Discrete Choice Analysis: Predicting Individual Behavior and Market Demand

June 16 – 20, 2025

Day	Monday, June 16	Tuesday, June 17	Wednesday, June 18	Thursday, June 19	Friday, June 20
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*				