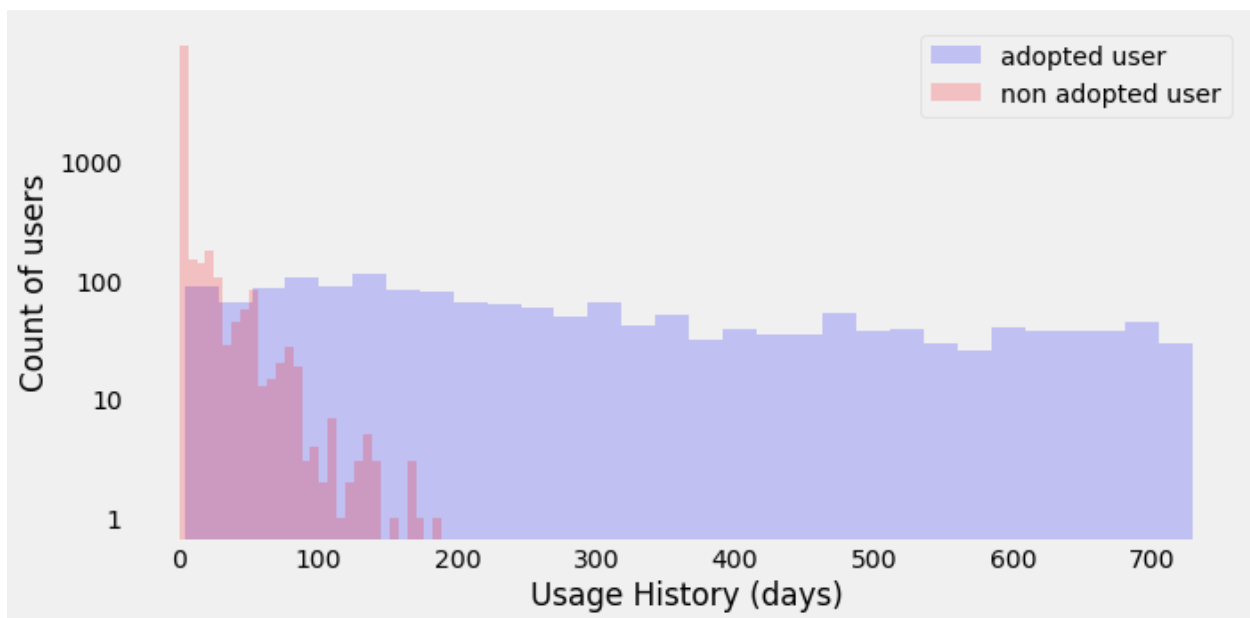


## Relax Inc. Challenge Report

There are two datasets for this project. One contains information about the 12,000 users, while the other logs 207,917 instances of user engagement (user logins). Of the 12000 total users, there are 1656 adopted users.

I found that usage history is the most important factor for predicting whether the individual will become an “adopted user.” The longer that people use the product, the more likely it is that they will become an adopted user. All other factors, such as the creation source, email list participation, and marketing drip status, don’t have much impact on future user adoption.



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

In order to increase adopted user rate, I recommend finding an effective way to encourage people to keep using the product.