

Results collected by giving customers the option to accept or reject a coupon.

After uploading the file of our data. We find many columns that can affect whether a customer accepts a coupon or not.

The first graph shows the entire population, more customers have accepted the coupons than rejecting them. Going into depth with the second graph, we can see which coupon types leads to more customers accepting that coupon. Coupon types such as Restaurant(<20) which means less expensive restaurants under \$20, Coffee House, and Carry out & Take away sees more success having customers accept their coupons. While I could go in more depth in a specific coupon type like restaurant (<20), I take a broader approach and see whether the destination, weather, passengers in the car have any affect on accepting these coupons. Now if a customer comes in saying they don't have a urgent place to go to, it is sunny outside, they are alone with no other passenger. The odds of them accepting a coupon is very high.

The results from the time of day graph shows that 6pm is a popular time for customers to accept the coupon. About double of that at 10pm.

The coupon acceptance by expiration time doesn't have too much to conclude from, just that 1d is better than having 2hours. And the coupon acceptance by marital status shows customers who are Single more often accept the coupon than widowed who more often reject coupons.

From these results we can conclude very useful analytics and probabilities given a customer. We can decide before they arrive the chances of them accepting the coupon or not.