

Relax Data Science Challenge

The proportion of adopted users is 13.3% for this dataset.

The factors to predict future user adoption are:

- how the account was created: users invited to an organization as a guest or who signed up using Google authentication are more likely to be adopted. Users invited to join another user's personal workspace are less likely to be adopted
- organization the user belongs to: the statistical test shows the proportion of adopted is different according to organization. The top 5 organizations for best adoption rate 387, 235, 270, 399 and 415.
- whether the user was invited to join or not. Users invited to join by another user are more likely to be adopted.

We can also notice that the number of users who create an account has been constantly growing, and has almost doubled in the first 6 months of 2014.