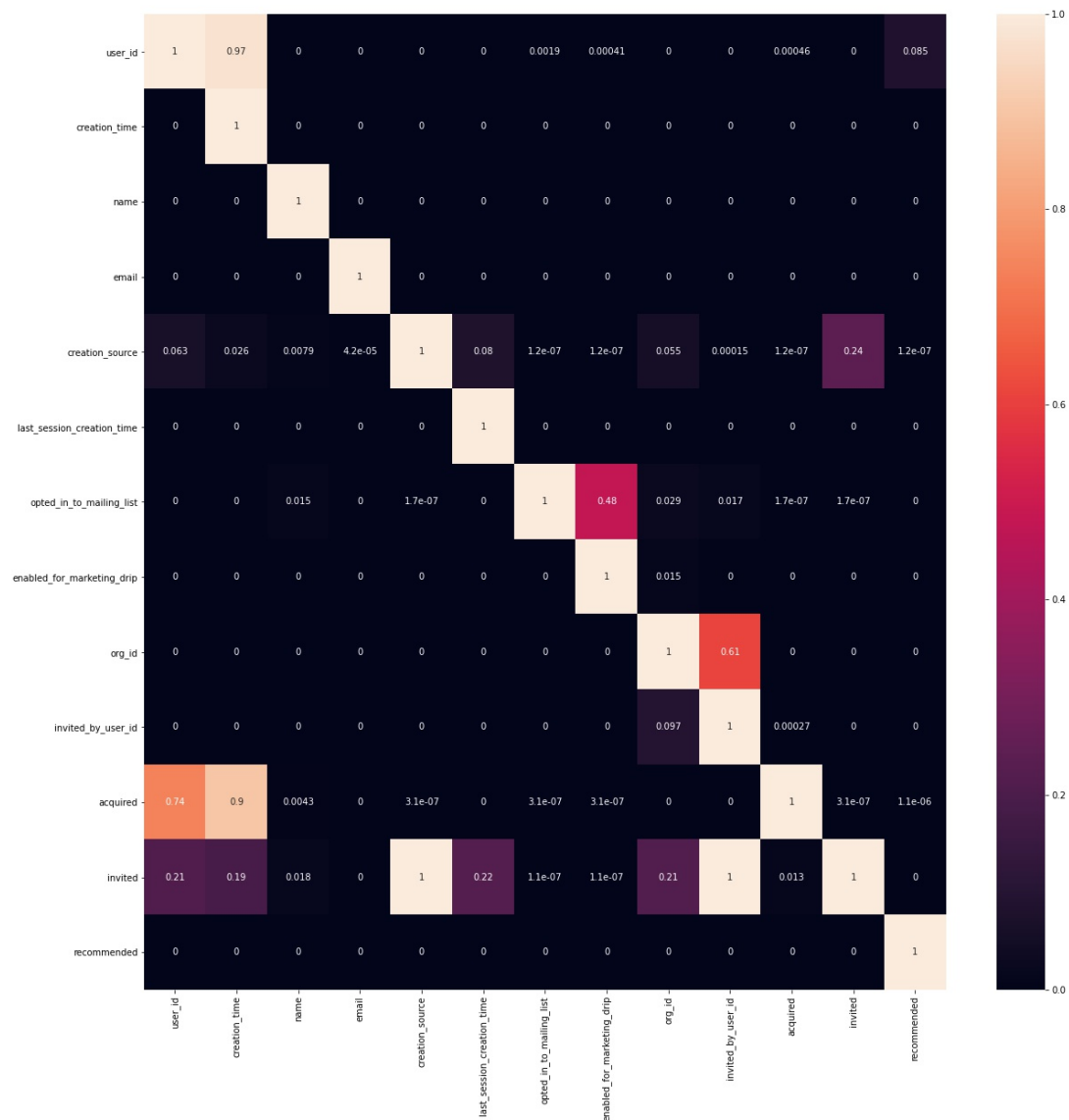


In looking at the data from Relax Inc., we combined the user data with the login data to via a merge to determine if a user was adopted. We added 2 features: if the user was invited and if the user invited someone else (recommended). We then ran both a Predictive Power Score and a Pearson Correlation Coefficient to see if we could determine factors that would impact whether a user was acquired. The only two features that appeared to have an effect on if the user had adopted, was the creation_time and user_id. This is because those two features are closely related (PPS of 0.97):



I was surprised to see that nothing else seemed to factor into whether a user was adopted. We also produced a matrix of the correlation coefficients for these variables. Nothing more was indicated on those calculations.