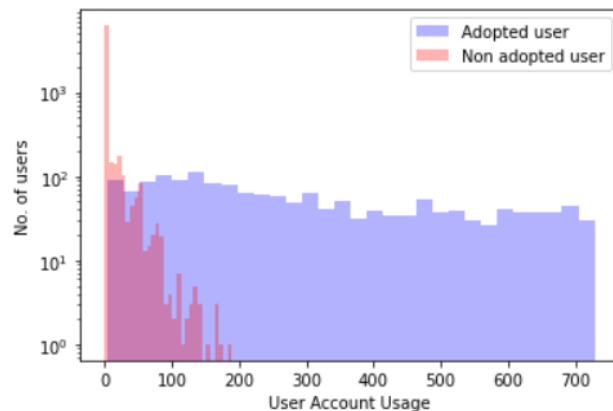


Relax Challenge Analysis:

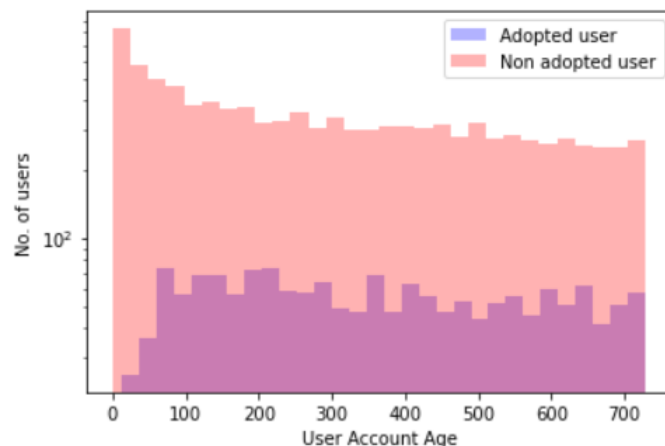
The Dataset provided contained information about 12,000 users who signed up for the Product. Out of 12,000 users 8,823 unique users were engaged and logged into the product. There were 1,656 users who were classified into adopted users' category as per the definition provided.

As per analysis of the data provided the key factors which contributed for user to adopt the product were:

1. **Account Usage:** If user has been using the product consistently then it's very likely for user to fall into adopted user category. This information is derived from the difference between the last_session_creation_time and creation_time of the account



2. **Account Age:** If the user maintained active account for longer period of time then most likely user will fall into adopted user category



3. **invited_by_user_id, org_id:** These were the next two factors which determined user will fall into adopted user category

Account Usage was the main factor with rest having small influence on the adoption. I applied RandomForest based model to predict the user adoption and it predicted the result with 95% accuracy.

As model suggested invited_by_user_id and org_id as one of the factor but we don't have any other details. What we have is just numerical value of these attributes. Having additional information about these attributes can help improve the model further.