

## **User Engagement and Adoption Analysis**

### **Background:**

In my endeavor to understand user behavior, I dived deep into user engagement logs and user details. The goal was to identify patterns and factors that influence whether a user becomes an "adopted user" or not.

### **Key Findings:**

#### **1. Overall User Engagement:**

- Out of 207,917 total logins, we identified 8,823 unique users.
- Only 1,656 users qualified as adopted users, which is approximately 18.8% of the total user base.

#### **2. Creation Source & Adoption:**

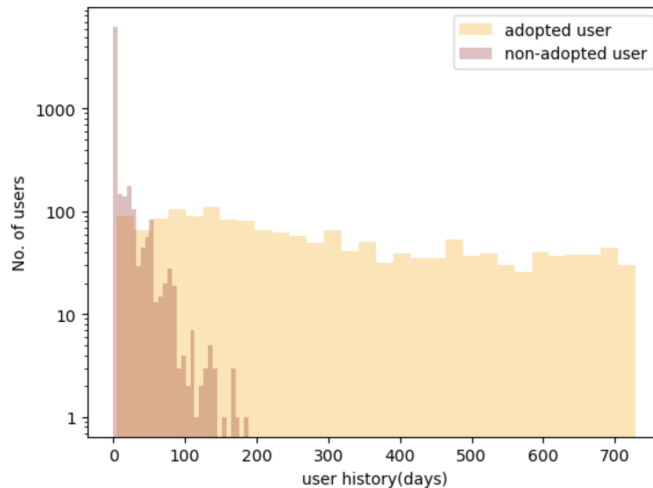
- Users who joined through 'GUEST\_INVITE' had the highest adoption rate of 23.2%.
- Those who joined via 'ORG\_INVITE' and 'PERSONAL\_PROJECTS' had adoption rates of 18% and 22.5%, respectively.
- 'SIGNUP' and 'SIGNUP\_GOOGLE\_AUTH' had the lowest adoption rates, 15.9% and 17.2% respectively.
- The Chisquared test confirmed that the creation source is significantly associated with the likelihood of a user being adopted, with a pvalue much lower than 0.05.

#### **3. Mailing List & Adoption:**

- Users who opted into the mailing list had a slightly higher adoption rate (19.3%) compared to those who didn't (18.6%).
- However, a t-test showed that this difference is not statistically significant.

#### **4. Distribution of Abroad and Non-Adopted Users**

- Users who were still using the service after 100 days were most likely an adopted user
- Users with a history of over 200 days were adopted users.



### Recommendations & Future Directions:

- 1. Enhance Engagement Initiatives:** Given that only 18.8% of users become adopted users, there's potential to increase this percentage with more personalized engagement strategies.
- 2. Leverage 'GUEST\_INVITE':** Considering 'GUEST\_INVITE' has the highest adoption rate, we should explore referral programs or incentives for users to invite others.
- 3. Reevaluate Signup Process:** 'SIGNUP' and 'SIGNUP\_GOOGLE\_AUTH' have the lowest adoption rates. It might be worthwhile to look into the signup process or initial user experience for these methods to ensure users are not dropping off early.
- 4. Dig Deeper into the Mailing List:** While the difference in adoption rates between those who opted into the mailing list and those who didn't is small, it might be beneficial to explore the content and frequency of emails. Are we sending relevant content to keep the users engaged?