

Department of Systems Engineering and Engineering Management

Jointly organized with Department of Management Sciences, CityU

Seminar Series

Facility Location Decisions from Public Data

Professor Kalyan Talluri

Professor

Operations Management,

Imperial College Business School, United Kingdom

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| Date | 06 April 2017 (Thursday) |
| Time | 4:00pm - 5:00pm |
| Venue | Y5-305, AC1 |

Abstract

Recently there has been considerable research activity on retail facility location decisions based on optimization models. We address two challenges in this stream of research: estimation of the models and incorporating future competition evolution. In this paper we present an application based only on publicly available data in which a restaurant chain makes a facility-location decision: where to locate a new restaurant, of what type, and in which price range. We combine Yelp review data sets, with demographic, geographic and restaurant inspection data to build a model of demand and use it to formulate an optimization problem that recommends the top $\$k\$$ locations. We give a tractable model of incorporating competitive effects. (this is joint research with Muge Tekin, UPF).

About the Speaker

Kalyan Talluri is a Professor of Operations Management at Imperial College Business School, London and holds the BML Munjal Chair in Global Operations and Management. He is also the Director of the MSc in Business Analytics.

Previously he was an ICREA Research Professor in the Department of Economics and Business at the Universitat Pompeu Fabra in Barcelona.

He has a Masters in Industrial Engineering from Purdue University and a Ph.D in Operations Research from MIT. He has been a Visiting Professor at the Kellogg School of Management (Northwestern University) and has taught classes at Indian School of Business (ISB), Tuck School of Management (Dartmouth), IESE, INSEAD, Stern School of Business (NYU) and London Business School.

His research interests are in service design and analytics, transportation and operational pricing of consumer goods and services.

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All are Welcome!

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