Chair of Service Operations Management

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Master-Thesis

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# Abstract

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Table 1: Indices and variables in the modell of FMR 2

# List of Abreviations

*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

## Problem definition and motivation

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## Ambition of the thesis

## Thesis structure

# Fundamentals

## Basic terms

### A1

#### A11

#### A12

#### 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.

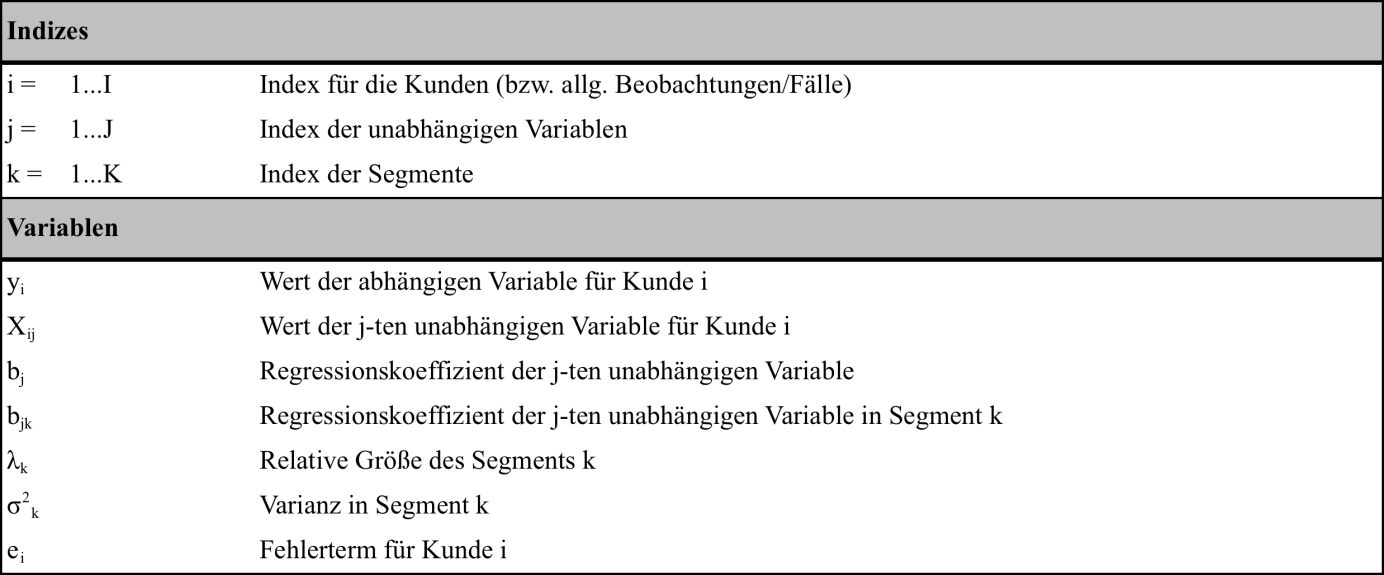


Table 1: Indices and variables in the modell of FMR

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

## Optimisation model

(3.1)

## Structure analysis

## 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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