1. **Train/transaction/coupon\_item datasets?**
2. **redemption/ not redemption**
3. **Customer segmentation - demographics/behavior(RFM, coupon redemption?) (clustering)**
4. **Merchandise - sales (regression) / (frequent pattern mining)**
5. **Coupon - campaign type … vs. coupon redemption (classification/logistic regression)**

**Skewed label: Redemption rate < 1%**

**smote() oversampling**

**Stacking?**

**Fit: LGBM-XGBoost-Gradient Boosting-Decision Tree**