

Math087 - PS01 due 2026-01-23

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1. An optimization question in widget manufacturing

A manufacturing firm makes a profit of \$1200 per unit on the sale of a product known as a widget. The firm hopes to increase widget sales by offering a rebate; after some number-crunching, it is estimated that for every \$100 of rebate, the number of widgets sold in a given month will increase by 15%.

- a. What amount of rebate will maximize the manufacturers profit for the month? Model the question as a single-variable optimization problem.
- b. Compute the *sensitivity* of your answer to the 15% assumption. Consider both the amount of rebate and the resulting profit.
- c. Suppose that rebates actually generate only a 10% increase in sales per \$100. What is the effect? What if the response is somewhere between 10% and 15% per \$100 of rebate?
- d. Under what circumstances would an offer of a rebate cause a reduction in profit?

2. Computing yields with multi-variate optimization

A chemist is synthesizing a compound. In the last step, she must dissolve her reagents in a solution with a particular pH level H , for $1.2 \leq H \leq 2.7$, and heated to a temperature T (in degrees Celsius), for $66 \leq T \leq 98$. Her goal is to maximize her percent yield as a percentage of the initial mass of the reagents.

The equation determining the percentage $F(H, T)$ is

$$F(H, T) = -0.038 \cdot T^2 - 0.223 \cdot T \cdot H - 10.982 \cdot H^2 + 7.112 \cdot T + 60.912 \cdot H - 328.898.$$

- a. Find the optimal temperature and pH level in the allowed range.
- b. Use `matplotlib` to produce a graph and a contour plot of the percentage of the powder function $F(H, T)$.

(You should consult this week's `jupyter` notebooks to see some examples. To get a usable copy of your image, you can proceed in a few ways:

- if you produce the graph in colab you can right-click on the image and `Save As` a file on your file system.
- if you work in Python on your computer, you can save the image via a command like

```
> g.savefig("myGraphImage.png")
```

```
)
```