

Spring into Math

*Honoring 36 years of dedication by
Dr. Joe Gerver*

*February 16th
at Penn 401*

11:20 am

Pricing Uber's Marketplace

presented
by
James Davis

Abstract: Dynamic pricing at Uber is a key part of what makes the service so reliable. We will see how dynamic pricing works in an up close way. First, we will walk through pricing during a typical day in Philadelphia. Then, after we explain the key concepts behind dynamic pricing we will show the concepts in action after the Eagles Super Bowl win. We will show just how the Uber market evolved and how pricing responded. If there is enough time we will discuss some of the next big challenges for Uber's pricing system.

Dr. Davis obtained his BA in Mathematics from Rutgers-Camden in 2010 and Ph.D. in Operations Research from Cornell University in 2015. He was an assistant professor of Engineering at the University of Illinois before joining Uber where he is currently Senior Data Scientist.

Following the presentation, there will be a panel of math alumni discussing their Rutgers-Camden experience and career choices. Among the panelists are Dr. Stephen Alessandrini, Mr. Nicholas Sanchirico, Mr. Max Steel, and Ms. Nicole Stouffer.

2:00 pm

Luncheon will be served in the Campus Center's Private Dining Room

RSVP to sangeetha.maheshwari@rutgers.edu by 4:00pm on February 12th