

UCB

$$\text{proportion} + \sqrt{\frac{2 \cdot \log(\text{total flips})}{\text{flips of this coin}}}$$

Forward problem

$$P(\# \text{ heads out of } n \text{ flips} \mid \text{certain likelihood})$$

Reverse problem

$$P(\text{likelihood} \mid \# \text{ heads out of } n \text{ flips})$$

Thompson