EPFL
ENAC TRANSP-OR
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Decision-aid Methodologies in Transportation
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## EXERCISES SESSION 11

The purpose of this lab is to compare the different specifications of Multinomial Logit (MNL) models you tried in the exercises session 10 with some given examples and improve your best model by applying a non-linear specification of the utilities and if you have time, a socio-economic segmentation.

**Question 1**
Compare the different non-linear specifications and tests with the interpretations given on the course web site.

**Question 2**
Consider the best model you obtained at the end of exercises session 11 and perform the following tasks:

1. Try a socio-economic segmentation of the constant, which is equivalent to add socio-economic variables directly to the utilities. Is this segmentation significant?

2. Try a socio-economic segmentation of attributes of the alternatives one-by-one. Remember the difference between discrete and continuous segmentations. Are your segmentations significant?

3. Try a socio-economic segmentation of all parameters. How do you test if this segmentation is significant? Is a socio-economic segmentation of all parameters relevant?

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