BIOSTATISTICS SEMINAR

Modern Statistical Methods in Ride-sharing Platforms and other IT companies

Two fundamental questions of interest for ride-sharing platforms (e.g., Uber and DiDi) are how to evaluate whether a ride-sharing platform achieves a healthy equilibrium between dynamic supply and demand systems, called a market equilibrium, or not and how to achieve such healthy equilibrium. Solving these questions require big advancement in various analytical methods. The first aim of this talk is to illustrate how some existing statistical methods (e.g., statistical methods for recurrent events) can be used to analyze big customer data in order to improve the management of ride-sharing platforms. The second aim of this talk is to illustrate why other data analytical methods (e.g., xgboost, deep learning, Markov decision process, Graph network data analysis, matching methods) are critical for solving many other analytical tasks (e.g., pricing, dispatching, mapping, ride sharing, recommendation system, face recognition, intelligence customer service). Some real data analysis results are used to illustrate these methods. Most of these methods can be used to promote the efficiency of medical practices.

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Tuesday **February 5, 2019**   **3:30 pm - 4:30 pm**
Blue Cross and Blue Shield of North Carolina Foundation Auditorium