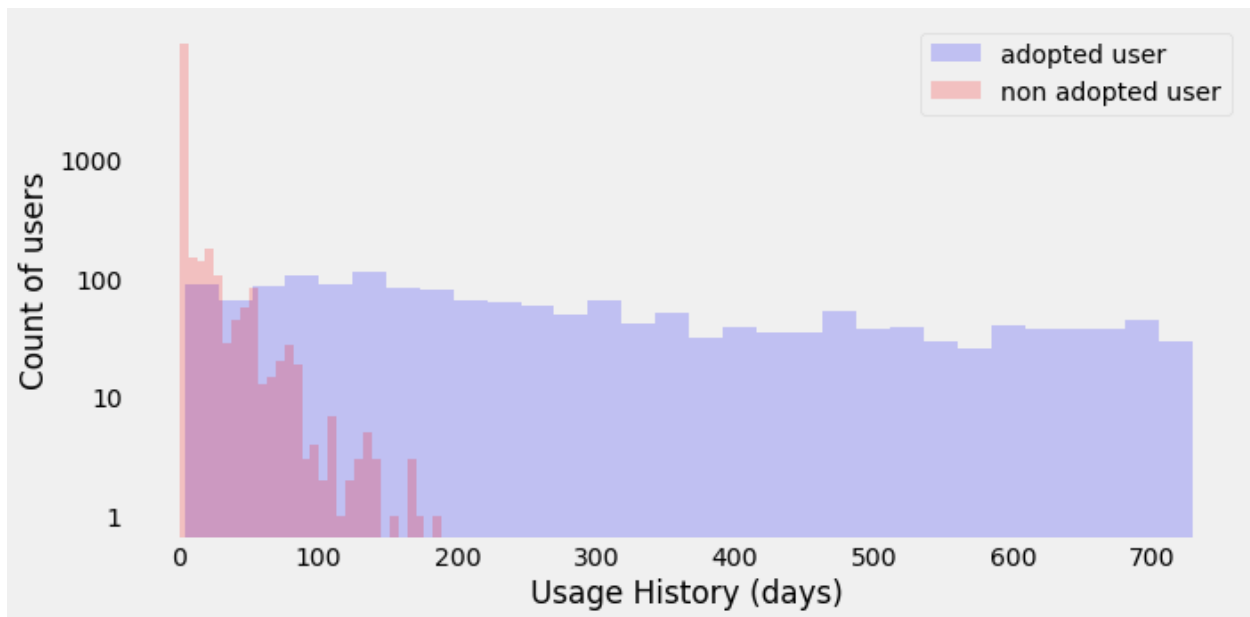


Relax Inc. Challenge Report

There are two datasets for this project. One contains 12,000 user information, and another one contains 207,917 user engagement information. There are 1656 adopted users out of 12000 users in total.

I found that the user's usage history is the most important factor for predicting whether the user is an adopted user. The longer the user's usage history is, the more likely that the user becomes an adopted user. All other factors, such as the creation resources, whether the user opted in to email list, and whether the user enabled for marketing drip, don't have much impact on whether a user becomes an adopted user.



I build a random forest classifier model on the preprocessed data and achieved about 96% accuracy rate.

In order to increase adopted user rate, I suggest the Relax Inc. to find an effective way to encourage users to use the product more often.