What's Best! Tutorial

Example:

We have two computer models:

Standard Tower X
Deluxe Tower Y

Maximize: \[ \text{Profit} = 300X + 500Y \]

Subject to:
- Standard Tower \( X \leq 60 \)
- Deluxe Tower \( Y \leq 50 \)
- Hard Drive \( X + 2Y \leq 120 \)
- Nonnegativity \( X, Y \geq 0 \)

Set up Sheet, including decision variables, objective function, and constraints

Using What's Best!

- Choose adjustables (decision variables): Under "WB!" click "Adjustable"
- Define Best (objective function): Under "WB!" click "Best"
- Specify Constraints: Under "WB!" click "Constraints"
- Solve: Under "WB!" click "Solve"
- Shadow Prices: Under "WB!" click "Advanced", then click "Dual". "For Cell Range" chooses the cells contain the constraints. Solve again to get the shadow prices, lower ranges, and upper ranges.