

## MITOCW | MIT15\_071S17\_Session\_8.4.01\_300k

---

Welcome to the linear optimization recitation.

My name is Velibor, and I'll be guiding you through it.

This week, we'll learn the core techniques in applying linear optimization.

We'll learn how to model a problem, how to solve it, how to compare the solution to alternative solutions, and how to perform sensitivity analysis using the model.

The problem we will use to guide this whole process will be the online advertising allocation problem that is at the heart of Google's online advertising system, which is also known as AdWords.

Whenever you're ready, let's move on to the next video and get started.