

Coupon Usage

Presentation and Analysis/Analytics by Lauren Coats

Outline

- *Business Problem*
- *Data & Methods*
- *Results*
- *Conclusion*
- *Future work*

Business Problem

ABC family of companies is looking to put out a new product they tested it in some locations and though its a great product people are not buying it. ABC family of companies want to put out coupons for the product to generate buzz behind the product but they only want to send coupons to customers who are likely to use the coupon.

Business Problem

What are the top indicated that a customer will use a coupon?

How many coupons per 1000 customers will need to be sent out?

Data

Predicting Coupon Redemption (~78000 entries)

- Campaign Id
- Coupon Id
- Redemption Status
- Customer Id
- Age Range
- Marital Status
- Rented
- Family Size
- Income Bracket

Modeling and Methods

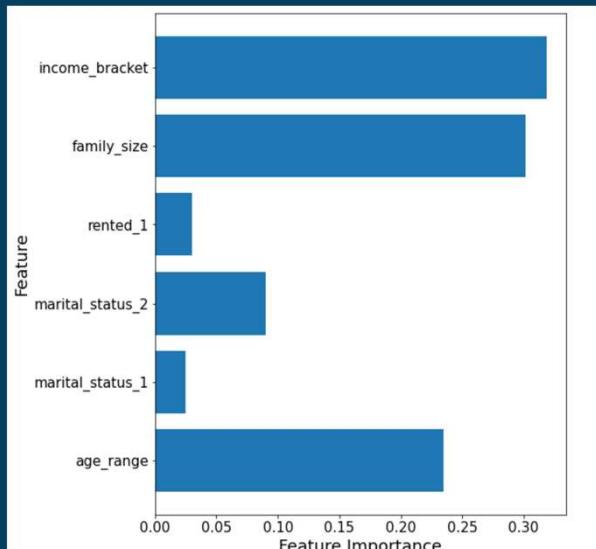
- *Classification molding used*
 - *Decision Tree*
 - *Random forest*

Results

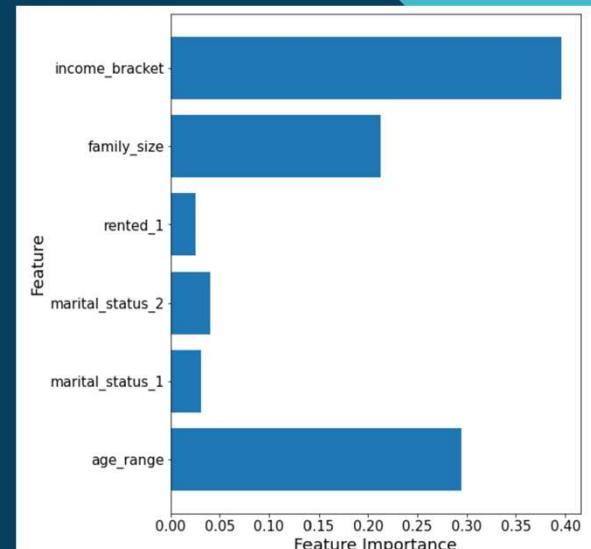
.9% of coupons available
to customers were used

Result

Decision Tree Top Important Features



Random Forest Top Important Features

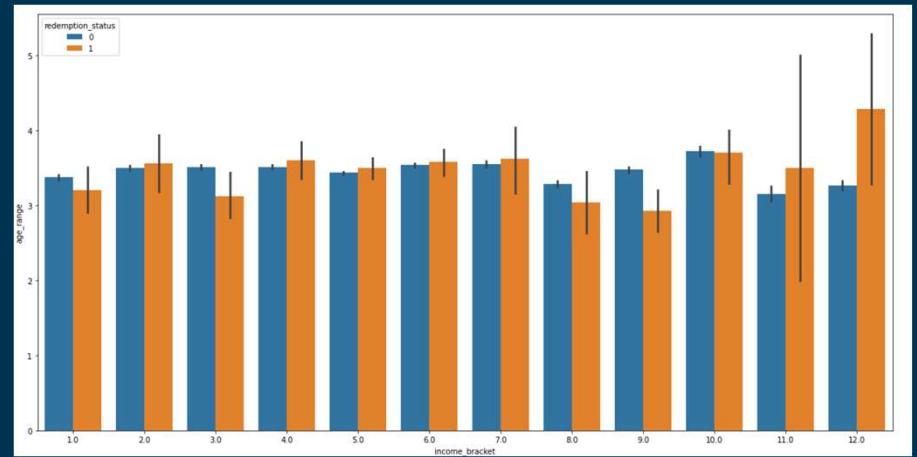


Conclusion

Important Features

- Important Features are features that have greater say in predicting future data.
- *Income bracket is the biggest indicator of whether a person would use a coupon or not.*

Age verses Income Bracket



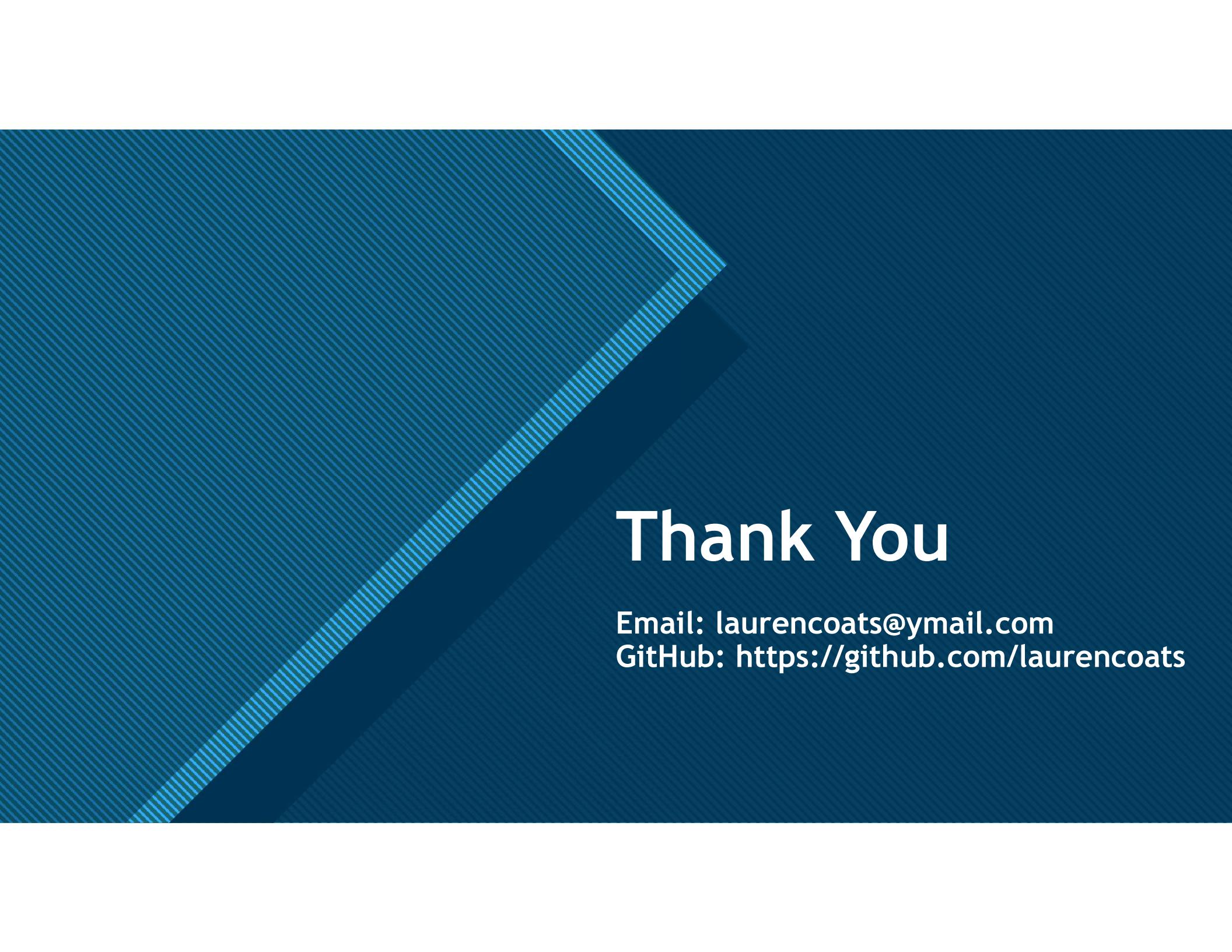
Conclusion

Favorable Features

- *Why is this important show graph*

Future Work

- *Find out why repeat coupon users used coupons*
- *Separate coupons used my type.*
- *See if there are other similarities between people who use couons such as other hobbies, amount of free time, weather they work or not, ect*

The background of the slide features a subtle, abstract design. It consists of a dark blue base layer with fine, light blue diagonal stripes running from top-left to bottom-right. Overlaid on this is a single, larger, solid blue rectangle that tapers to a point at the top-right corner.

Thank You

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