Chair of Service Operations Management

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Master-Thesis

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**Abstract**

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# List of Abbreviations

*Examples:*

C/D Confirmation/Disconfirmation

EM Expectation-Maximization

FM Finite Mixture

FMR Finite Mixture Regression

# List of Symbols *(Optional)*

*Examples:*

σ standard deviation

μ mean

C correlation matrix

#

# 1 Introduction

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## Problem definition and motivation

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## Ambition of the thesis

…

## Thesis structure

…

# Fundamentals

…

## Basic terms

…

### A1

…

#### A11

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#### A12

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#### A13

…

### A2

…

## Approaches in the literature

…

# A model for optimal pricing

…

## Model assumptions

…

## Data basis

…

### B1

…

**Spezifizierung des Modells / Überprüfung der Datenbasis**

**Parameterschätzung (Softwareeinsatz)**

Newton-Raphson

EM-Algorithmus

**Bestimmung der Anzahl an Segmenten**

Informationskriterien

Klassifikationsfehler

Stabilität

Interpretierbarkeit

**Interpretation der Segmente (ergebnisabhängig)**

Koeffizienten

Demographika

Figure 1: Procedure of FMR (self-provided)

### B2

Indices and variables used within FMR are listed below in table 1.



Table 1: Indices and variables in the modell of FMR

Source: Following DeSarbo/Cron (1988, p. 250ff.)

## Optimisation model

 $\left(x+a\right)^{n}=\sum\_{k=0}^{n}\left(\genfrac{}{}{0pt}{}{n}{k}\right)x^{k}a^{n-k}$ (3.1)

## Structure analysis

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## Solution procedure and aspects of implementation

…

## Model evaluation

…

# Case study

…

# Discussion of results

…

# Conclusion and future outlook

…

#

# Appendix A: Sozio-demography of praticipants

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# Appendix B: Source code

…

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