You are asked to build a system for Fred Meyer to help them better determine which coupons to print for each customer. How do you formulate this as a machine learning problem?

Specifically, formulate this as a supervised learning problem so that we can apply one of the techniques we have learned so far to build a system for this purpose.

A few questions to structure your thinking:
• What will be your choice for the X features and the y labels?
• What will be your training data?
• What would be an appropriate evaluation criterion for this learning task?
• How would this system be used in store?