

Asana: Adopted User Predictors

[https://github.com/ttran1904/](https://github.com/ttran1904/Asana-user-engagement)

Asana-user-engagement

Introduction

The challenge is to identify predictors for Asana's adopted-users, who signed in at least 3 separate days in a 7-day period. This is because Asana believe that the adopted-users are more likely to succeed in using the product. In order to find them, I developed a model to study the process from **All Users** → **Sign In Users** → **Adopted Users**.

My approach is to find how Adopted Users behave and use them to find behavioral indicators for all Asana users. This is because in my analysis process, I found out Adopted Users have *strong indicators* of **(1) came from an organization** or **(2) either invited by someone, subscribed in mailing or marketing drip (IMM)**.

Methods

I filtered out all the users who never signed in to Asana to a group called Sign In. From there, I do analysis on criteria such as organization, invitation, mailing/marketing, email domain, and creation source, that makes a Sign In → Adopted.

1. Organization & IMM Criteria

All of the people in the adopted group are from an organization, *and* all of them are in the IMM group. (Table 1)

Predictor	Adopted Users%
Organization	100%
IMM	100%
Invited	57%
Mailed	26%
Marketing	16%

Table 1: Predictors of Adopted-user

2. Creation Source Significance

The majority of Asana's adopted-user have

signed in via a 3rd party platform, such as Google Authentication, Guest invite from someone, or their Organization invite. This totals up 71% from 3rd party. Therefore, Asana users are very reliant on other platforms. (Figure 1)

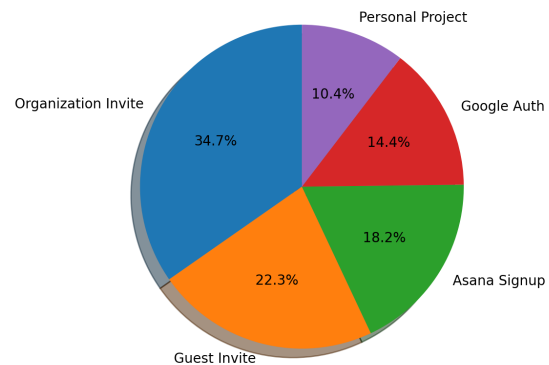


Figure 1: Asana's user creation source

3. Organization & IMM Adoption Rate

I calculated many times. All of the criterias in IMM only has about **20%** of the chance to convert a signin user to an adopted users.

4. Email Adoption Rate

The percentage distribution of email users mainly stay the same across Sign In and Adopted users. However, Hotmail users tend to adopt more than the other groups. (See Figure 2)

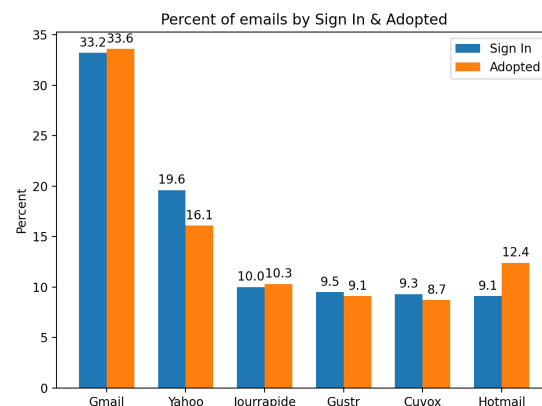


Figure 2: Asana's email distribution

5. Creation source Adoption Rate

The adoption rate of each source is less than 20%. However, intuitively, the total adoption rate of outside organization (Guest invite & Organization) is 30%. Therefore, users with outside organization tend to adopt better. (Fig. 3)

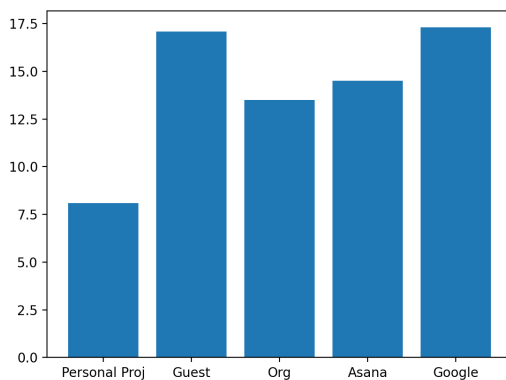


Figure 3: Creation source adoption rate

Conclusion

I saw a lot of dependency of adopted users on other organizations, inviters, and Asana mailing/marketing subscription. Although all criteria has about 1 in 5 chance (or less) of converting users to adopted, there are 2 significance criteria that predicts adoption. *All* adopted-users **(1) come from an organization** and **(2) belong to the IMM group**.

One can hypothesize that in order to adopt, a user must have a strong supporting system, either existing organization/invitation or created mailing/marketing. Therefore, I would highly recommend the team to advertise to companies & teams, while boosting the mailing & marketing platform. All of the adopted users have this, and the team must create a strong ecosystem for companies in order for Asana to thrive.