# Will the Customer Accept the Coupon?

**About the Data:**

The data is from the UCI Machine Learning repository, collected via a survey on Amazon Mechanical Truck.

The survey asked participants if they would accept a coupon in various driving scenarios.

Coupons were for less expensive restaurants (under $20), coffee houses, carry out & take away, bars, and more expensive restaurants ($20-$50).

**Summary of Findings:**

Dataset: 12,684 rows and 26 columns.

Missing Data: 6 columns have missing data, with the ‘Car’ column having over 99% missing values and thus removed.

**Coupon Type and Acceptance Rate:**

Higher acceptance rates for “Carry out & Take away” and “Restaurant(<$20)” (over 70%).

Lower acceptance rates for “Coffee House,” “Restaurant($20-$50),” and “Bar” (below 50%).

**Temperature:**

Temperature does not significantly impact coupon acceptance.

**Bar Coupons:**

Higher acceptance among younger drivers and those who frequent bars more often.

**Weather and Acceptance Rate:**

Sunny days: Higher acceptance.

Snowy and rainy days: Lower acceptance.

**Destination and Acceptance Rate:**

Higher acceptance when driving to “No Urgent Place.”

Lower acceptance when driving to “Home” or “Work.”

Occupation and Acceptance Rate for Restaurant(<$20) Coupons:

This summary highlights key insights into coupon acceptance based on various factors, which can be useful for targeted marketing strategies.