

Q.1: PART A

	Campaign	Posterior Probability of Highest CTR
0	1	0.46684
1	2	0.01621
2	3	0.39694
3	4	0.11999
4	5	0.00002

Ad 1 has the highest probability.

PART B

Campaign	Posterior Probability of Highest Average Volume per Click
1	0.00000
2	0.00001
3	0.00000
4	0.00000
5	0.99999

Ad 5 as the highest probability

PART C

```
sorted_results = results[['Campaign', 'Posterior Probability of  
Display the sorted DataFrame  
int(sorted_results)
```

Campaign	Posterior Probability of Highest EVI
5	0.34293
2	0.19917
1	0.16748
4	0.15943
3	0.13099

Ad 5 has the highest probability.