

Relax Inc. Take-Home Challenge

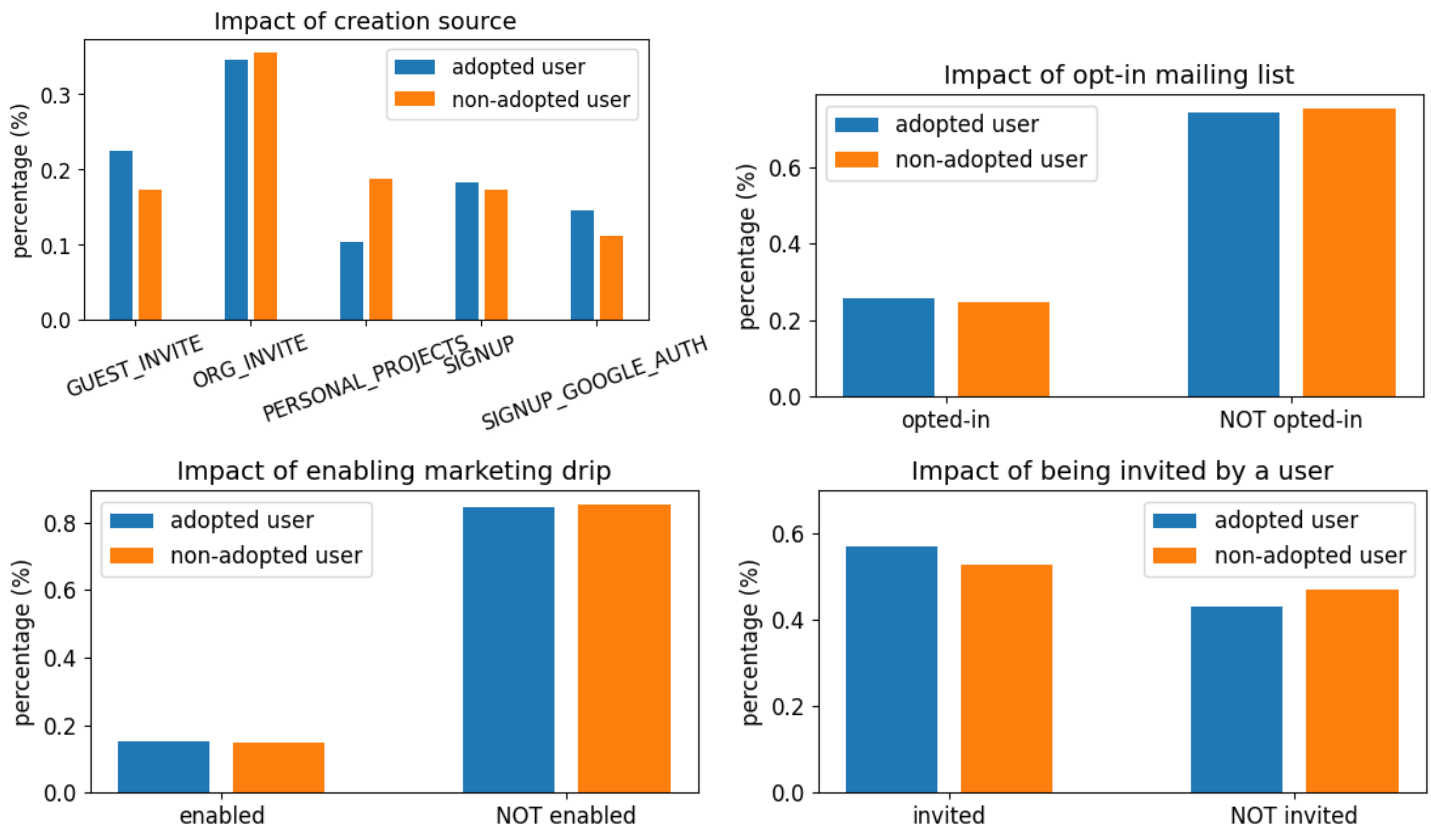
1. User classification

The 12000 users are classified into two categories, one is “adopted user” and the other one is “non-adopted user”. Classification of the 12000 users is shown in the following table:

	adopted user	Non-adopted user
counts	1602	10398
percentage	13.4%	86.6%

2. Identify factors relevant to user adoption

We pre-select the account creation source, whether the user opted-in the mailing list, whether the user is on the regular marketing drip, and whether the user is invited by another user as four possible candidates that may be relevant to user adoption. The impact of each factor is evaluated by comparing the percentage of users subject to this factor between the “adopted user” category and the “non-adopted user” category. The results are as follows:



3. Summary

- Among the 12000 users signed up in the last two years, only 13.4% of them are classified as an adopted user.
- Most of the 12000 users are invited to the organization as a full member.
- Users being invited to an organization as a guest are more likely to be adopted users.
- Users being invited to join another user’s personal workspace are less likely to be adopted users.
- Whether the user chooses to opt-in for the mailing list or enroll in the regular marketing drip has negligible impact on user adoption.

4. Future work

- Using the creation source and whether the user is being invited, we shall build a prediction model to test whether these two factors can indeed be utilized to predict user adoption.
- More data is needed to verify the above arguments. This is because the difference between adopted and non-adopted categories is not significant in some cases.

Note: The implementation details can be found in the Notebook at

<https://github.com/zxie9/Springboard/blob/main/Unit%202026.2.3%20Relax%20Challenge%20-%20Notebook.ipynb>