SYSTEM AND METHOD FOR DETERMINING ASYMMETRIC MERCHANT VISIBILITY

ABSTRACT

A system for determining asymmetric merchant visibility is disclosed. The system may include one or more processor(s) which are configured to: determine a first zone for a merchant and a market supply in the first zone; determine one or more second zones for one or more users and a market demand in the one or more second zones, wherein the one or more second zones surround the first zone; determine an allocation rate based on the market supply and the market demand; determine one or more balance scores for each of the one or more second zones, wherein the one or more balance scores indicate likelihoods of drivers receiving another job after a first job of delivering an item from the first zone to the one or more second zones; and determine the asymmetric merchant visibility based on the allocation rate and the one or more balance scores.

FIG. 3