

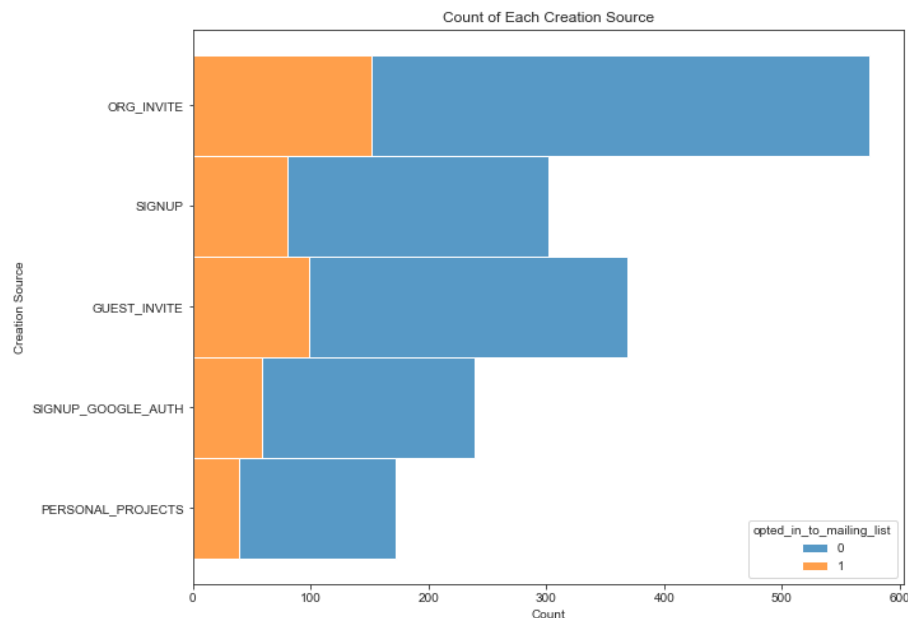
**We analyzed the data and made the following observations:**

- 1) There are 12,000 users in total. 1,656 are adopted users (about 14 %).
- 2) We calculated the duration of the subscriptions in months, which is defined by the latest session date minus the date that the account was created (in months). The average duration of the subscriptions among the adopted users is about 10 months, as compared to all users, which is about 2 months.
- 3) The following table illustrates the distribution of the creation sources among the adopted users:

creation_source	count	creation_source_percent
ORG_INVITE	574	34.7
GUEST_INVITE	369	22.3
SIGNUP	302	18.2
SIGNUP_GOOGLE_AUTH	239	14.4
PERSONAL_PROJECTS	172	10.4

The highest rate for adopted users who created their account through an organization is 34.7%. The lowest rate for adopted users who joined another user's personal workspace is 10.4%.

- 4) The figure below reflects the value counts of adopted users with each creation source. The figure also shows that the rate of users who opted in to mailing list is significantly less than those who don't. This is true for each group.



**Factors that predict future user adoption:** Users who created their account via an organization are more likely to be an adopted user. Opting into receiving marketing emails or being on the regular marketing email drip are not correlated with the user being adopted. The longer the subscription, the higher the chance for a user to become an adopted user.