# Quality Score Calculation for Burger Chains

The table below shows the Quality Score (QS) calculations and rankings for four major American fast-food chains. The QS is computed using the formula: QS = Bid × CTR × 1,000.

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| --- | --- | --- | --- | --- |
| Bidder | Bid ($) | CTR | QS | Rank |
| Burger King | 22 | 0.089 | 1958.0 | 1 |
| White Castle | 28 | 0.066 | 1848.0 | 2 |
| McDonald's | 20 | 0.088 | 1760.0 | 3 |
| Wendy's | 20 | 0.051 | 1020.0 | 4 |