

Take-Home Challenge: Relax Inc.

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Most adopted users are from Original Invite and Guest Invite and the major email providers are Gmail, Yahoo, and Hotmail.

The product usage time length is a huge factor for user retention.

Therefore, in my opinion, it's a good idea to send out more promotions and events to user's email, so that there is a much higher chance for them to login their account, thus the non- adopted user can become adopted user, we can test this by using A/B testing: sending promotions to non- adopted users periodically, and check their login frequencies after a month or two, if there are more users are adopted users, then the promotion strategy is successful in user retention.

As Original Invitation is huge portion in adopted users, therefore, we can send out email to potential users. Similar strategy can be applied to this testing. By using A/B testing: sending invitation to potential users, and check if there are more users are adopted users, then the invitation strategy is successful in user increasing.

As Guest Invitation is huge portion in adopted users, therefore, we can send out email to adopted users to invite more friends and family to enjoy the product. Similar strategy can be applied to this testing. By using A/B testing: sending promotions to adopted users, and check if there are more users are adopted users, then the promotion strategy is successful in user increasing.