### Summary of what has been done

We explored a survey-based dataset where participants were asked whether they would accept or reject coupons while driving. The data covers five types of coupons – restaurants, coffee houses, carry out & takeaway, and bars ­– alongside contextual factors like weather, time, destination, and passenger type. We also looked at user-specific information such as age and how frequently they visit each venue. The main goal was to identify what drives a user’s decision to accept or reject a coupon.

Analysis  
The analysis started with bar coupons, focusing on how frequently people accepted them based on their bar-going habits. We found that those visiting bars more often (4 or more times a month) were most likely to accept coupons, with an acceptance rate of almost 80%. By contrast, non-frequent or non-visitors had much lower acceptance rates, sometimes as low as 19%. This showed that visit frequency is a key driver for coupon acceptance in bars.

We applied the same analysis to other venues like cheap restaurants, mid-range restaurants, coffee houses, and carry out & takeaway services. Similar patterns emerged, with frequent visitors much more likely to accept coupons. For example, cheap restaurant patrons saw acceptance rates jump from 56% for non-visitors to 76% for regular customers. Interestingly, for carry out & takeaway services, the acceptance rate remained steady around 75% across all attendance levels.

After establishing the relationship between attendance frequency and coupon acceptance, we moved on to contextual factors. Weather played a significant role, particularly for social venues like bars and coffee houses, where sunny conditions boosted coupon acceptance. Expiration time was also critical – coupons that lasted a day had consistently higher acceptance rates than those expiring within two hours, especially for bars and restaurants, where flexibility was more important.

We also explored the influence of time of day, destination, passenger type, and age. Coupons offered later in the day (6PM and 10PM) were more likely to be accepted than those offered in the morning, especially for restaurants and bars. Passengers had a strong effect as well—people traveling with friends or partners were far more likely to use coupons, while those driving alone or with children were less inclined. Younger participants (aged 21 to 31) showed the highest acceptance rates for bars and restaurants, while older participants (50+) were the least likely to accept coupons.’

Callouts  
This analysis provides valuable insights into how various factors, like visit frequency, weather, and social context, influence coupon acceptance. While the findings make intuitive sense, it’s important to note that the data comes from a survey simulating driving scenarios rather than actual behavior. Therefore, while useful, the results may not fully capture how people act in real-world situations.

Next Steps and Recommendations

Moving forward, it would be beneficial to gather real-world data from actual coupon redemptions to validate these findings. Additionally, tailoring coupons based on user frequency and contextual triggers – like time of day, weather, and passenger type – can further improve redemption rates. A/B testing different coupon expiration windows and targeted offers to frequent venue-goers would also be effective in optimizing coupon distribution strategies.