**Findings**

1. Total 12684 coupons distributed as below

Coffee House 3996

Restaurant(<20) 2786

Carry out & Take away 2393

Bar 2017

Restaurant(20-50) 1492

7210 were accepted, with the acceptance ratio of 0.56

Amongst the accepted coupons, their distribution is as below

Coffee House 1995

Restaurant<20 1970

Carry out and Take Away 1760

Bar 827

Restaurant (20-50) 658

2. Most of the coupons were delivered when the temperature was around 80 degrees F (6528), followed by 55 degrees F (3850) and 30 degrees F (2316) respectively. There was no direct relationship between temperature noticeable for those who accepted vs rejected the coupons.

3. The coupons were distributed to following age groups and most of the coupons were accepted by people in their 20s and most of the coupons rejected were those in their 30s and 50 plus age group

Below 21 -- 547

21Yr old –2653

26 Yr old --- 2559

31 Yr old --- 2039

36 Yr old ---1319

41 Yr old –1093

46 Yr old –686

50Plus –1788

4. Although more coupons were distributed to females (6511 as compared to 6173 coupons distributed to males) but more males accepted the coupons compared to females. 3563 Females accepted the coupon whereas 3647 Males accepted the coupons. Ratio of female coupon acceptance is 0.54 vs male coupon acceptance is 0.59

5.Amongst the dataset, 5253 people had children out of which 2845 accepted the coupons. Most people with children who accepted the coupon had income less than $50000 ($36500-49999). People with children who accepted the coupon, most of them accepted the coffee house coupon (1550) followed by Restaurant(<20) (1150) and Carry Out and Take away (1026) coupons

**Investigating the Bar coupons**

1. Total 2017 Bar coupons were distributed, of which 827 were accepted (total of 41 % acceptance rate)
2. Amongst the bar coupons, more coupons with 1 day expiration date (641) were accepted compared to ones with 2h expiration date (186)
3. Amongst the people who accepted the bar coupons, most of them went to bar 3 or fewer times vs those who went more
4. Amongst the age group of drivers who accepted the coupons and are above 25 and go to bar more than once a month, most of them were visitors to the bar between 1-3 times a month (187), 84 of them who would visit 4-8 times per month and 21 who would visit gt8 times
5. Acceptance rate was more for drivers who go to the bar 1-3 times a month and had passengers that were not a kid and had occupations other than farming, fishing or forestry
6. Similarly, if we compare the acceptance rates between those drivers who:

* go to bars more than once a month, had passengers that were not a kid, and were not widowed OR
* go to bars more than once a month and are under the age of 30 OR
* go to cheap restaurants more than 4 times a month and income is less than 50K.

we find that most of the drivers who accepted the coupons were either never been to a bar or who visited the bar 1-3 times per month

**Investigating the Restaurant coupons**

1. On analyzing the distribution of carry away amongst drivers who go to cheap restaurants more than 4 times a month and income is less than 50K, most of them would carry away food for 4-8 times per month
2. Analyzing the distribution of marital status and people with children for drivers who go to cheap restaurants more than 4 times a month and income is less than 50K and accepted the restaurant coupon, most of them are either single (120) or have a married partner (87). Most who accepted the coupons had no children (167)
3. Most of the passengers who accepted the coupon were driving alone (1342) and 1 day expiration coupons were the most accepted (1624)