

Try-It Activity 12.1: Calculate Quality Score

Take a look at the following table and use the formula below to calculate the quality score and rank the bidders.

QS = Bid × CTR × 1,000

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Summary information** | | | | |
| **Bidder** | **“Burger and Fries”** | | | |
| **Bid** | **CTR** | **QS** | **Rank** |
| Burger King | $22 | 0.089 |  |  |
| Wendy's | $20 | 0.051 |  |  |
| White Castle | $28 | 0.066 |  |  |
| McDonald's | $20 | 0.088 |  |  |

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