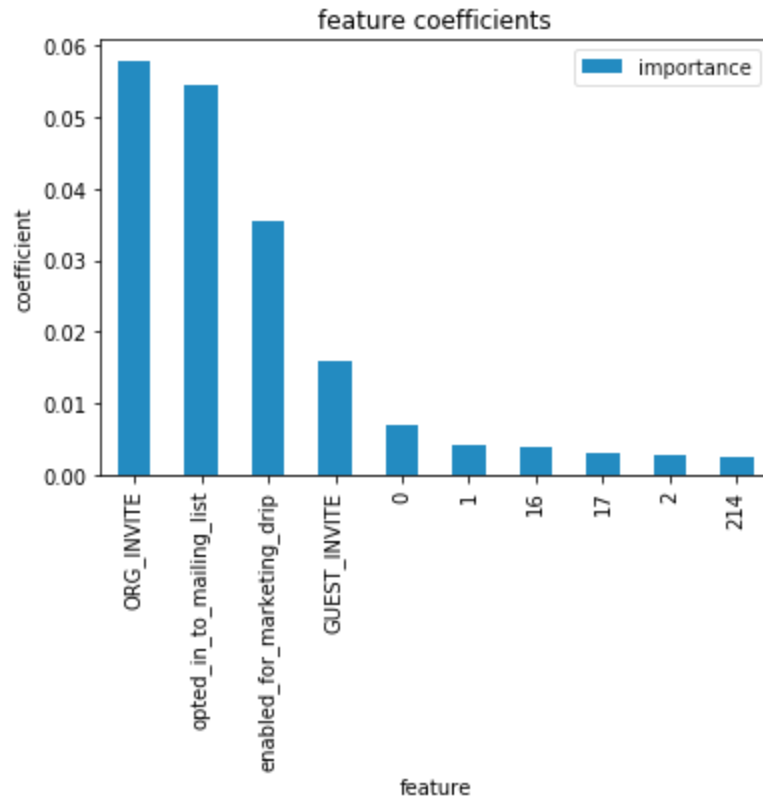**Result:**

To determine which factors predict user adoption, I constructed a logistic regression to predict user adoption. From the predictive model, the features with the largest coefficients had the largest impact. See the figure below that shows the top 10 feature coefficients:

(Note that the numbers on the right are organization IDs)

Users who were invited by their organization were most likely to be active users, followed closely by those who opted into the mailing list.

Business Application:

This data suggests that Relax should focus on encouraging organizations to invite their employees and for users to opt-in to the mailing list.