**Summary of Findings**

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| **S.No** | **Dimension** | **Finding** | **Corelation exists ?** |
| **1** | **Destination** | Based on the available data for Destination , there is no direct correlation between Destination and acceptance of Coupons. The predominant Destination seems to be ‘No Urgent Place’ which seems to be an undefined destination | **No** |
| **2** | **Weather** | Based on the available data for Weather , the sunny weather seems to be favorable for acceptance of coupons | **Yes** |
| **3** | **Type of Passenger** | Based on the available data for Type of Passenger , Passengers travelling alone seems to be favorable for acceptance of coupons | **Yes** |
| **4** | **Temperature** | Based on the available data for Temperature , the higher temperatures seems to be favorable for acceptance of coupons | **Yes** |
| **S.No** | **Dimension** | **Finding** | **Corelation exists ?** |
| **5** | **Type of Coupons** | Based on the available data for Type of Coupons , the Coffee House and Restaurant with capacity of less than 20 seems to be favorable for acceptance of coupons. | **Yes** |
| **6** | **Age** | Based on the available data for age, 21,26 and 31 seems to be favorable for acceptance of coupons. | **Yes** |
| **7** | **Coupon Expiration** | Based on the available data for Coupons ExpiryCoupons expiring in 1 day seems to be favorable for acceptance of coupons. | **Yes** |
| **8** | **Gender** | Based on the available data for Gender , Male and Female members seem to have the same disposition for acceptance of coupons. | **No** |
| **S.No** | **Dimension** | **Finding** | **Corelation exists ?** |
| **9** | **Marital Status** | Based on the available data for Marital Status , Single and Married Partner members seem to have more disposition for acceptance of coupons. | **Yes** |
| **10** | **CHildren Status** | Based on the available data for Number of Children , members with no children seem to have more disposition for acceptance of coupons | **Yes** |
| **11** | **Education Status** | Based on the available data for Education , members with Bachelor’s degree or Some College / No Degree seem to have more disposition for acceptance of coupons. | **Yes** |
| **12** | **Occupation** | Based on the available data for Occupation , members who are **Unemployed** seem to have more disposition for acceptance of coupons. | **Yes** |
| **13** | **Income** | Based on the available data for Income , members who with higher incomes seem to have more disposition for acceptance of coupons. | **Yes** |
| **14** | **Car Types** | Based on the available data for Car Types , Members with Car types ‘Car that is too old to install Onstar’ or ‘Mazda5’ seem to have more in disposition for acceptance of coupons. | **Yes** |
| **15** | **Bar Visits** | Based on the available data for Bar Visits , Members who have never visited a bar seem to be more in disposition for acceptance of coupons. | **Yes** |
| **16** | **Coffee House Visits** | Based on the available data for Coffee House Visits , Members who have never visited a Coffee House or visited 1-3 times seem to be more in disposition for acceptance of coupons. | **Yes** |
| **17** | **Same Direction Visits** | Based on the available data for ‘ Same Direction Visits ‘ , Members who are travelling in the same direction of the availability of coupons seem less likely to accept the coupons. | **Yes** |
| **18** | **Opposite Direction Visits** | Based on the available data for ‘ Opposite Direction Visits ‘ , Members who are travelling in the Opposite direction of the availability of coupons seem more likely to accept the coupons | **Yes** |
| **19** | **Distance to travel ge 5 minutes to collect coupon** | Based on the data available for distances to travel ge 5 minutes to cillect the coupon members are likely to collect the coupons all the time. | **Yes** |
| **20** | **Distance to travel ge 15 minutes to collect coupon** | Based on the data available for distances to travel ge 15 minutes to collect the coupon members are likely to collect the coupons most of the time. | **Yes** |
| **21** | **Distance to travel ge 25 minutes to collect coupon** | Based on the data available for distances to travel ge 25 minutes to collect the coupon members are not likely to collect the coupons most of the time. | **Yes** |
| **22** | **Dimensions that could not be analyzed due to missing data:**  **The following dimensions could not be analyzed due to missing data**.  **A ticket was created with help desk to provide the data dictionary for the input file but they could not provide the same**. Request #2120541   1. **CarryAway** 2. **RestaurantLessThan20** 3. **Restaurant20To50** |  |  |