Discrete Choice Analysis: Predicting Individual Behavior and Market Demand

DRAFT SCHEDULE

Day	Monday, June 24	Tuesday, June 25	Wednesday, June 26	Thursday, June 27	Friday, June 28
Lecture 1 9:30 – 11:00	Introduction, Choice Behavior and Discrete Choice Models	Nested Logit Models	Mixture Models	Discrete Panel Data	Bayesian Estimation
Lecture 2 11:15 – 12:45	Specification and Estimation of Logit Models	Extreme Value Models; Aggregate Forecasting and Microsimulation	Simulation-Based Estimation	Machine Learning with Theoretical Constraints	Online Personalization and Optimization
Lecture 3 1:45 – 3:15	Specification Testing, Machine Learning and Regularization	Endogeneity; Sampling and Estimation	Stated Preferences Methods	Mixture Models with Latent Variables	Industry Perspectives, Questions & Answers
Lab 3:30 – 5:00	Computer Lab I: Introduction; Logit Estimation and Testing	Computer Lab II: Nested Logit; Aggregate Forecasting	Computer Lab III: Logit Mixtures; Combining Data (SP and RP)	Computer Lab IV: Hybrid Choice Models	Computer Lab V: Hierarchical Bayesian Estimation; Individual Prediction
	VIRTUAL SOCIAL-HOUR *5:00 – 6:00 PM*				