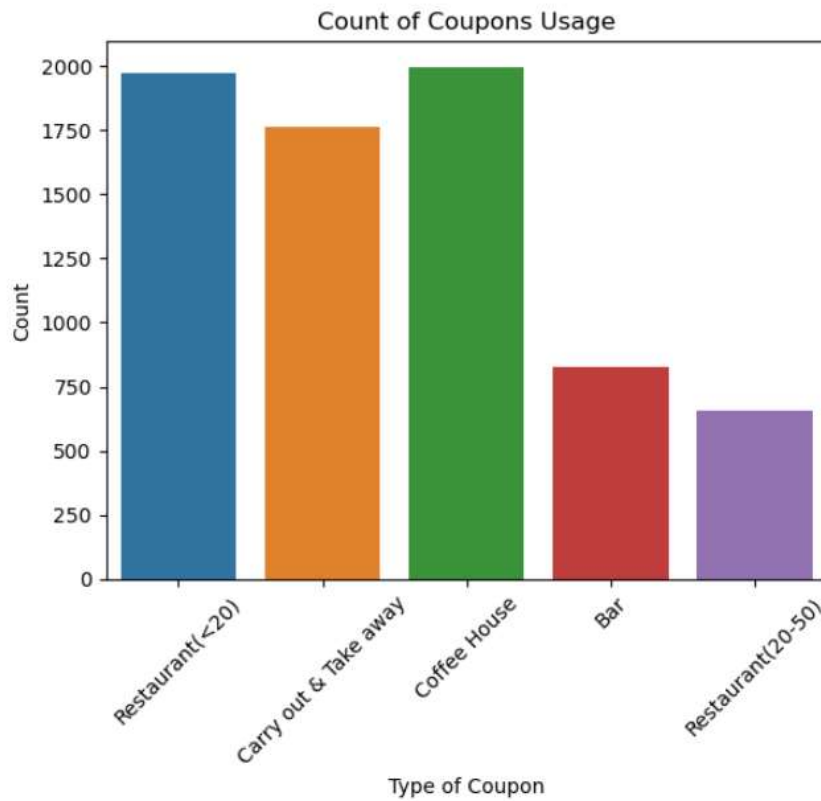


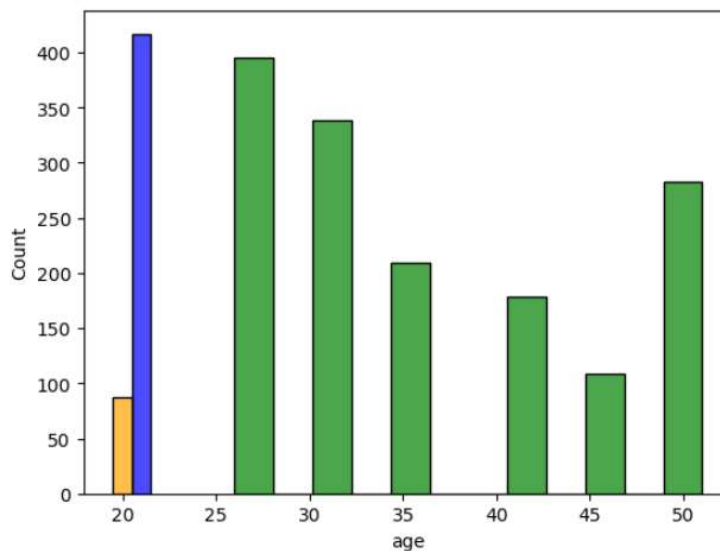
# Report of „Coupon Acceptance of Customer“

## I) Findings:

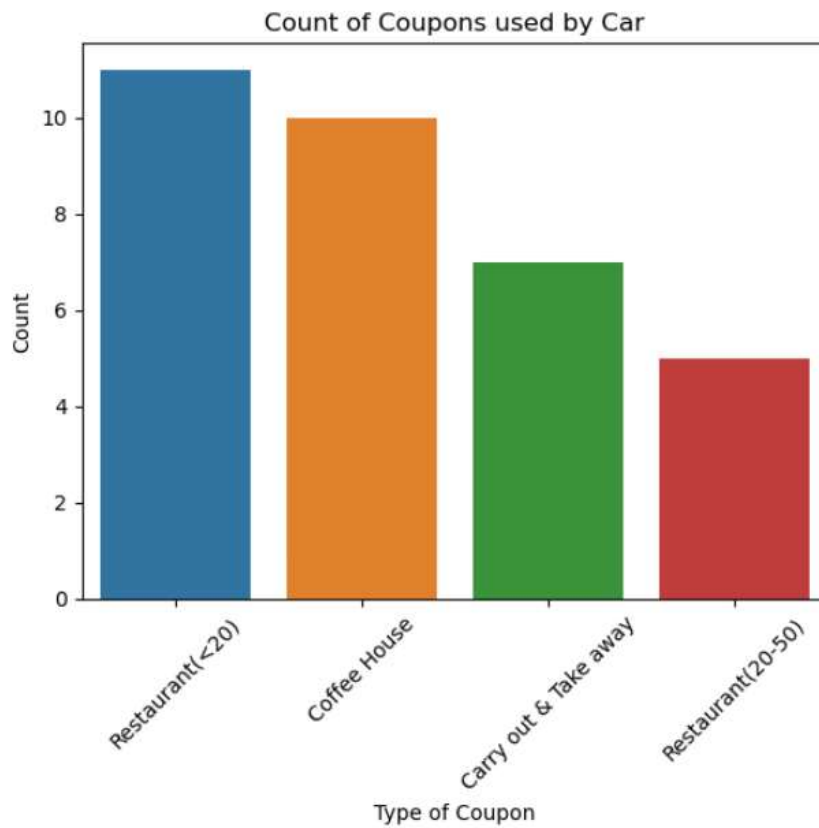
1. The dataset do not have enough data showing the moving of the customer.  
The whole dataset has around 40 moving entries. This is less than 1%.
2. Most of the used coupons are used for *cheap restaurants, take away and coffee houses*:



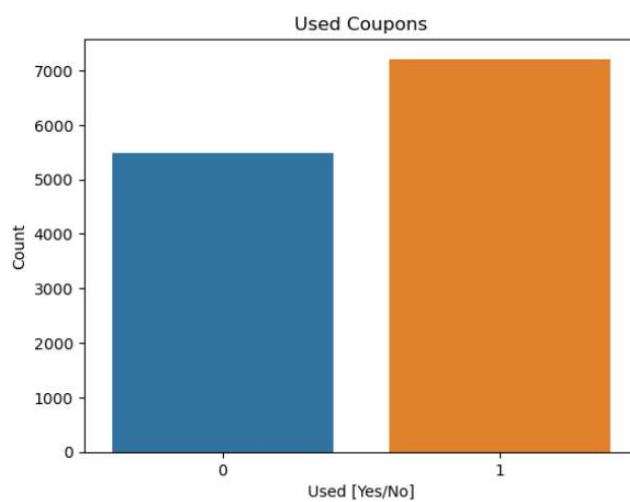
3. Costumer going to use the coupon „Bar“ are mostly over 25 years:



4. The coupons used by the “Car” are very less in the amount, but used mostly for cheap restaurants:



5. The total usage of the coupons are more than 50%.  
It is not high it could be!



## **II) Improvements:**

1. The dataset should be extended to have for all entries the move\_by attribute.
2. The dataset domain for "passanger" could be extended with "work colleagues" or some more like "training colleagues".