ADWORDS PLACEMENT

In this project, the aim is to find the maximum amount of revenue that is achieved when the bids requested by customers on daily basis are compared with the keywords they want to give ads on.

This is a business intelligence problem. To solve this, the following algorithms are used -

- Balanced Algorithm
- MSVV Algorithm
- Greedy Algorithm

All these algorithms are made from scratch and the maximum revenue is calculated which is 16721 derived by greedy algorithm.

Also, another ratio which is competitive ratio is calculated which is the proportion of calculated revenue / maximum possible revenue. The competitive ratio is 0.99 using Greedy Algorithm.