METHOD AND SYSTEM FOR DETERMINING OPTIMAL FULFILLMENT RATE

ABSTRACT

A method for determining optimal fulfillment rate is provided. The method comprising obtaining historical data relating to uses of a service by one or more users for a geographic region over a time period, and provision of the service by one or more providers, generating a market graph defining a relationship between distance per fare and provision of the service by one or more providers, based on the historical data, generating a user graph defining a relationship between distance per fare and acceptance of the service for one or more users, based on the historical data, predict a predicted fulfilment rate based on a distance per fare, contextual information, the market graph and the user graph, estimate an estimated long-term value (LTV) as a function of the predicted fulfilment rate and distance per fare, calculate an optimized fulfilment rate based on the predicted fulfilment rate and estimated LTV, receive one or more searches for provision of the service, each search being made by a respective further user. calculating an actual fulfilment rate based on acceptance of the orders by the one or more service providers and updating the optimized fulfilment rate based on the actual fulfilment rate.

Figure 1c