* How do promotions in different display locations (e.g., in-store, mailers) impact customer purchase behavior?
  + Assumption 1: customer is likely to buy stuff at store-front even without coupons.
  + Assumption 2: stuff at side aisle end with coupons will have the most purchase.
  + Assumption 3: customer is likely to redeem coupons if products are in mail (mailer\_location) at interior page feature.
  + Assumption 4: customer doesn’t use the coupons if products are not shown in mail (mailer\_location).
* Datasets:
  + Coupon redemptions
  + Transactions
  + Products
  + Promotions
* Questions for TA:
  + Discuss question