

ORIE 4154 - Pricing and Market Design

Module 1: Capacity-based Revenue Management (Multiple Fare-Class Capacity Allocation)

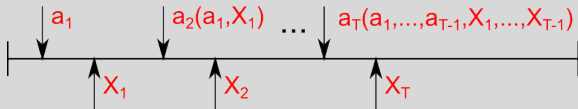
Instructor: Sid Banerjee, ORIE



Cornell University

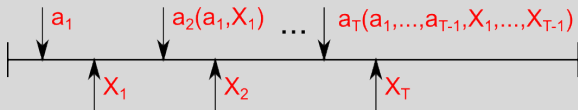
(Stochastic) Dynamic Programming

Sequential decision making: $\max_{a: \text{“Actions”}} \mathbb{E}_X[f(a, X)]$



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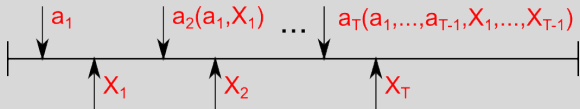
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5 Components of formulation

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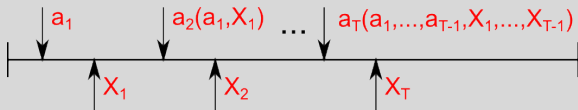


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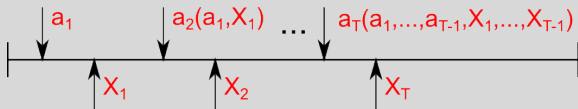


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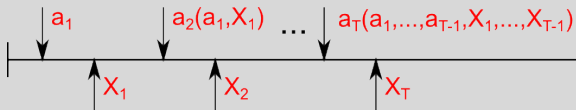


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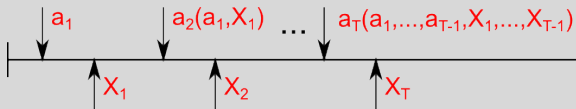


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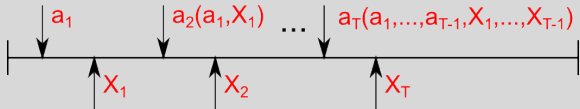


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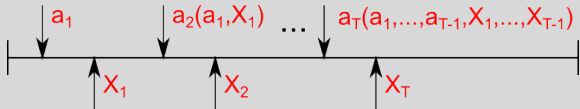
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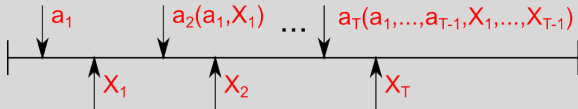
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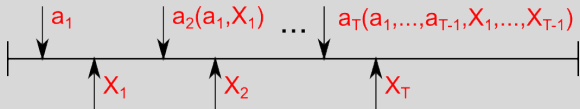


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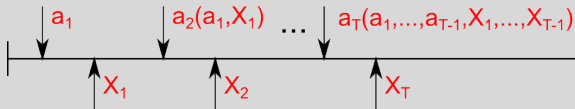


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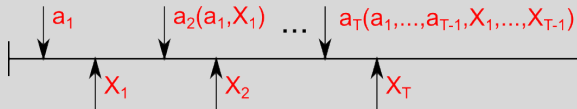


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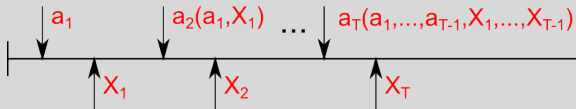


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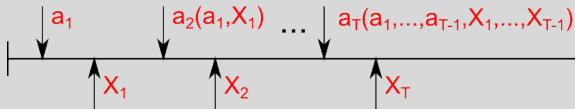


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Reformulated Problem: $\max_{a_1(s_1), a_2(s_2), \dots, a_T(s_T)} \sum_{t=1}^T \mathbb{E} [R_t(s_t, a_t, X_t)]$

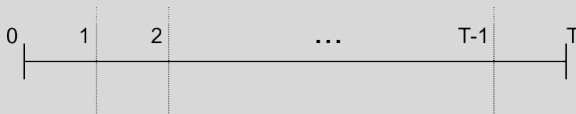
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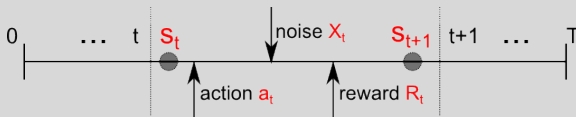
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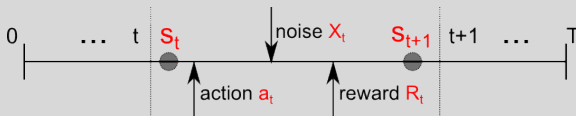
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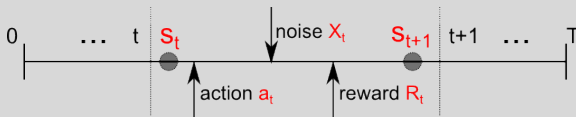
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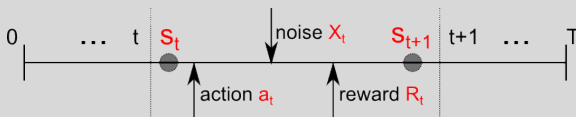
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- **Bellman Optimality Equation:**

$$\begin{aligned}
 V_t(s) &= \max_{a \in \mathcal{A}(s)} \mathbb{E} [R_t(s, a, X_t) + V_{t+1}(S_{t+1}(s, a, X_t))] \\
 &= \max_{a \in \mathcal{A}(s)} \sum_x p(x|s, a) [R_t(x|s, a) + V_{t+1}(x)]
 \end{aligned}$$

Dynamic Programming: Example

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Toothpick game (from last class)

- **State:** $s_t = \#$ of toothpicks at beginning of epoch t
- **Actions:** Pick $\mathcal{A}(s_t) = \{1, 2\}$ toothpicks
- **Randomness:** $X_t \sim \text{UNIF}\{1, 2\}$; $S_{t+1}(s_t, a_t, X_t) = s_t - a_t - X_t$
- **Reward:** $R_t(s_t, a_t, X_t) = \mathbb{1}_{\{s_t > 0, s_t - a_t = 0\}}$
- **Bellman Eqn:**

$$V_t(s) = \max_{a \in \{1, 2\}} \left[0.5 \cdot [V_{t+1}(s - a - 1) + V_{t+1}(s - a - 2)] \right]$$

Single-resource multi-stage capacity allocation

- Seller constraints:
 - (Setting) Capacity C
 - n fare-classes with prices $p_1 > p_2 > p_3 > \dots > p_n$

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 - (Demand) Independent demand for fare-class i : $D_i \sim F_i$

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$$V_k(s_k) = \max_{y_k \in \{0, \dots, s_k\}} \mathbb{E} [p_k \cdot \min\{D_k, s_k - y_k\} + V_{k-1}(\max\{s_k - D_k, y_k\})]$$

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- For $s_1 \in \{0, 1, \dots, C\}$, we have $V_1(s_1) = \mathbb{E}[p_1 \max\{s_1, D_1\}]$

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(# of periods \times # of states \times time to compute expectation)

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Unsatisfying - **not interpretable, highly model dependent**

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To solve this: use **backward induction**

- For $s_1 \in \{0, 1, \dots, C\}$, we have $V_1(s_1) = \mathbb{E}[p_1 \max\{s_1, D_1\}]$
- Given $V_{k-1}(\cdot)$, can compute $V_k(\cdot)$ via Bellman Eqn.
- If D_i s are discrete rv on $\{0, 1, \dots, C\}$, then running time is nC^2
(# of periods \times # of states \times time to compute expectation)

Unsatisfying - **not interpretable, highly model dependent**

Would like to understand **structure of optimal solution**

Single-resource multi-stage capacity allocation

- s_k = available capacity for fare-class k ; allocate $s_k - y_k$ at p_k
- **Bellman Eqn:** For $k \in \{n, n-1, \dots, 2\}$

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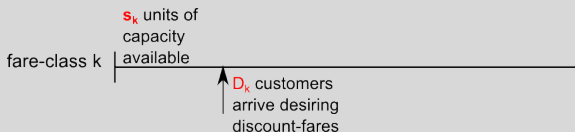


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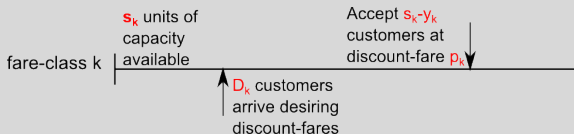


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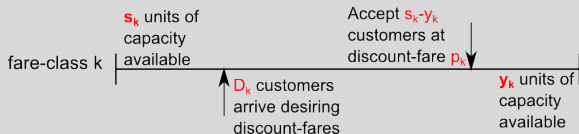


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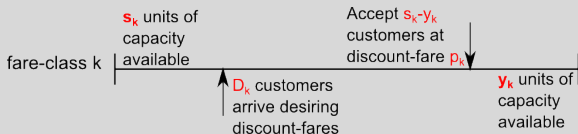


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Proposition: $\widehat{V}_k(s) \geq V_k(s)$ for all $k \in \{n, n-1, \dots, 1\}$, $s \in \mathbb{N}$

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- If we can design policy with $V_k(\cdot) = \widehat{V}_k(\cdot)$, then we are done!