The data was first corrected by replacing the columns with NaN value with either a “never” or “do not drive” (for the “car” feature).

**“Bar” coupons:**

The data shows that 56.84% of the coupons were accepted overall. The acceptance of coupons for bars (41%) is much lower than that for carry-out (73.5%) and cheap restaurants costing under $20 (70.7%), while the acceptance rate of coupons for costly restaurants (44.1%), and coffee houses (49.9%) was comparable to that of the bars. This could be because drivers who purchase from cheap restaurants are oriented towards saving money or have the practical need to cut costs by using coupons.

Also, drivers who frequented bars less (less than 3 times) accepted the coupons more readily than drivers who went to the bars more. This could imply that the regular patrons of the bars didn't care too much for coupons. In a similar vein, drivers who went to bars more than once, and were not in the Farming, Fishing, or Forestry industries, and had a passenger (who was not a kid), didn't bother to accept coupons at all.

**“Coffee” coupons:**

Cohort considered: People who have been to a coffee house more than once and who get the coupon on a sunny day.

The coupon acceptance rate for the people in this cohort is 28.25% compared to 71.75% for the rest. In other words, people not in the cohort tend to accept the coffee coupon 2.53 times more than those in the cohort.

When considered singly, the factors of Education, Income, Temperature, and Occupation don't significantly influence the Coffee Coupon's acceptance. People who received the coupon when the temperature was higher (80 degrees) had a slightly higher acceptance rate of 52.98% compared to those who received it when it was not so hot.

Other observations:

# 1. The Coffee House coupons were generally sent to a predominantly non-driving population, as per the data.

# 2. People with "no urgent place" as a destination accepted coupons more (58.09%) than expected.

# 3. Coupons with expiry of 1d had a better acceptance rate than those expiring in 2h.