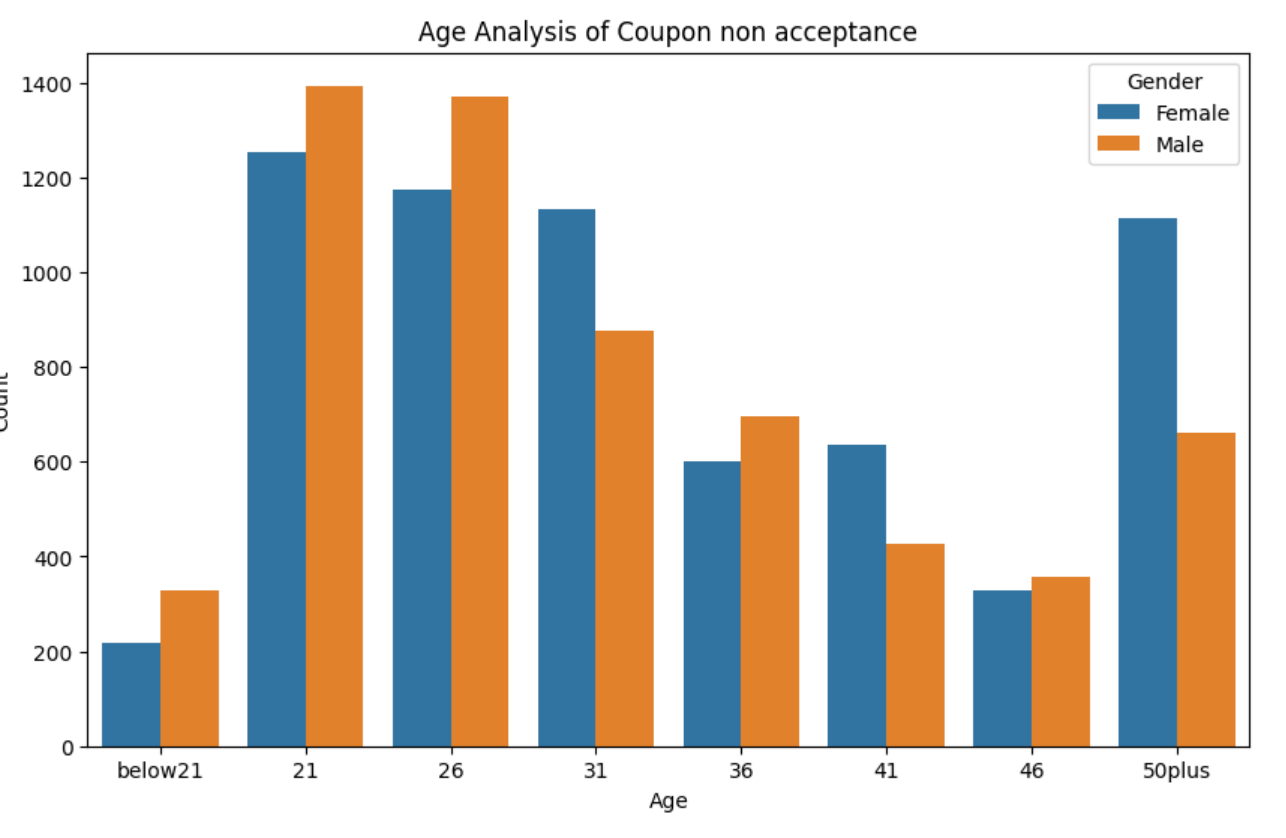
Highlights the differences between customers who did and did not accept the coupons.

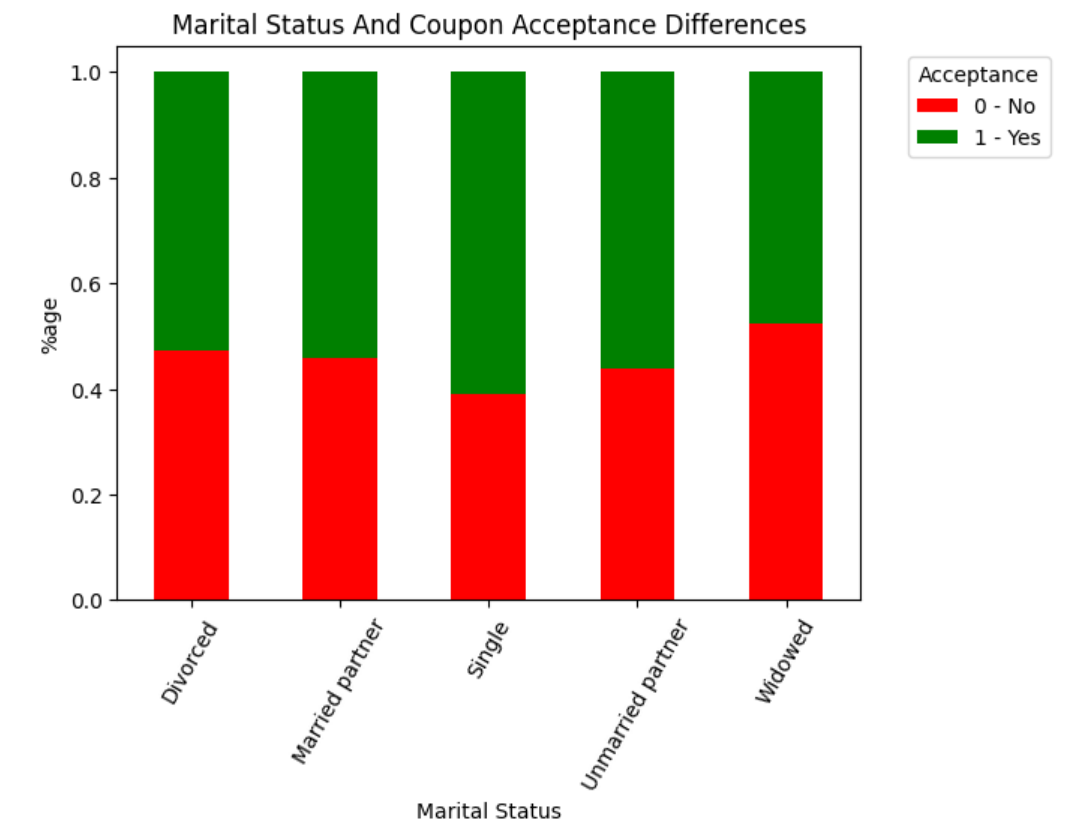
**Age and Gender Analysis of customers coupon acceptance –**

**Below age 21 show greater tendency to accept the coupons.**

**It decreases by age and suddenly goes back up at 50plus.**

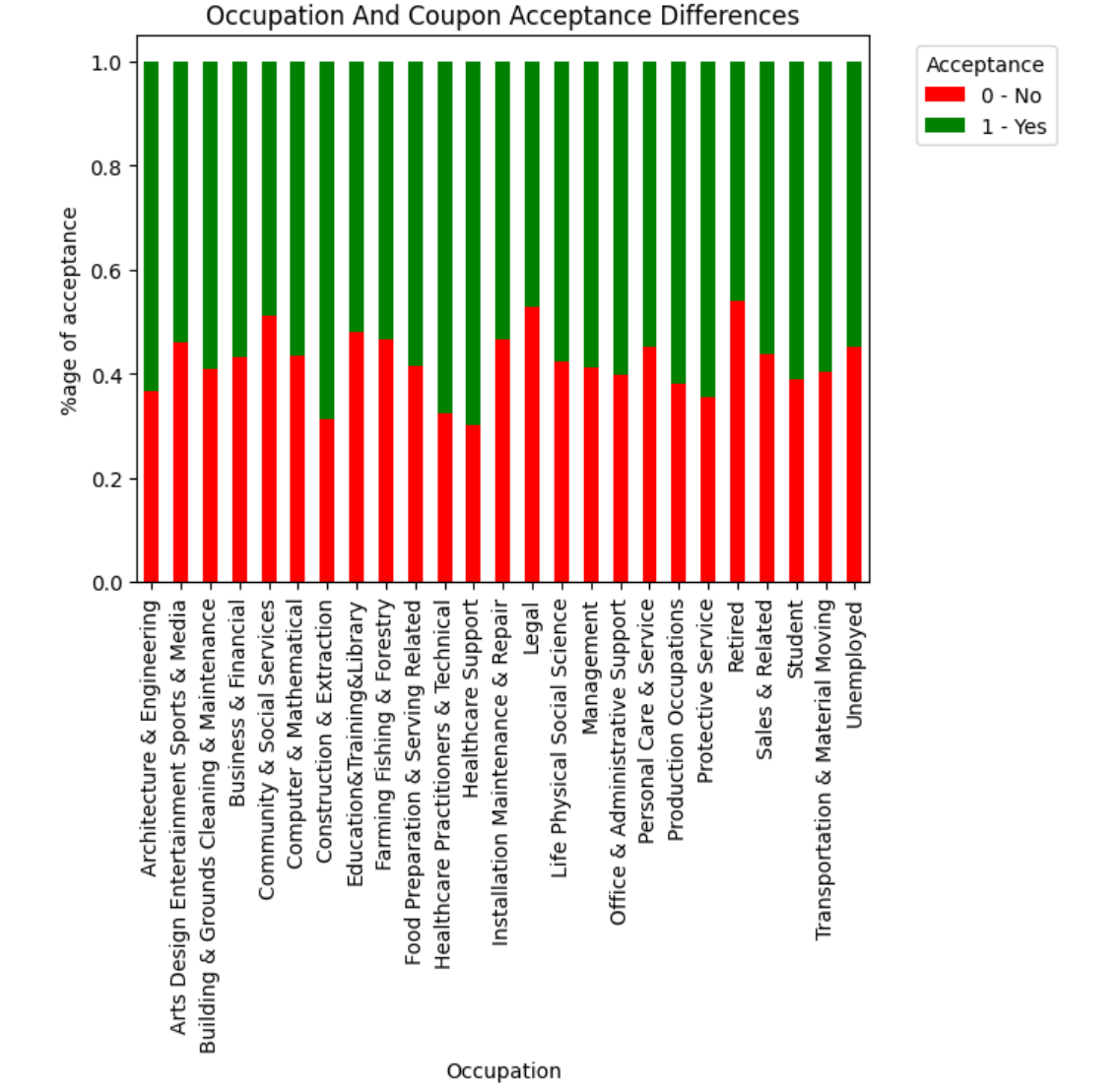
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**Marital Status Analysis of customers coupon acceptance –**

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**Single customers have the highest acceptance rate 60%. Widows are less likely to accept coupons at about 47%.**

**Occupation Analysis of customers coupon acceptance –**

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### Healthcare Support occupation has the highest acceptance rate 69%. Retired customers accepts the least 54%.