CLAIMS

1. A method for generating an estimated time to fulfil a request for a service, the service requiring a service provider to move from one location to another location, comprising:

identifying an operating variable relating to a current request for a service and a performance metric, the performance metric comprising an accuracy metric in accurately estimating an actual time required to fulfil a previous request for the service;

applying a first weightage to each of one or more variables of the operating variable and a second weightage to each of one or more measures of the performance metric, wherein the second weightage of each of one or more variables of the performance metric are independent of each other; and

generating an estimated time to fulfil the current request for the service to increase/reduce a number of further requests for the service reflecting a desired level of demand for the service based on the weighted one or more variables of the operating variable and the weighted one or more variables of the performance metric.

2. The method of claim 1, wherein the performance metric further comprises a first measure of a number of previous requests for the service to a number of views for the service and/or a second measure of a number of previous requests for the service fulfilled by one or more service providers derived from one or more previous requests based on the initial estimated time generated for the current request.

3. The method of any one of claims 1-2, further comprising:

determining whether the desired number of further requests for the service or a desired performance metric can be provided by one or more previous estimated times generated for one or more previous requests based on the operating variable and the performance metric, wherein the generation of the estimated time to fulfil the current request for the service to provide the desired number of further requests for the service is further based on a result of the determination.

4. The method of claim 1-3, further comprising:

adjusting the first weightage to each of one or more variables of the operating variable and the second weightage to each of one or more measures of the performance metric based on the result of the determination.

5. The method of claim 4, further comprising:

generating the estimated time to fulfil the current request for the service to increase/reduce the number of further requests for the service reflecting the desired level of demand for the service based on the weighted one or more variables of the operating variable and the weighted one or more variables of the performance metric.

6. The method of claim 5, further comprising:

identifying a performance metric relating to each of one or more previous estimated times of the one or more previous requests; and

applying a third weightage to the each of the one or more previous estimated time according to a time sequence, wherein the generation of the estimated time to fulfil the current request for the service to provide the desired number of further requests for the service is further based on the respective weighted performance metrics of the one or more previous estimated times.

7. The method of claim 6, further comprising:

adjusting the first weightage, the second weightage, and the third weightage based on the result of the determination.

8. The method of claim 7, further comprising:

evaluating and measuring a performance of the estimated time; and

generating a new performance metric of the estimated time.

9. The method of any one of claims 1-8, wherein the operating variable comprises at least one of a number of current requests for the service, a number of available service providers to fulfil the service, a weather condition, a real time, a real-time condition, a real-time signal, a region, a period of a day, a day of a week, a specific day of a year and a third measure of a number of previous requests for the service assigned to and to be fulfilled by one or more service providers to a number of previous requests.

10. A system for adaptively generating an estimated time to fulfil a request for a service, the service requiring a service provider to move from one location to another location, comprising:

at least one processor; and

at least one memory including computer program code;

the at least one memory and the computer program code configured to, with at least one processor, cause the server at least to:

identify an operating variable relating to a current request for a service and a performance metric, the performance metric comprising an accuracy metric in accurately estimating an actual time required to fulfil a previous request for the service;

apply a first weightage to each of one or more variables of the operating variable and a second weightage to each of one or more measures of the performance metric , wherein the second weightage of each of one or more variables of the performance metric are independent of each other; and

generate an estimated time to fulfil the current request for the service to increase/reduce a number of further requests for the service reflecting a desired level of demand for the service based on the weighted one or more variables of the operating variable and the weighted one or more variables of the performance metric.

11. The system of claim 10, wherein the performance metric further comprises a first measure of a number of previous requests for the service to a number of views for the service and/or a second measure of a number of previous requests for the service fulfilled by one or more service providers derived from one or more previous requests based on the initial estimated time generated for the current request.

12. The system of any one of claims 10-11, wherein the at least one memory and the computer program code configured to, with the at least one processor, cause the server at least to further:

determine whether the desired number of further requests for the service or a desired performance metric can be provided by one or more previous estimated times generated for one or more previous requests based on the operating variable and the performance metric, wherein the generation of the estimated time to fulfil the current request for the service to provide the desired number of further requests for the service is further based on a result of the determination.

13. The system of claim 10-12, wherein the at least one memory and the computer program code configured to, with the at least one processor, cause the server at least to further:

adjust the first weightage to each of one or more variables of the operating variable and the second weightage to each of one or more measures of the performance metric based on the result of the determination.

14. The system of claim 13, wherein the at least one memory and the computer program code configured to, with the at least one processor, cause the server at least to further:

generate the estimated time to fulfil the current request for the service to increase/reduce the number of further requests for the service reflecting the desired level of demand for the service based on the weighted one or more variables of the operating variable and the weighted one or more variables of the performance metric.

15. The system of claim 14, wherein the at least one memory and the computer program code configured to, with the at least one processor, cause the server at least to further:

identify a performance metric relating to each of one or more previous estimated times of the one or more previous requests; and

apply a third weightage to the each of the one or more previous estimated time according to a time sequence, wherein the generation of the estimated time to fulfil the current request for the service to provide the desired number of further requests for the service is

further based on the respective weighted performance metrics of the one or more previous estimated times.

16. The system of claim 15, wherein the at least one memory and the computer program code configured to, with the at least one processor, cause the server at least to further:

adjust the first weightage, the second weightage, and the third weightage based on the result of the determination.

17. The system of claim 16, wherein the at least one memory and the computer program code configured to, with the at least one processor, cause the server at least to further:

evaluate and measure a performance of the estimated time; and

generate a new performance metric of the estimated time.

18. The system of any one of claims 10-17, wherein the operating variable comprises at least one of a number of current requests for the service, a number of available service providers to fulfil the service, a weather condition, a real time, a real-time condition, a real-time signal, a region, a period of a day, a day of a week, a specific day of a year and a third measure of a number of previous requests for the service assigned to and to be fulfilled by one or more service providers to a number of previous requests.