User Adoption Analysis Report

This analysis identifies factors that predict user adoption. An adopted user is defined as one who logged into the product on three separate days within any seven day period. The strongest predictors of adoption are early engagement and invitation based signups, while marketing email settings show limited impact.

Key Findings

- Early engagement (logins within the first 7 to 14 days) is the strongest predictor of adoption.

- Users invited via organizations or personal projects are significantly more likely to adopt.

- Users belonging to larger or more active organizations show higher adoption rates.

- Marketing email opt-in and drip campaigns have minimal predictive power.

- Account age alone does not meaningfully predict adoption.

Methodology
Low User login activity was aggregated by day and evaluated using rolling seven-day windows to identify adopted users. User metadata was joined with engagement metrics to engineer features such as early login counts, time-to-first-login, and organization size. Exploratory data analysis and comparative adoption rates were used to identify key drivers.

Factors Considered
Strong predictors included early login frequency, invitation-based creation sources, and organizational context. Factors such as marketing email settings and account age were evaluated but did not show strong predictive value.

Further Research

Additional data such as feature usage events, organization-level activity metrics, and email engagement (opens and clicks) would enable more granular modeling of adoption and improve predictive accuracy.