**Time Complexity:**

**Linear Search**

* Best Case: O(1)
* Average Case: O(n)
* Worst Case: O(n)

**Binary Search**

* Best Case: O(1)
* Average Case: O(log n)
* Worst Case: O(log n)

**Which is better?**

Binary search is better for large datasets.  
Because it doesn’t check one by one like linear.  
It cuts the list in half every time — faster.

But for binary search, data should be **sorted**.

So for an e-commerce platform:

* Binary search is good
* But need to sort product list before using

If product list is small, linear is okay  
If product list is big, binary is better