$$E = \sum_{i=1}^{n} \left[\left(\frac{\text{coupon1Used}_i - \widehat{\text{coupon1Used}}_i}{\frac{1}{n} \sum_{i=1}^{n} \text{coupon1Used}_i} \right)^2 + \left(\frac{\text{coupon2Used}_i - \widehat{\text{coupon2Used}}_i}{\frac{1}{n} \sum_{i=1}^{n} \text{coupon2Used}_i} \right)^2 \right.$$
$$\left. + \left(\frac{\text{coupon3Used}_i - \widehat{\text{coupon3Used}}_i}{\frac{1}{n} \sum_{i=1}^{n} \text{coupon3Used}_i} \right)^2 + \left(\frac{\text{basketValue}_i - \widehat{\text{basketValue}}_i}{\frac{1}{n} \sum_{i=1}^{n} \text{basketValue}_i} \right)^2 \right]$$