

## LAB Data Preparation

### In-Vehicle Coupon Recommendation

#### Dataset Description

This dataset was collected via a survey on Amazon Mechanical Turk. The survey describes different driving scenarios including the destination, current time, weather, passenger, etc., and then ask the person whether he will accept the coupon if he is the driver.

#### Features description:

**Bar:** how many times do you go to a bar every month?

**CoffeeHouse:** how many times do you go to a coffeehouse every month?

**CarryAway:** how many times do you get take-away food every month?

**RestaurantLessThan20:** how many times do you go to a restaurant with an average expense per person of less than \$20 every month?

**Restaurant20To50:** how many times do you go to a restaurant with average expense per person of \$20 - \$50 every month?

**toCoupon\_GEQ15min:** driving distance to the restaurant/bar for using the coupon is greater than 15 minutes.

**toCoupon\_GEQ25min:** driving distance to the restaurant/bar for using the coupon is greater than 25 minutes.

**direction\_same:** whether the restaurant/bar is in the same direction as your current destination.

**direction\_opp:** whether the restaurant/bar is in the same direction as your current destination.

**Y:** whether the coupon is accepted