**Report: Analysis of Coupon Acceptance**

**Introduction:** The analysis aims to understand the factors influencing customers' decisions to accept or reject coupons in various driving scenarios. The survey data includes information on destinations, current time, weather conditions, passengers, and coupon acceptance (Y=1 for acceptance, Y=0 for rejection).

**Summary of Findings:**

1. **Acceptance Rates:**
   * Overall, the acceptance rate for coupons is 57% approx.
   * There are variations in acceptance rates based on different factors such as destination, time, weather, and passenger presence.
2. **Destination:**
   * Customers show varying acceptance rates based on the destination.
   * It was noticed that individuals were more inclined to accept the coupons when they weren't bound by specific or time-sensitive destinations. In such instances, the acceptance rates peaked at 63%, indicating a significant preference for spontaneous or leisurely outings. Conversely, when individuals were en route to their homes or workplaces, the acceptance rate hovered around 50%, suggesting a slightly lower propensity to accept coupons when the destination was predetermined or obligatory.
3. **Time and Weather:**
   * Time of day and weather conditions also impact coupon acceptance.
   * It was noted that individuals exhibited a higher propensity to accept coupons during mealtime hours, rather on the other times of the day. It was observed highest around 2PM, at 66%. Furthermore, a correlation was observed between coupon acceptance and sunny weather conditions. This trend suggests that individuals were more inclined to accept coupons on sunny days, potentially due to the desire to make the most of the favourable weather.
4. **Passenger Presence:**
   * The presence of passengers in the car may influence coupon acceptance behaviour.
   * It was noted that passengers’ acceptance rate was highest when they were travelling with their friends, followed by when they were with partners.
5. **Differences Between Acceptors and Non-Acceptors:**
   * Customers who accepted the coupons tend to have the travel time of more than 15 minutes, were mostly travelling without children in a sunny weather.
   * Conversely, customers who rejected the coupons exhibit less travel time and on the rainy weather.
   * An interesting observation was that approximately 78.00% of accepted customers travelled in the opposite direction of the coupon location. This indicates that a significant majority of customers were already headed away from the coupon location when they accepted the coupon, suggesting a spontaneous decision or a willingness to alter their route.

**Conclusion:**

The analysis reveals several insights into the factors influencing coupon acceptance among customers in different driving scenarios. Understanding these patterns can help businesses tailor their coupon offerings and marketing strategies to maximize acceptance rates and drive sales. This report provides a concise overview of the analysis findings, highlighting key differences between customers who accepted and rejected the coupons.