

Dynamic Pricing

Work from near home-Match people with work spaces

Price changes every few minutes. New people and spaces can be added anytime. User is continuously browsing.

Types of dynamic pricing

Flat dynamic pricing

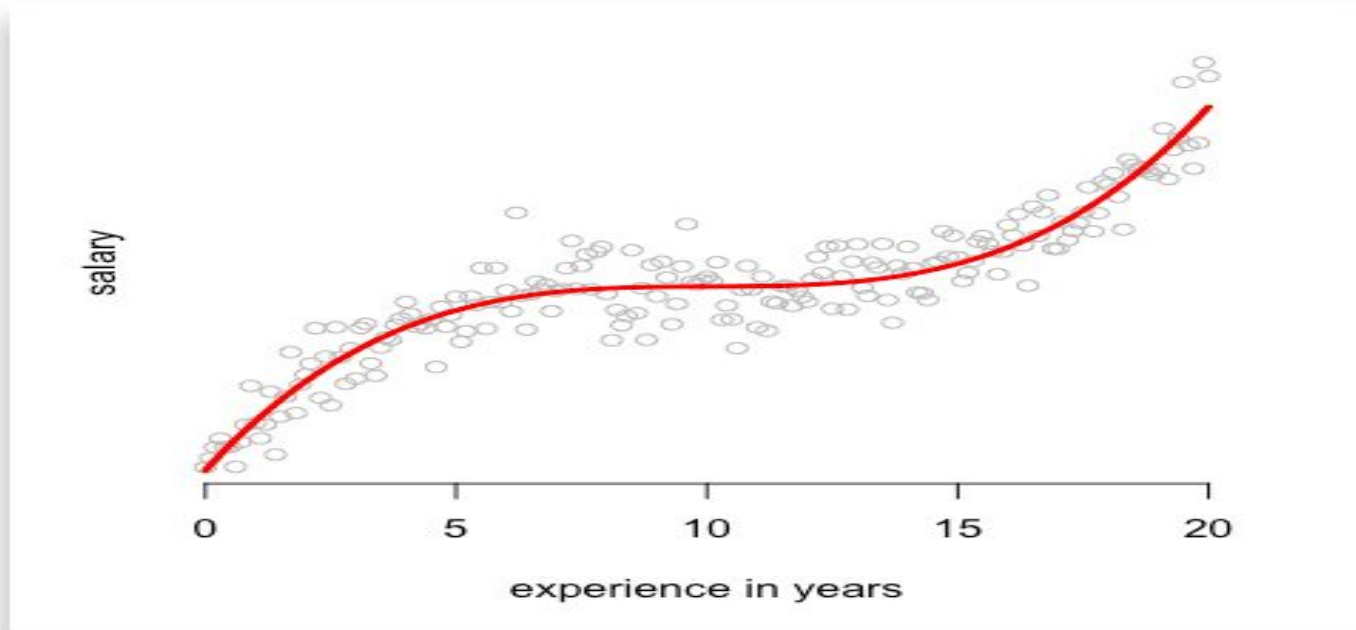
- Increase price for all, depending on time, location or event
- E.g. seasonal pricing for clothes
- Prices of sport events (e.g. same team might charge different prices depending on opponent)
- London's Underground peak pricing during rush hours

Individualized dynamic pricing

- Individualized offers (e.g. certain customers receive e-mail offering 20% off on certain items)

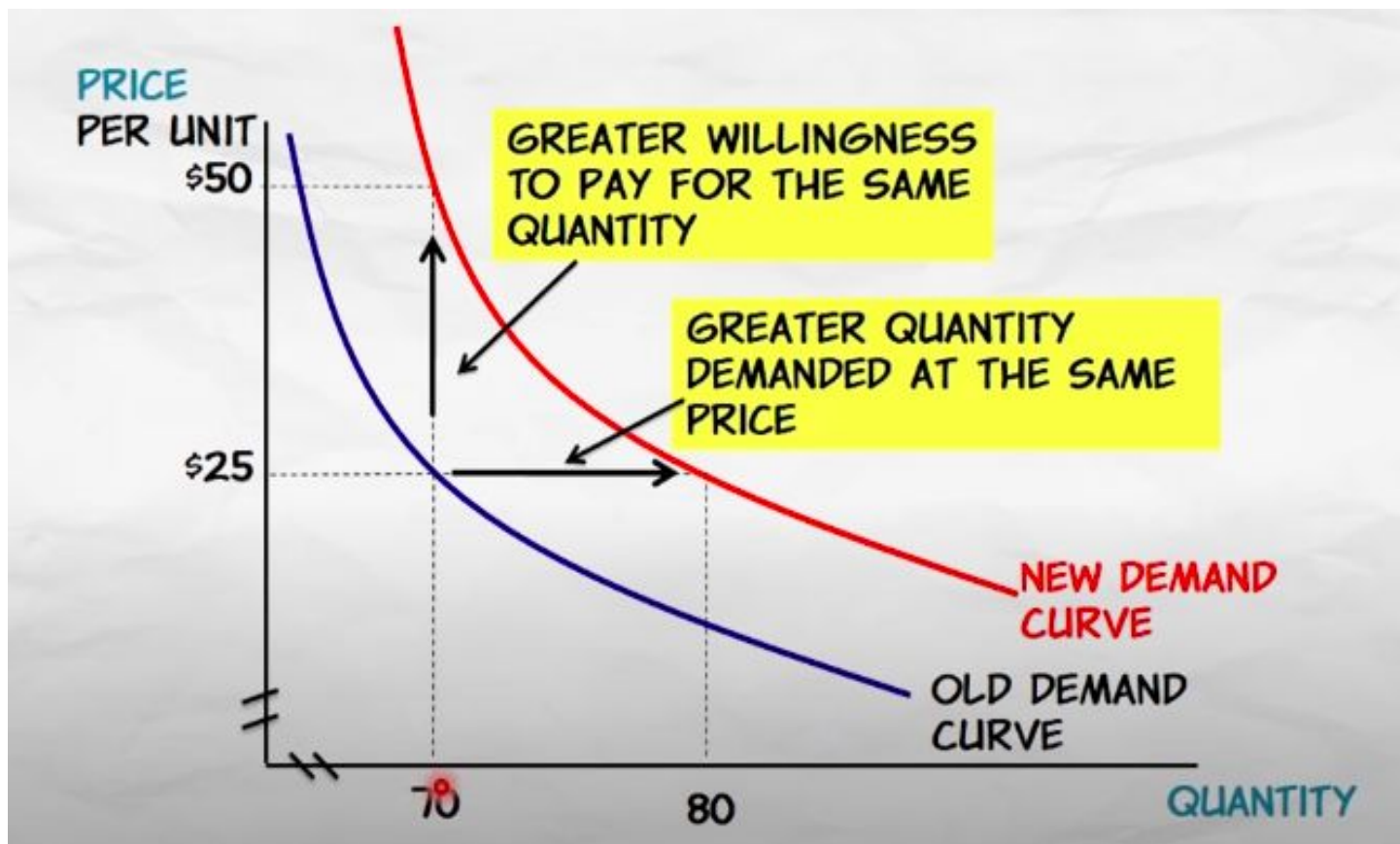
	Base_Price	Type	Age	Elevator	Wheelchair	Generator	Pantry	Toilet	Health	Disaster
0	8000	12	2	4	0	3	3	3	5	3

Base Price + (Premium Factor x Base Price)



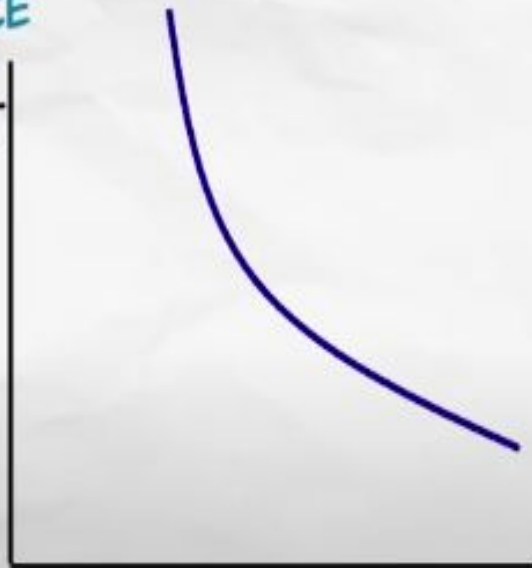
Dynamically changing Prices using Demand Supply Curve





IN A BOOM

PRICE
PER
UNIT



QUANTITY

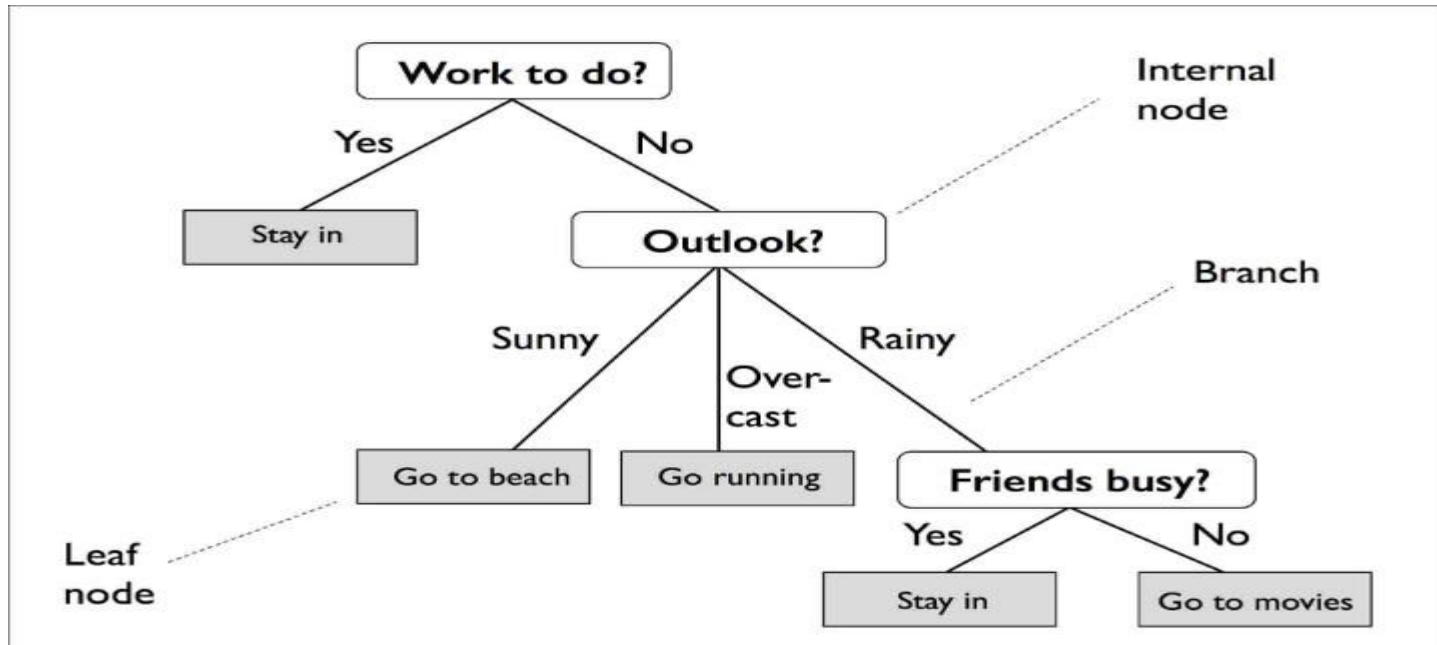
IN A RECESSION

PRICE
PER
UNIT

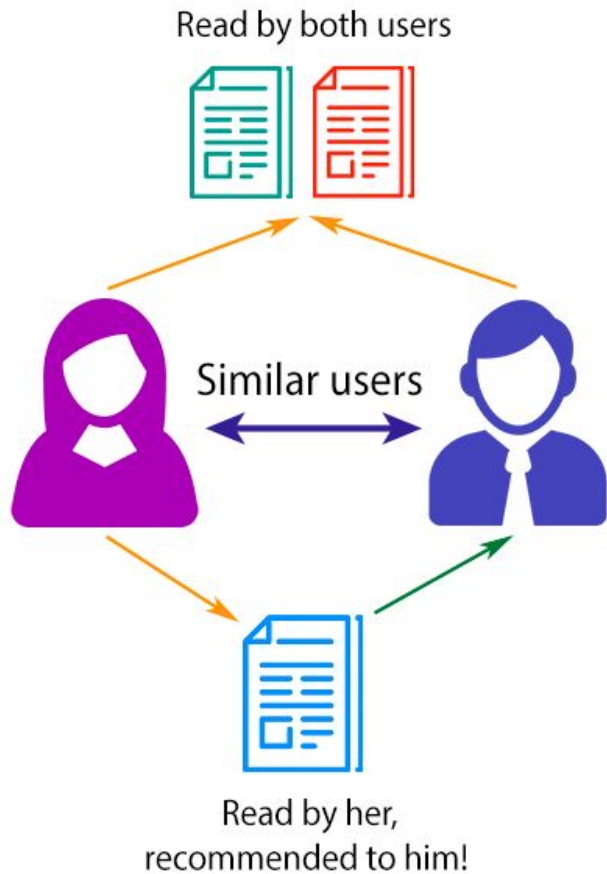


QUANTITY

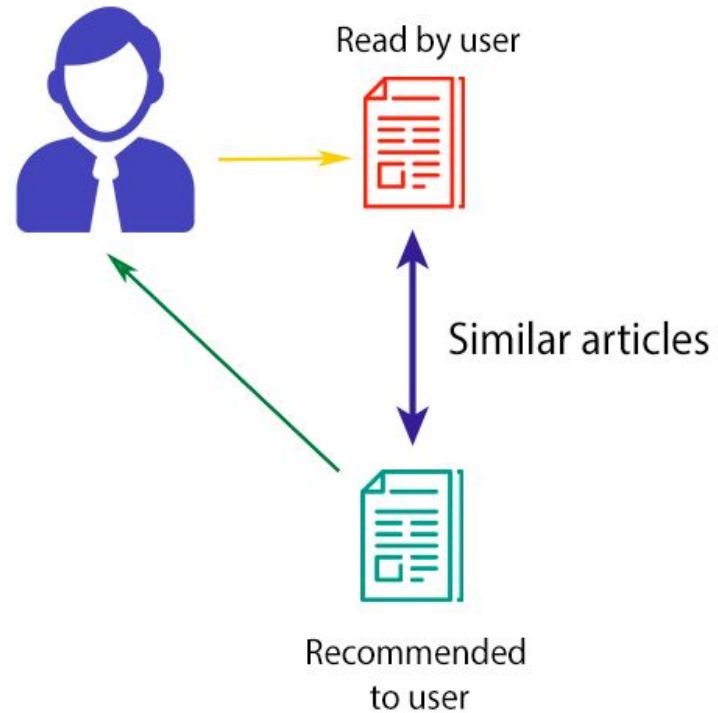
Decision Tree



COLLABORATIVE FILTERING



CONTENT-BASED FILTERING



		Item			
		W	X	Y	Z
User	A		4.5	2.0	
	B	4.0		3.5	
	C		5.0		2.0
	D		3.5	4.0	1.0

Rating Matrix

=

User	A	<i>1.2</i>	<i>0.8</i>
	B	<i>1.4</i>	<i>0.9</i>
	C	<i>1.5</i>	<i>1.0</i>
	D	<i>1.2</i>	<i>0.8</i>

User Matrix

X

		W	X	Y	Z
		<i>1.5</i>	<i>1.2</i>	<i>1.0</i>	<i>0.8</i>
		<i>1.7</i>	<i>0.6</i>	<i>1.1</i>	<i>0.4</i>

Item Matrix



Input

Output

