Hackathon Problem Statement

Predict if a customer is going to accept a coupon for a particular venue, considering demographic and contextual attributes

- train data- 10,147 records
- test data – 2,537 records

You are hired as a data scientist at a leading shopping mall in the country. The shopping mall has tied up with different restaurants/bars to provide discount coupons to all its customers. The coupons increase the footfalls at these restaurants and helps the shopping mall to attract more customers. The organization have been relying simple guidelines to determine what coupons are to be provided to the customers, however the organization feels that they need a more robust model to determine whether a customer will accept the recommended coupon or not to improve the use rate. Organization plans to use a mix of client's details that they have captured to create this model.

You are provided with the historical data of the recommended coupons along with customer details in the previous years and your task is to come up with a model which would be able to predict whether a customer will accept the recommended coupon.