I took four steps to classify a user as adopted: 1) Combine multiple logins per day (if there are any repeats). 2) Fill in missing dates for the days the users did not login. 3) Calculate the total number of logins in a seven-day rolling window. 4) Get the maximum login days per user and then call the user an adopter if the number if logins is greater than or equal to three.

Exploratory data analysis suggests that users who signed up using Google

Authentication and who were invited to join another user's personal workspace had a higher proportion of adopters compared to other account creation methods. Interestingly, users who created accounts in April and May and in 2014 had a substantially lower proportion of adopters.

A Random Forest model fit with six features had high accuracy but was a poor predictor overall based on AUC scores. This is likely because the data are unbalanced with far higher non-adopters than adopters leading the model to accurately predict the more common class. Resampling the data to create more even distributions shows the drop in prediction accuracy. I also tried a support vector machine classifier with equally poor prediction accuracy. I think the data would improve substantially with additional features (six features is pretty a low number).

Graphs and code in the attached Relax\_Challenge.ipynb notebook.