

Gigabytes of data,  $y$

$$y = \frac{w}{p_y}$$

Feasible  
(within the budget)

Infeasible  
(outside the budget)

Budget Constraint

$$y = \frac{w}{p_y} - \left( \frac{p_x}{p_y} \right) x$$

Kilograms of coffee,  $x$

$$x = \frac{w}{p_x}$$

