting adopted users with 0.92 Auroc score.
9. User\_id, visited, org\_id,invited\_by\_user\_id are most usual features.

All the visualisation and codes are present in following collab link: <https://colab.research.google.com/drive/1v059bqD8VDKamDfpySAfGS5t0DKvuOot?usp=sharing>