CLAIMS

What is claimed is:

1. A system comprising:

one or more processor(s); and

a memory having instructions stored therein, the instructions, when executed by the one or more processor(s), cause the one or more processor(s) 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 whether users in both the demand zone and the mixed zone are able to order from the first zone, based on the allocation rate and the one or more balance scores.

2. The system of claim 1, wherein the first zone is a supply zone and the one or more second zones is at least one of a demand zone or a mixed zone, wherein the mixed zone is both a second demand zone and a second supply zone.

3. The system of claim 2, wherein when the allocation rate indicates an oversupply, the users in both the demand zone and the mixed zone are determined to be able to order from the first zone.

4. The system of claim 2, wherein when the allocation rate indicates an undersupply, the users in the demand zone are determined to not be able to order from the first zone and the users in the mixed zone are determined to be able to order from the first zone.

5. The system of any one of claims 1-4, wherein the one or more balance scores for each of the one or more second zones are determined based on a number of orders from users and a number of orders to merchants for each of the one or more second zones.

6. The system of any one of claims 1-5, wherein the one or more balance scores for each of the one or more second zones are determined based on historical long-term demand and supply values, historical short-term demand and supply values and real-time demand and supply values.

7. The system of claim 6, wherein the one or more balance scores for each of the one or more second zones are determined based on a first weight on the historical long-term demand and supply values, a second weight on the historical short-term demand and supply values and a third weight on the real-time demand and supply values.

8. The system of any one of claims 1-7, wherein the one or more processor(s) is configured to determine a balance score for the first zone, and configured to determine a total

balance score based on the balance score of the first zone and the one or more balance scores for each of the one or more second zones.

9. The system of claim 8, wherein the one or more processor(s) is configured to determine whether the users in both the demand zone and the mixed zone are able to order from the first zone, based on the total balance score.

10. A method comprising using one or more processor(s) 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 surrounds 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 whether users in both the demand zone and the mixed zone are able to order from the first zone, based on the allocation rate and the one or more balance scores.

11. The method of claim 10, wherein the first zone is a supply zone and the one or more second zones is at least one of a demand zone or a mixed zone, wherein the mixed zone is both a second demand zone and a second supply zone.

12. The method of claim 11, wherein when the allocation rate indicates an oversupply, the users in both the demand zone and the mixed zone are determined to be able to order from the first zone.

13. The method of claim 11, wherein when the allocation rate indicates an undersupply, the users in the demand zone are determined to not be able to order from the first zone and the users in the mixed zone are determined to be able to order from the first zone.

14. The method of any one of claims 1-13, wherein the one or more balance scores for each of the one or more second zones are determined based on a number of orders from users and a number of orders to merchants for each of the one or more second zones.

15. The method of any one of claims 1-14, wherein the one or more balance scores for each of the one or more second zones are determined based on historical long-term demand and supply values, historical short-term demand and supply values and real-time demand and supply values.

16. The method of claim 15, wherein the one or more balance scores for each of the one or more second zones are determined based on a first weight on the historical long-term demand and supply values, a second weight on the historical short-term demand and supply values and a third weight on the real-time demand and supply values.

17. The method of any one of claims 10-16, wherein the one or more processor(s) is configured to determine a balance score for the first zone, and configured to determine a total

balance score based on the balance score of the first zone and the one or more balance scores for each of the one or more second zones.

18. The method of claim 17, wherein the one or more processor(s) is configured to determine whether the users in both the demand zone and the mixed zone are able to order from the first zone, based on the total balance score.

19. A non-transitory computer-readable medium storing computer executable code comprising instructions according to any one of claims 1 to 18.

20. A computer executable code comprising instructions according to any one of claims 1 to 19.