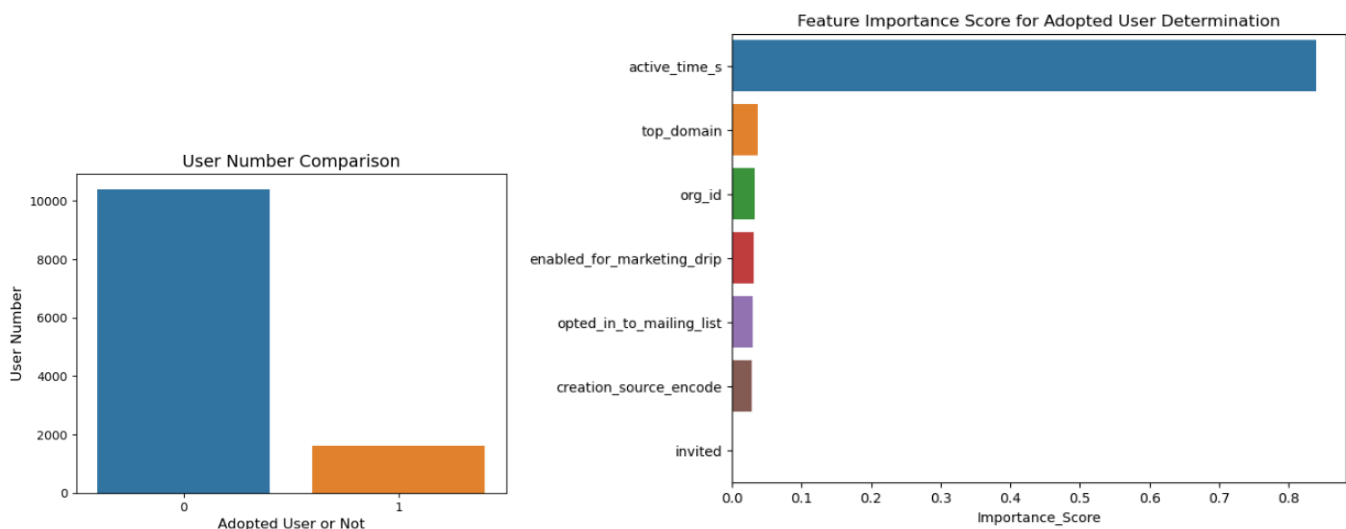


Relax Adopted User Challenge:

Relax is keen on discerning the primary drivers that forecast future user adoption. Based on analysis and modeling on user information and user engagement logs:

Key Observations

- Half of total users only login once after creating their accounts.
- Adopted users only take ~13% of total users.
- The most important feature determining if a user is adopted or not is the user's active time.
- Adopted users tend to have much longer active time compared to non-adopted users.



Methodology

- Data wrangling & Feature engineering:
 - Fill in missing values
 - Categorical variable encoding
 - Creating new numerical and categorical features
- Modeling: XGBoost model was used for this binary classification task.

Business Suggestions

- For upcoming marketing, Relax should focus on boosting user logins in order to increase user adoption.

Future Work

- Improve recall by hyper-parameter tuning and feature engineering
- Create more user behavior related features, such as weekly/monthly login times