CLAIMS

1. A method for processing food delivery data, comprising:

determining, by a server, from historical data, information about a dependency of a conversion rate from a plurality of parameters comprising a service provider availability, a food delivery fare and an estimated food delivery time, wherein the conversion rate is a ratio of an amount of food delivery requests to a demand for food delivery;

receiving, by the server, a signal predictive of supply and a signal predictive of demand;

determining, by the server, a maximum capacity data based on the signal predictive of supply;

predicting, by the server, a demand for food delivery based on the signal predictive of demand;

determining, by the server, a target conversion rate, wherein the target conversion rate is determined such that the amount of food delivery requests which result, according to the target conversion rate, from the predicted demand, can be served by the determined maximum capacity data; and

determining, by the server, one or more values for the food delivery fare and the estimated food delivery time which, according to the determined dependency of the conversion rate from the plurality of parameters and a predetermined level of service provider availability, result in the target conversion rate.

2. The method of claim 1, further comprising transmitting food delivery information in accordance with the determined one or more values for the food delivery fare and the estimated food delivery time to customers.

3. The method of claim 1, further comprising transmitting information, for each of a plurality of food delivery service providers, whether the food delivery service provider is available.

4. The method of claim 1, wherein the signal predictive of demand is an amount of sessions of an application for issuing food delivery requests currently performed by users.

5. The method of claim 1, wherein the signal predictive of supply for food delivery is a number of food delivery drivers available for food delivery providers.

6. The method of claim 1, comprising, if the target conversion rate is higher than a current conversion rate which results of one or more current values for the food delivery fare and one or more values for the estimated food delivery time, prioritising, for determining the one or more values for the food delivery fare and for the estimated food delivery time, increasing the one or more current values for the estimated food delivery time over increasing the one or more current values for the food delivery fare.

7. The method of claim 1 or 6, comprising, if the target conversion rate is lower than a current conversion rate which results of one or more current values for the food delivery fare and one or more values for the estimated food delivery time, prioritising, for determining the one or more values for the food delivery fare and for the estimated food delivery time, decreasing the one or more current values for the food delivery fare over decreasing the one or more current values for the estimated food delivery time.

8. The method of any one of claims 1 to 7, wherein the information about the dependency of the conversion rate from the plurality of parameters is a table which comprises an entry for the conversion rate for multiple combinations of values of different ones of the plurality of parameters.

9. A server computer comprising a radio interface, a memory interface and a processing unit configured to perform the method of any one of claims 1 to 8.

10. A computer program element comprising program instructions, which, when executed by one or more processors, cause the one or more processors to perform the method of any one of claims 1 to 8.

11. A computer-readable medium comprising program instructions, which, when executed by one or more processors, cause the one or more processors to perform the method of any one of claims 1 to 8.