

Making the objective linear – “synergy effects”

maximize ~~$10 y_A + 2 y_B + 4 y_C + 2 y_D + 5 y_E + 4 y_F + 8 y_G + 7 y_H + 6 y_I + 6 y_J + 8 y_I y_J$~~

maximize $10 y_A + 2 y_B + 4 y_C + 2 y_D + 5 y_E + 4 y_F + 8 y_G + 7 y_H + 6 y_I + 6 y_J + 8 z$

We'll create a new variable z and use *linear constraints* to ensure that $z = y_I y_J$

All possible values of y_I and y_J

y_I	y_J	$y_I y_J$	z
0	0	0	
0	1	0	
1	0	0	
1	1	1	

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0	0	0	0
0	1	0	0
1	0	0	0
1	1	1	

When either $y_I = 0$ or $y_J = 0$, we can enforce that $z = 0$ with the constraints:

- $z \leq y_I$
- $z \leq y_J$

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y_I	y_J	$y_I y_J$	z
0	0	0	0
0	1	0	0
1	0	0	0
1	1	1	1

When either $y_I = 0$ or $y_J = 0$, we can enforce that $z = 0$ with the constraints:

- $z \leq y_I$
- $z \leq y_J$

When $y_I = 1$ and $y_J = 1$, we want to enforce that $z = 1$ with the constraints:

- $z \geq y_I + y_J - 1$

Model with Analytics Certificate Synergy

Maximize: $10 y_A + 2 y_B + 4 y_C + 2 y_D + 5 y_E + 4 y_F + 8 y_G + 7 y_H + 6 y_I + 6 y_J + 8 z$
over variables: y_A, y_B, \dots, y_J and z

Subject To:

(binary) $y_A, y_B, \dots, y_J, z \geq 0, \leq 1$ and integral

(points budget) $200 y_A + 50 y_B + \dots + 100 y_J \leq 1000$

(max credits) $12 y_A + 9 y_B + \dots + 6 y_J \leq 54$

(min credits) $12 y_A + 9 y_B + \dots + 6 y_J \geq 36$

(MW H3 load) $y_A + y_B + y_E + y_G \leq 3$

(MW H4 load) $y_A + y_B + y_G + y_J \leq 3$

(TR H3 load) $y_C + y_D + y_I \leq 3$

(TR H4 load) $y_C + y_D + y_F + y_H + y_I \leq 3$

(A B conflict) $y_A + y_B \leq 1$

(B or C required) $y_B + y_C \geq 1$

(E pre-req to H) $y_H \leq y_E$

Analytics Certificate Synergy

- $z \leq y_I$
- $z \leq y_J$
- $z \geq y_I + y_J - 1$

Synergy Excel Model

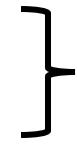
DECISIONS	A	B	C	D	E	F	G	H	I	J	Z
Course	1.0	0.0	1.0	0.0	1.0	0.0	1.0	0.0	1.0	1.0	1.0

OBJECTIVE

Total utility	47
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CONSTRAINTS

	LHS	<input type="checkbox"/>	RHS
Points budget	830	\leq	1,000
Course credit maximum	51	\leq	54
Course credit minimum	51	\geq	36
Mon, Wed H3 classes	3	\leq	3
Tue, Thr H3 classes	2	\leq	3
Mon, Wed H4 classes	3	\leq	3
Tue, Thr H4 classes	2	\leq	3
Do not take A and B	1.0	\leq	1
Take either B or C	1.0	\geq	1
H requires E	0.0	\leq	1
If I not chosen, Z is 0	1.0	\leq	1
If J not chosen, Z is 0	1.0	\leq	1
If either I or J is chosen, Z is 1	1.0	\geq	1
Binary constraints			



Constraints that link z with y_I and y_J

Summary



Model	Optimal Utility	Optimal Course Selection
Basic	46	Bid on A, E, F, G, H, I, J
Additional Constraints	44	Bid on A, C, E, F, G, H, J
Synergy Effect	47	Bid on A, C, E, G, I, J (+ certificate)

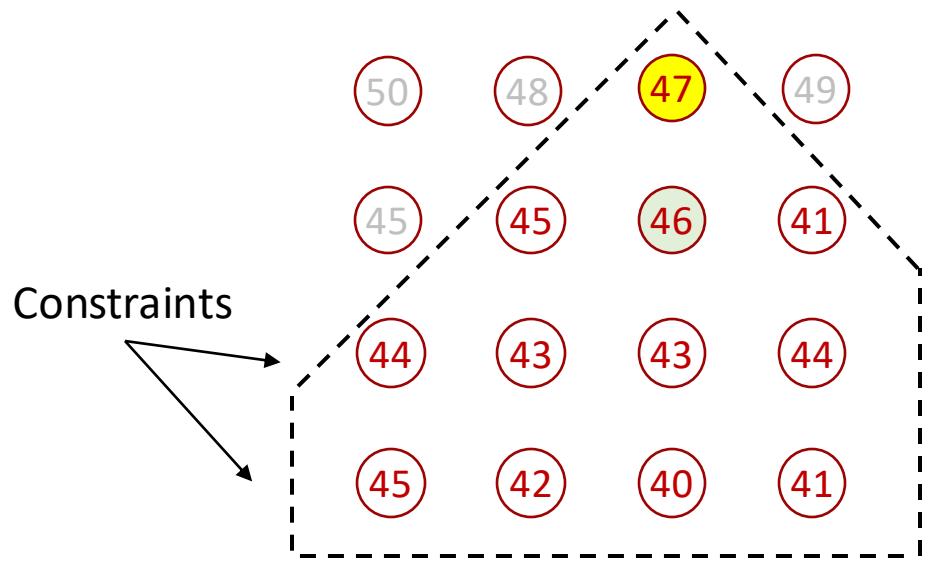
Note: Objective value increased because we
changed the objective function with the new
analytics certificate.

Excluding AN optimal solution

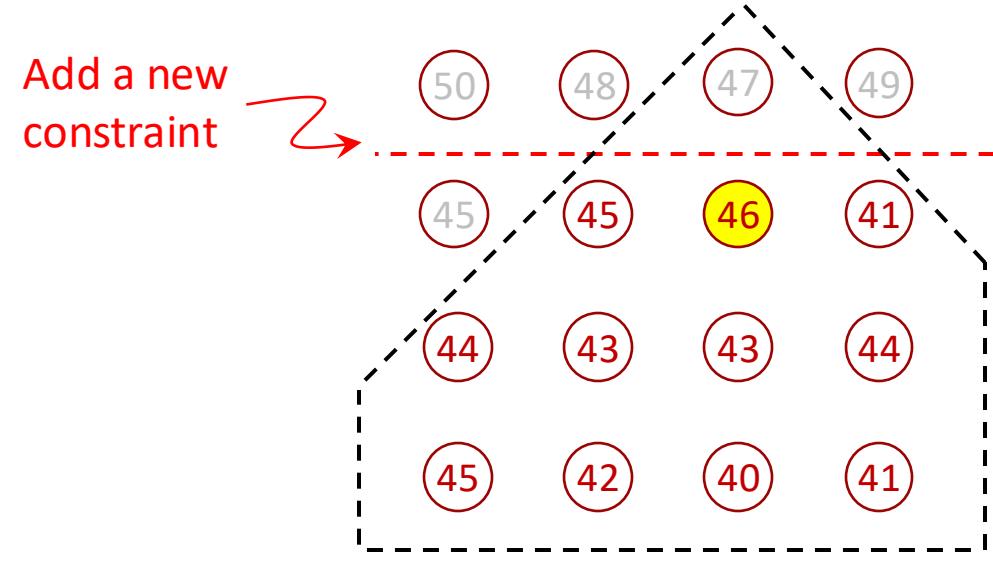
Excluding the optimal solution

- The model tells you to bid for / enroll in classes **A, C, E, G, I, J** for a total utility of 47.
- For some reason, you are not happy with this course selection. You can't really express it as a constraint.
- You would like to exclude A, C, E, G, I and J, but find the best one from all the remaining ones
- **Approach:** Add a constraint which makes **A, C, E, G, I, J** infeasible, but does not exclude any other solutions.

Excluding the optimal solution

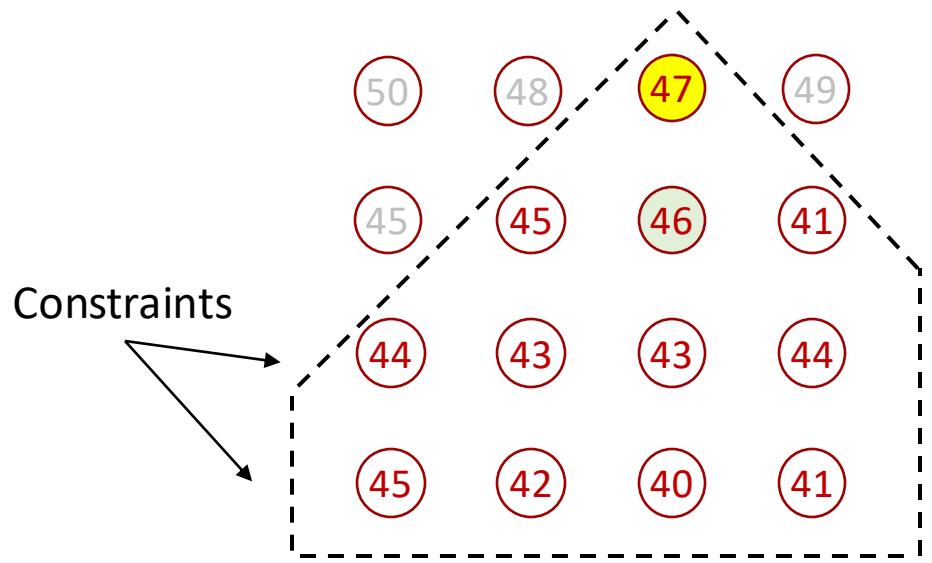


- Each circle represents a solution, while the dotted region are the constraints.
- The number inside represents the objective value. 47 is the best objective value, 46 is the second-best

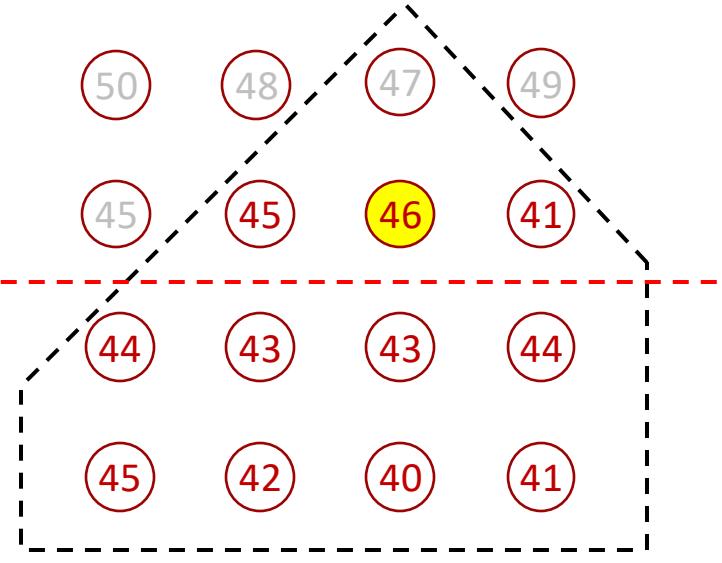


- If we can add a constraint that **only cuts off this one solution**, then re-solving the optimization will give us the best of the rest

Excluding the optimal solution



Constraint that
excludes TOO MUCH



- Each circle represents a solution, while the dotted region are the constraints.
- The number inside represents the objective value. 47 is the best objective value, 46 is the second-best

- If this new constraint excludes more than just the solution we want to eliminate, then there's a **chance that the second-optimal solution is also excluded**.