Crowding in the Ride Sharing Market

Faculty Member: Soheil Ghili

This project will examine the availability and pricing patterns of ride-sharing services in a major metropolitan area in the US. We examine how the strategies chosen by competitors impact market outcomes, with a focus on understanding differentiating factors in services. One objective will be to map out how competitive intensity varies across micro-geographies, and the degree to which different external factors contribute to these strategies and outcomes. A second objective is to understand how the phenomenon of driver clustering impacts performance of ride-sharing platforms.

The undergraduate student(s) will help obtain data, organize and structure the data, and perform preliminary statistical analysis. This is an opportunity to gain hands-on experience and skills in data science, microeconomics, and statistical analysis, as well as preparation for a research project in any area of economics and statistics, and especially a senior essay or thesis.

Tobin Application Link: Tobin Application
Project Type: Tobin
Project Year: 2019
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