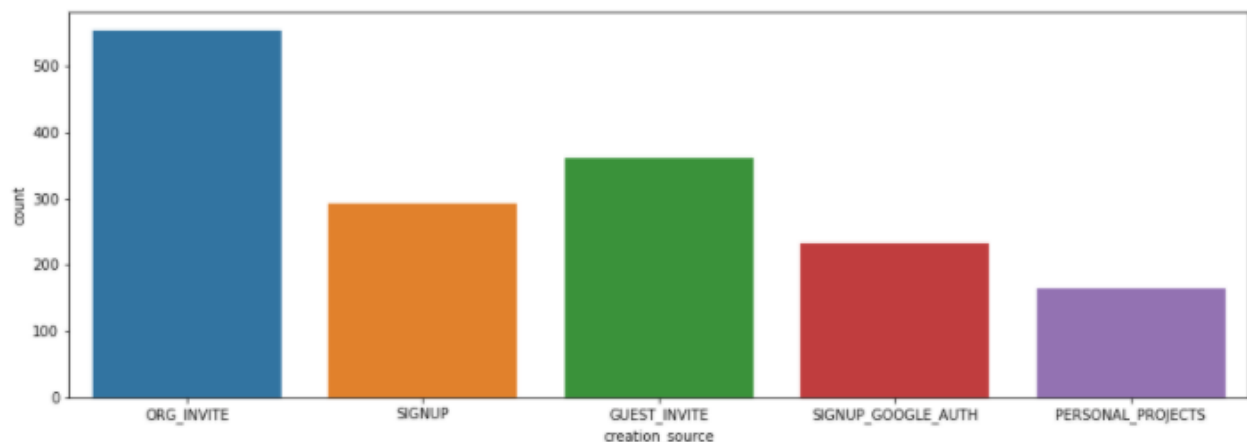


## Relax Inc. Take-home Challenge

Relax Inc. has 12,000 users signed up for the product in the last two years. We identified there are 1602 adopted users who logged into the product on three separate days in at least one seven-day period. Users can create their accounts by being invited to an organization, signup through the website or google authentication, or being invited to join another user's personal workspace. We find those users who were invited to an organization as full members or guests have a higher chance of becoming adopted users. More than half of the adopted users were invited to an organization.



Account created	Number of users
ORG_INVITE	553
GUEST_INVITE	360
SIGNUP	293
SIGNUP_GOOGLE_AUTH	232
PERSONAL_PROJECTS	164

We found that there are 417 organizations using our products. The next step we can investigate is to find out which organizations bring in more adopted users. We can also collect data to find out which products the users use and the products the organizations invited their users to join. We hope to find out if certain products bring in more adopted users. On the other hand, we find that whether a user opted into mailing list or being enabled for marketing drip does not make much difference in engaging the user.