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 416 users are adopted users.
4. There are 1792 users, opted for marketing drip, among which 254 users are adopted users.
5. Org\_id 4 has a max number of adopted users with count 22.
6. All the adopted users are self invited.
7. Max number of adopted users accounts are created through org\_invite with 559 accounts, followed by Guest invite accounts with 359 accounts.
8. The Model is predicting adopted users with 0.971 Auroc score with depth 20
9. user\_id/Object\_id, visited, org\_id and 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>