



# **Linear Programming**

### What is it?

A mathematical technique for maximizing (revenue) or minimizing (costs) of a linear function of several variables

## Who uses it?

**Computer Programmers** 

Restaurants (menu planning - optimizes meal production and increases restaurant profits)

Coca - Cola (optimal production in bottling plants while keeping costs as low as possible = more money in their pocket)

Economics & Business (planning, routing, scheduling, assignments, and design)

Cell Phone Companies (network flow problems and fixing them)

**Objective Quantity** 

-a value to be optimized

-looking for its maximum or minimum value

<u>Constraints</u>

-restrictions on the objective quantity

Feasible Region

-the set of all points that make all of the constraints "true" k





#### Nov 23-2:28 PM







## <u>Homework</u>

## -Complete Linear Programming WS (Blue and Furple)

## -Review Packet due test day!

\*Test Tuesday/Wednesday!