**Coupon Analysis Report**

The data for this assignment came from the UCI Machine Learning repository. It was a survey fielded on Amazon Mechanical Turk which offered car drivers a coupon to a local food or beverage establishment. The dataset contains the survey responses, including the type of coupon offered, demographics of the driver, and environmental conditions.

The data was analyzed to address the question, “Will a customer accept the coupon?”,, comparing customers who accepted different types of coupons with those who did not.

**Data Cleaning**

The raw data file had 12, 684 records and 26 features. There were 74 duplicate records, which I dropped. The feature “car” was almost entirely missing values, so it was dropped. Missing values in the features “CoffeeHouse”, “CarryAway”, “RestaurantLessThan20” and “Restaurant20to50” were filled with “never”. The final dataset had 12,536 records and 25 features.

**Link to Jupyter Notebook:** <https://github.com/abroaddus/AI-ML-Professional-Portfolio/blob/main/5-1%20Coupon%20Data%20Analysis/Try_It_5_1_AndreaB.ipynb>

**Link to Summary of Findings:**