Discrete Choice Analysis:
Predicting Individual Behavior and Market Demand

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Discrete choice models are used for the analysis of individual choice behavior in many fields such as economics, engineering, environmental management, urban planning, and transportation. Recent applications include areas such as choice of travel mode, coffee brand, telephone service, soft drinks and other foods, financial services, internet access, and choice of durables such as smartphones, tablets, automobiles, air conditioners, and houses. This program also covers methods for online applications where predictions of individual choice behavior are used as inputs for the online optimization and personalization of advertising, recommendations and promotions.

The course is designed for modelers who wish to acquire in-depth knowledge and need “to get it right”. It is intended for academics and professionals interested in learning new discrete choice techniques and how to predict choice and forecast demand. A recent addition to the course is “Foundations of Stated Preference Elicitation: Consumer Behavior and Choice-based Conjoint Analysis" by Moshe Ben-Akiva, Daniel McFadden and Kenneth Train.

One full-tuition scholarship will be awarded to an outstanding doctoral student with an application deadline of May 1, 2019. Partial scholarships (50%) are also available for junior faculty, postdocs, and doctoral students.

Additional information is available here.