

## Relax Inc.

The steps to predict the adopted user:

1. The ***takehome\_users.csv*** file contains the details of users. We will use these details to train the model. We will call this **df**.
2. Add a new column naming it **labels** with initial value of **0**.
3. The file ***takehome\_user\_engagement.csv*** contains the login timestamp of users. To start with, we will sort the data by column user id and then time stamp.
4. We will take three timestamp for a user at a time and check if they are within 7 days. If yes, then we will change the value of 0 in labels of other file to 1 against that user.
5. Then we leave a row and repeat the above step. We do this for all the rows.
6. Now we have a dataframe with user signup details that contains the labels that we have to predict. This is now a Binary Classification task.
7. We have to drop the features that are less useful for the prediction. These features are found to be: name, email and invited\_by\_user.

The most important factors that will affect the prediction of user adoption are:

- **opted\_in\_to\_mailing\_list**: whether they have opted into receiving marketing emails
- **enabled\_for\_marketing\_drip**: whether they are on the regular marketing email drip
- **org\_id**: the organization (group of users) they belong to.
- **creation\_source**: how their account was created.