

# A Data Driven-Approach to Modeling Choice

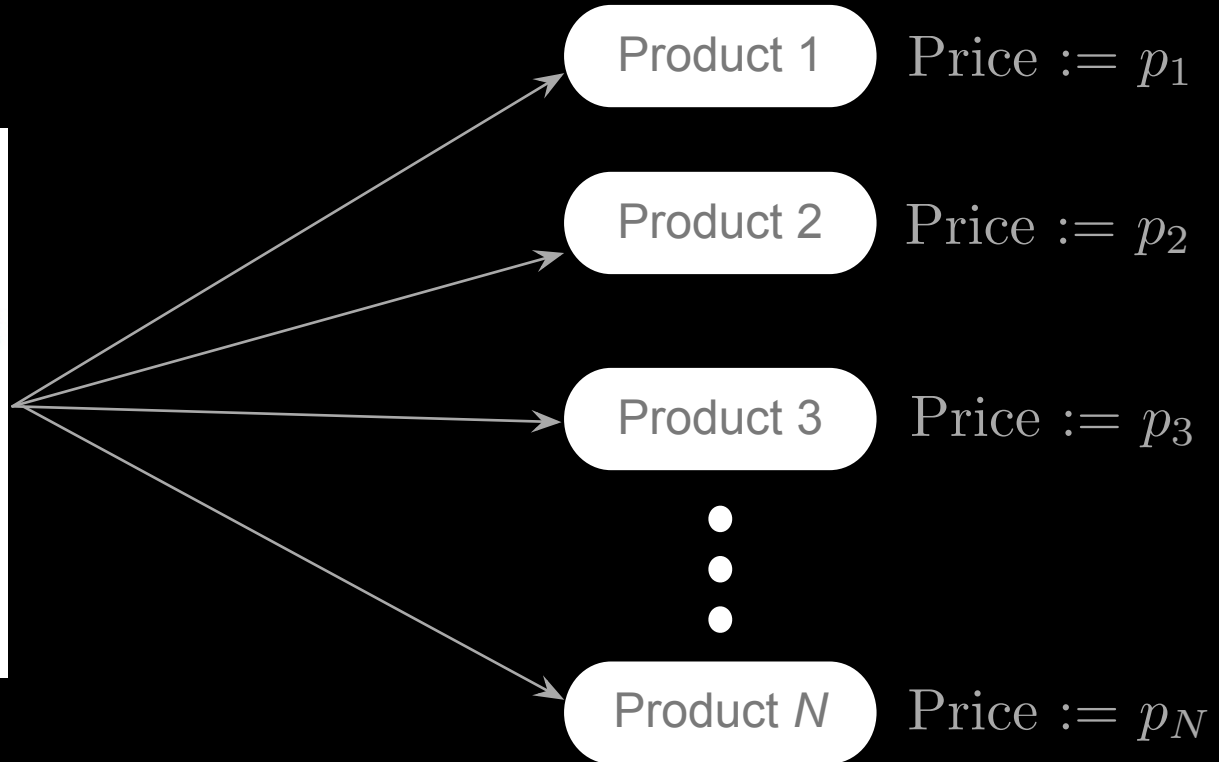
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## Non-parametric customer choice model



Goal: Infer choice model  $\text{Prob}(i \text{ purchased} \mid \text{assortment } M)$

- We propose a **non-parametric** choice model
  - existing models are parametric
- Methods to learn the model with limited data