Agile Model:

The literal meaning of the word Agile is Speedy, swift etc. The agile model of software development imposes these characteristics which the word Agile confers. Agile model combines the iterative and incremental approach to software development. Customer requirements are the focal point of the later process. When customer has precise and well describable requirements then agile method can be adopted. Besides, when there is a chance that additional requirements can be added to the list then this method is favourable.

Agile method breaks down the project in "frame" s according to the requirements and follows some iterative approaches to complete each requirement. After each iteration there is increment in the development of the software.

Each frame is developed by following certain steps. There is teamwork for each iteration.

The static steps in applied to each iteration are

- Planning
- Requirement analysis
- Coding
- Testing
- Deployment
- Feedback

Scrum Model:

Agile development model is a method or outline for incremental and iterative software development approach. On the other hand Scrum is an implementation of this method.

Scrum is a framework of Agile method. It turns a required feature into a working feature within a fixed length time called Sprint. Sprints can be of one to four weeks. After each Sprint, developers and customers meet and discuss progress or about any new requirements.

In Scrum development approach there are mainly three types of people involved

- Customer : Who will own the product and has all the requirements.
- Scrum master : Who conveys the requirements to the developers, works as an end point connector between Customer and developer, invigilates if the Scrum method is maintained properly.
- Developer : Programmers or anyone who participate to build the product.

Scrum is divided into specific events

- Sprint: Sprint is a fixed time in which a particular task needs to be completed.
- Sprint planning: In this event tasks are planned, how they will be done.
- Daily meeting: In daily meeting, progress will be discussed and further tasks will be made clear.
- Review: After the task is completed, the product is handed over to customer and review is gathered.
- Retrospective: It is the final meeting to summarize how the whole work has actually gone.

The objectives of the process is set in planning step, in each sprint, outlines are set by selecting the backlogs.
- Product backlog: This is a list of all the requirements for the product. In each sprint a single backlog is executed.
- Sprint backlog: The list tasks needed to be completed in a sprint time.
- Increment: Overall product having all the backlogs.

We can take the development of a game as an example. A customer will have a theme for the game and she will describe it to the group of developers. At first the developers will analyse the project and plan the project. They will filter the requirements and will list them as product backlog . Then Sprint time will be fixed and requirements will be assigned to several sprints as sprint backlog . In fixed sprint time, in daily meetings, tasks will be discussed among developers. In the group of game developers, designers, programmers and other associates will work together on that particular backlog. A certain backlog will have to be completed in that fixed sprint time. After the backlog is completed it will be handed over to customer and according to the review of the customer father modifications will be done on the product following the above manner or if the product is perfect then developers will start working on another backlogs. Scrum master will monitor if the Agile method is maintained or not. After all the backlogs are completed then the whole product will be submitted to the customer.

Google AdSense:
Google adsense is a web based application which works as a middleman between advertisers and the online publisher where advertisements will be published.
Advertisers are those who have any product to promote or to reach people about their product.
Publishers are those who has an account on online platforms like YouTube, websites who creates content and publish there or on games or applications.
Both advertiser and publisher must have to be registered in Google adsense.
Advertisers submit their advertises on google adsense and issues a fixed amount of money to advertise them. Google adsense puts those advertises on the publisher's platform according to the subject of the advertisement and the content of the publishers.
For example, if a hotel wants to promote their hotel then they'll submit the advertisement on Google adsense and Google adsense will put that advertise on any website related to travel or any YouTube channels making travel related videos or any games or in any application related to travel or hotels.
Google adsense keeps the 49% of the money imposed for advertisements and gives rest 51% to the publishers.
Someone can work both as an advertiser if she has product and as publisher if she has the platform.
Apart from the payment received by google adsense, a publisher earns depending on two parameters called Cost Per Click(CPC) and Cost Per Impression(CPM). Payment for CPC and CPM is determined by advertisers.

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