Discrete Choice Analysis: Predicting Individual Behavior and Market Demand

June 22 – 26, 2026

Day	Monday, June 22	Tuesday, June 23	Wednesday, June 24	Thursday, June 25	Friday, June 26
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	Discrete Choice Analysis Enhanced with Machine Learning Capabilities	Online Personalization and Optimization
Lecture 3 **2:15 – 3:45**	Specification Testing, Machine Learning and Regularization	Endogeneity; Sampling and Estimation	Stated Preferences Methods	Mixture Models with Latent Variables	Industry Perspectives, Questions & Answers
Lab **4:00 – 5:30**	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