Market Design for Uber’s Rider-Sharing Platform

Abstract: Uber is running one of the largest marketplaces in the world that matches millions of riders and drivers together. One of the key features of Uber’s marketplace is dynamic pricing, so called surge, that balances the demand for trips and the supply of available cars. The surge pricing also motivates drivers to relocate to parts of the city with higher demand. In this talk, I’ll discuss the design and implementation of Uber’s new driver surge mechanism and how Uber experiments with and evaluates these changes.