

Relax Take Home Challenge Findings

User data and user engagement data was given and asked the question what factors predict future user adoption. The following steps were taken.

1. Wrangle the dataset to find the users who fit the definition of 'adopted users.'
2. Build a feature set that contains the relevant column with no null values.
3. Create dummy columns from categorical variables.
4. Scale the feature set
5. Perform PCA
6. Identify which features correlate most with the principal components from PCA.

By doing the steps above we identified the most important factors in predicting future user adoption. Below is a summary of the absolute value of the correlations of each feature that explains the 95% of the variability of the feature set

Feature	Absolute Value Correlations
SIGNUP	1.35
SIGNUP_GOOGLE_AUTH	1.30
ORG_INVITE	1.07
PERSONAL_PROJECTS	1.04
GUEST_INVITE	1.02

We see that signup has the biggest effect on becoming a adopted user and signing up with google authorization is second.