ABSTRACT

Aspects concern a method for controlling a food delivery system, comprising determining, from historical data, information about a dependency of a ratio of an amount of food delivery requests to a demand for food delivery from at least one parameter comprising at least one of a food delivery fare and an estimated food delivery time, determining an amount of food delivery requests which can be served, predicting a demand for food delivery, determining a target ratio of an amount of food delivery requests to a demand for food delivery, wherein the target ratio is determined such that the amount of requests which result, according to the target ratio, from the predicted demand, can be served by the determined amount of requests, determining one or more values for the at least one parameter which, according to the determined dependency, result in the target ratio and transmitting food delivery information in accordance with the determined one or more values for the at least one parameter to customers of the food delivery system.

FIG. 5