## MITOCW | MIT15\_071S17\_Session\_8.1.01\_300k

Hello.

This week we'll discuss a new area of analytics, optimization.

In the first lecture, we'll see how American Airlines used revenue management to offer discounted fares and beat the competition.

Through this example, we teach you how to solve optimization problems with a spreadsheet software.

In the second lecture, we'll discuss how optimization is used to design radiation therapy treatments.

Let's get started.