

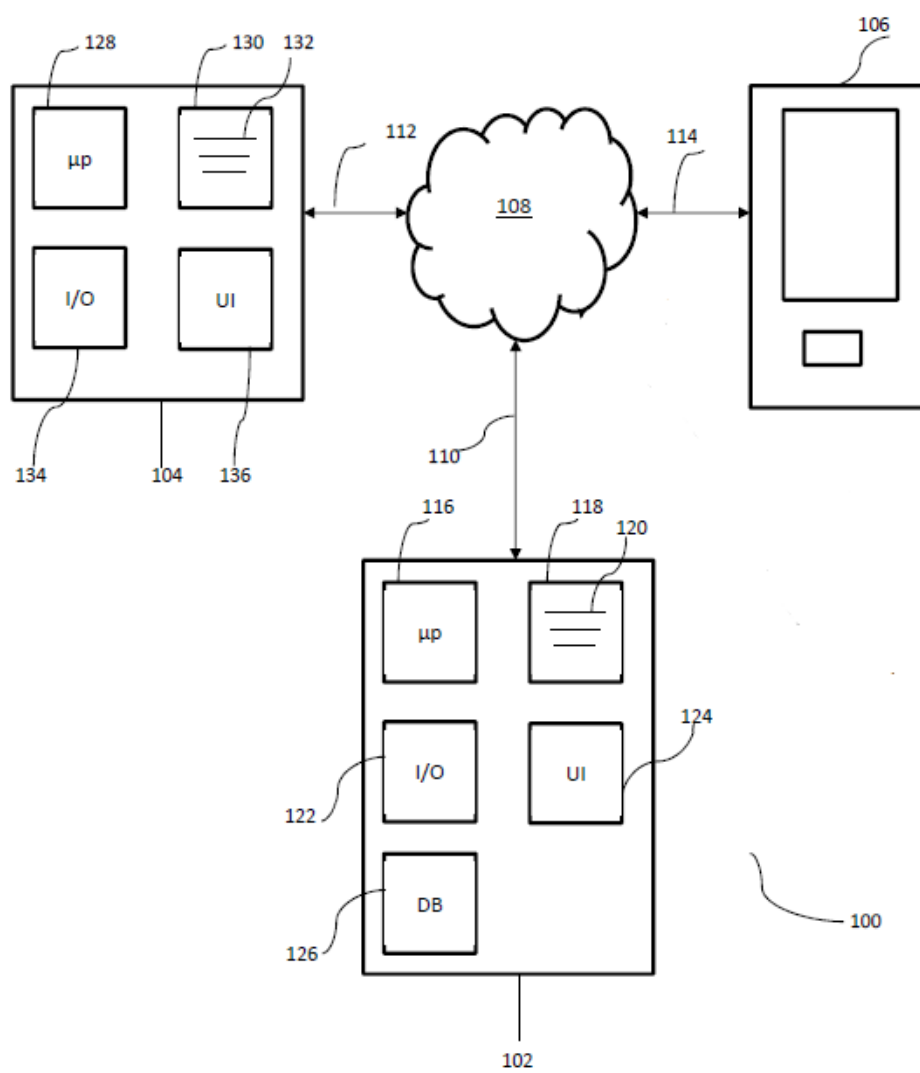


FIG. 1

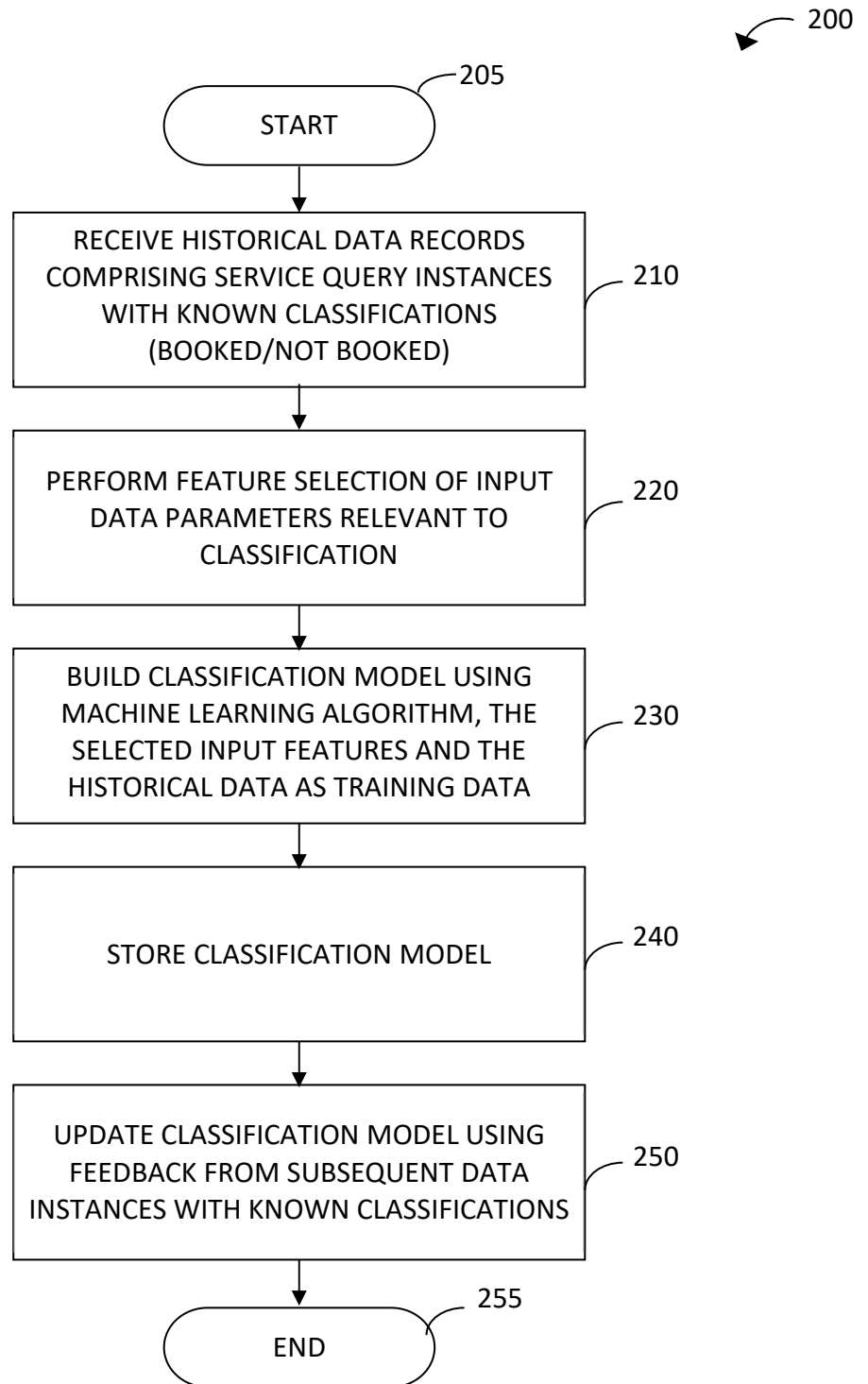


FIG. 2

Service Booking Records

Record/ Query ID	User ID	Query Time	Pick-up location (lat:long)	Drop-off location (lat:long)	Offer Time	Offer Price (CU)	Offer Wait Time (mins)	Booking Confirmed (Y/N)	...
035001	N1234	15:03	...	...	15:05	25	10	Y	...
035002	P4989	15:07	...	...	15:10	15	8	Y	...
035003	S5161	15:11	...	...	15:13	55	15	N	...
...	...	...	...	...	...	...	...	...	...
...	...	...	...	...	...	...	...	...	...

FIG. 3A

Service Booking Patterns

User-based

User ID	Book-through rate (%)	Standard price book- through rate (%)	Higher price book- through rate (%)	Loyalty customer (Y/N)	...
N1234	90	95	85	Y	...
P4989	75	90	60	N	...
S5161	15	30	0	N	...
...	...	...	...	...	...

FIG. 3B

Geographical area-based

Area ID (lat:long)	Book-through rate (%)	Booking Density (morning)	Booking density (afternoon)	...
wxz16u	50	0.20	0.5	...
wxz154	70	0.60	0.35	...
...	...	...	...	...

FIG. 3C

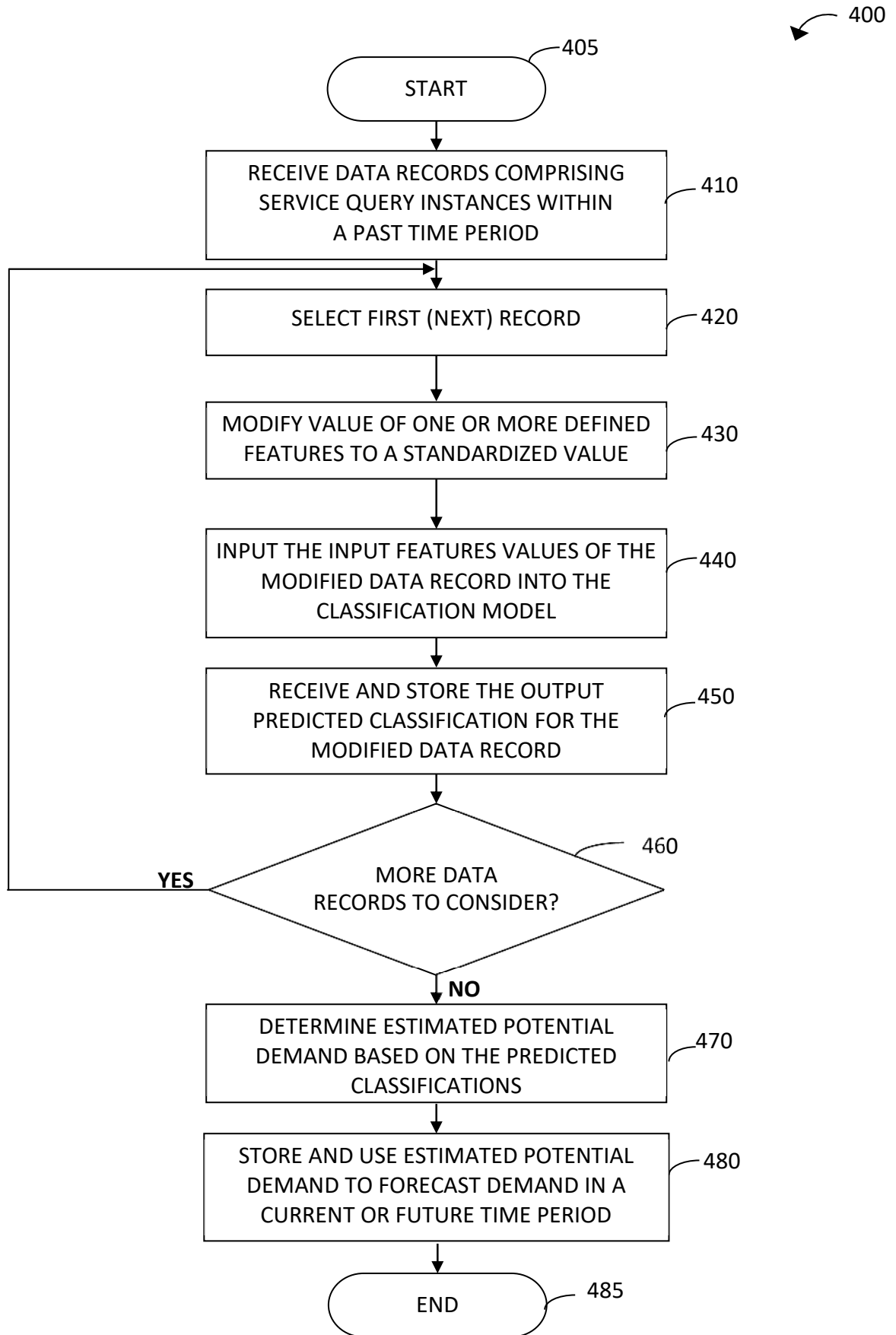


FIG. 4

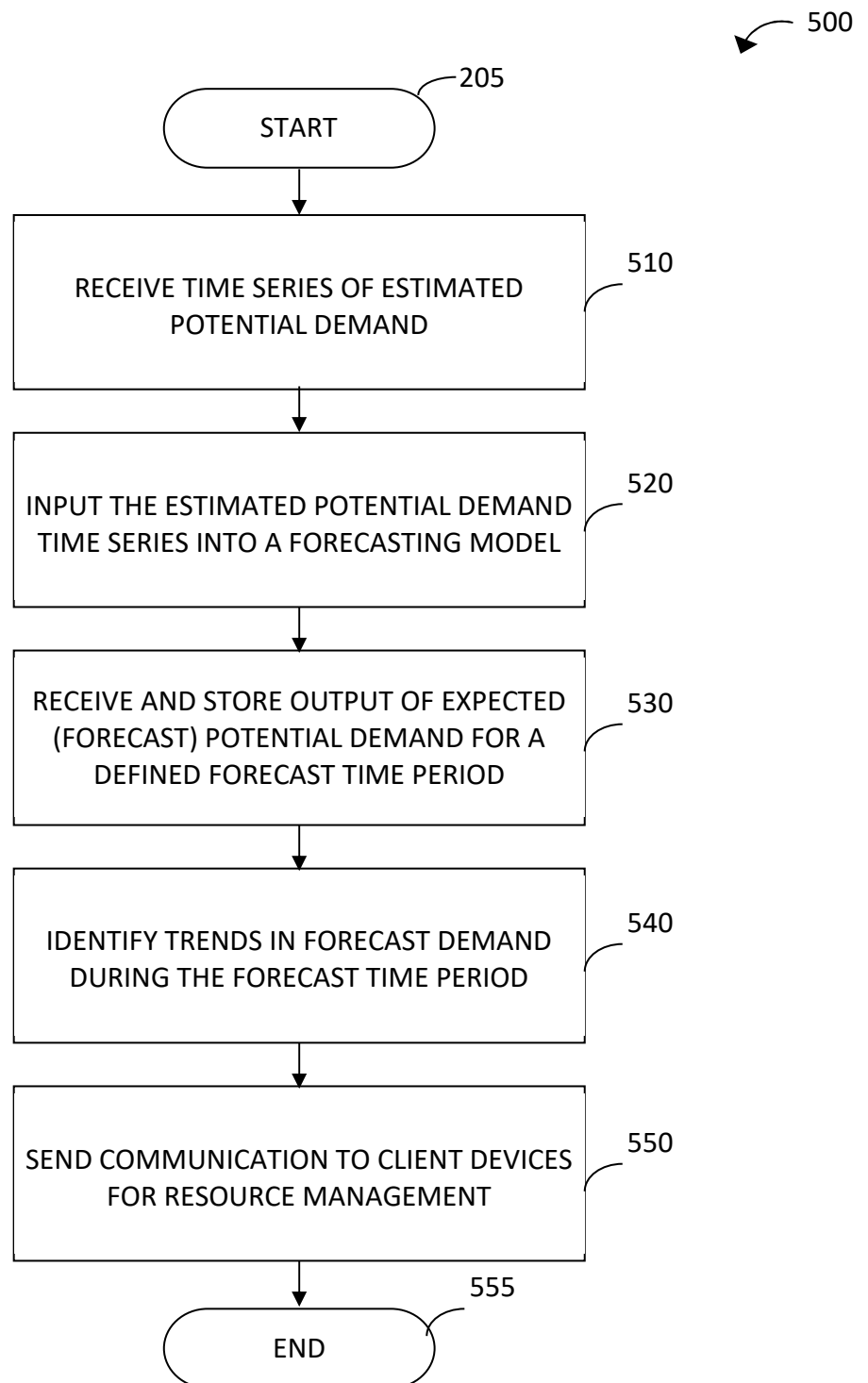


FIG. 5

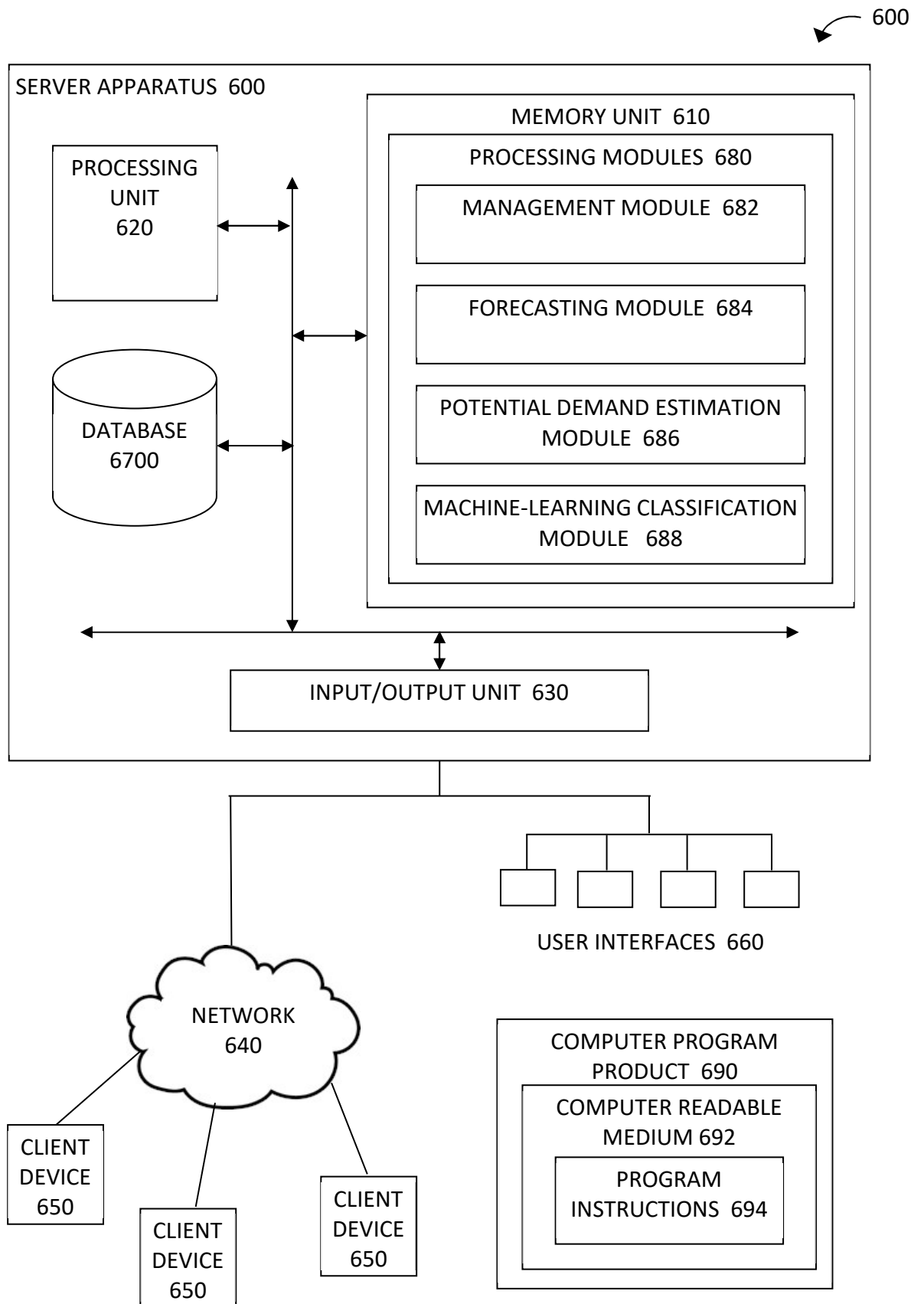


FIG. 6