

Mathématiques pour SHS

Master Sciences des données et histoire

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5. Graphing and Optimization

- 1 5-1 First Derivative and Graphs
- 2 5-2 Second Derivative and Graphs
- 3 5-4 Curve Sketching Techniques
- 4 5-5 Absolute Maxima and Minima
- 5 5-6 Optimization

5. Graphing and Optimization

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5. Graphing and Optimization

5-1 First Derivative and Graphs

Learning Objectives

- Use the first derivative to determine when functions are increasing or decreasing.

5. Graphing and Optimization

5-1 First Derivative and Graphs

Learning Objectives

- Use the first derivative to determine when functions are increasing or decreasing.
- Use the first derivative test to determine the local extrema of functions.

5. Graphing and Optimization

5-1 First Derivative and Graphs

Correspondence between behavior of $f'(x)$ at $x = c$ and behavior of graph of $f(x)$ at that $x = c$

- f' is **positive** at $x = c \iff$ The line tangent to graph of f at $x = c$ exists and it tilts **upward**.

5. Graphing and Optimization

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- f' is **negative** at $x = c \iff$ The line tangent to graph of f at $x = c$ exists and it tilts **downward**.

5. Graphing and Optimization

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- f' is **negative** at $x = c \iff$ The line tangent to graph of f at $x = c$ exists and it tilts **downward**.
- f' is **zero** at $x = c \iff$ The line tangent to graph of f at $x = c$ exists and it is **horizontal**.

5. Graphing and Optimization

5-1 First Derivative and Graphs

Now talk about behavior on an **interval**, not just at some particular $x = c$.

DEFINITION

Words: f is **increasing** on the interval $a < x < b$

5. Graphing and Optimization

5-1 First Derivative and Graphs

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Words: f is **increasing** on the interval $a < x < b$

Meaning: If $a < x_1 < x_2 < b$ then $f(x_1) < f(x_2)$

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5. Graphing and Optimization

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5. Graphing and Optimization

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5. Graphing and Optimization

5-1 First Derivative and Graphs

Correspondence between behavior of f' on an interval and behavior of f on that interval

- f' is **positive** on interval $a < x < b \iff f$ is **increasing** on interval $a < x < b$.

5. Graphing and Optimization

5-1 First Derivative and Graphs

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5. Graphing and Optimization

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- f' is **zero** on **whole** interval $a < x < b \iff f$ is **constant** on the whole interval $a < x < b$.

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5-1 First Derivative and Graphs

THEOREM 1: Increasing and Decreasing Functions

On the interval (a, b)		
$f'(x)$	$f(x)$	Graph of f
+	increasing	rising
−	decreasing	falling

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5-1 First Derivative and Graphs

EXAMPLE 1

Find the intervals where $f(x) = x^2 + 6x + 7$ is rising and falling.

5. Graphing and Optimization

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$$f'(x) = 2x + 6$$

$2x + 6 > 0$ when $2x > -6$, or $x > -3$.

5. Graphing and Optimization

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5. Graphing and Optimization

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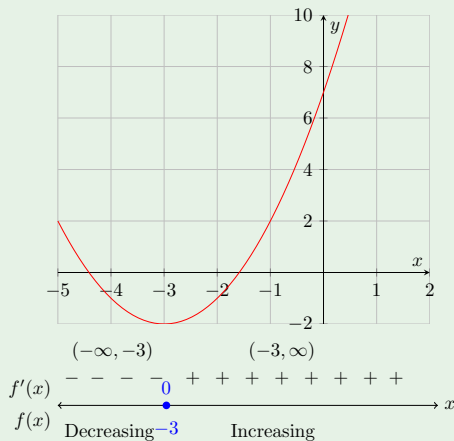
$2x + 6 < 0$ when $x < -3$, so the graph is falling when $x < -3$.

5. Graphing and Optimization

5-1 First Derivative and Graphs

EXAMPLE 1

A sign chart is helpful:



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5-1 First Derivative and Graphs

Partition Numbers and Critical Values

A **partition number** for the sign chart is a place where the derivative could change sign.

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5-1 First Derivative and Graphs

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A **partition number** for the sign chart is a place where the derivative could change sign. Assuming that f' is continuous wherever it is defined, this can only happen where f itself is not defined, where f' is not defined, or where f' is zero.

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5-1 First Derivative and Graphs

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DEFINITION Critical Values

The values of x in the domain of f where $f'(x) = 0$ or does not exist are called the **critical values** of f .

5. Graphing and Optimization

5-1 First Derivative and Graphs

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Insight:

All critical values are also partition numbers, but there may be partition numbers that are not critical values (where f itself is not defined).

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5-1 First Derivative and Graphs

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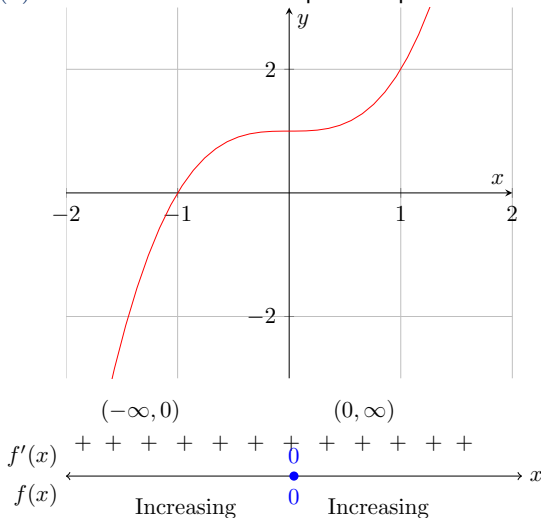
If f is a polynomial, critical values and partition numbers are both the same, namely the solutions of $f'(x) = 0$.

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5-1 First Derivative and Graphs

EXAMPLE 2

$f(x) = 1 + x^3$, $f'(x) = 3x^2$. Critical value and partition point at $x = 0$.



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5-1 First Derivative and Graphs

Local Extrema

- When the graph of a continuous function changes from rising to falling, a high point or **local maximum** occurs.

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5-1 First Derivative and Graphs

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5. Graphing and Optimization

5-1 First Derivative and Graphs

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Words: f has a local max (min) at $x = c$

Meaning: $f(c)$ exists, $f(c)$ is the highest (lowest) y -value nearby. That is for all x near $x = c$, $f(c) \geq (\leq) f(x)$.

5. Graphing and Optimization

5-1 First Derivative and Graphs

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We say that the local max (min) occurs **at** $x = c$, but the **value** of the local max (min) is the y -value $f(c)$.

5. Graphing and Optimization

5-1 First Derivative and Graphs

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We say that the local max (min) occurs **at** $x = c$, but the **value** of the local max (min) is the y -value $f(c)$.

THEOREM Existence of Local Extrema

If f is continuous on the interval (a, b) , c is a number in (a, b) , and $f(c)$ is a local extremum, then either $f'(c) = 0$ or $f'(c)$ does not exist. That is, c is a critical point.

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5-1 First Derivative and Graphs

First Derivative Test

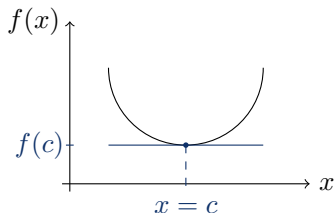
Let c be a **critical value** of f . That is, $f(c)$ is defined, and either $f'(c) = 0$ or $f'(c)$ is not defined. Construct a sign for $f'(x)$ close to and on either side of c .

On the interval (a, b)		
$f(x)$ left of c	$f(x)$ right of c	$f(c)$
Decreasing	Increasing	local minimum at c
Increasing	Decreasing	local maximum at c
Decreasing	Decreasing	not an extremum
Increasing	Increasing	not an extremum

5. Graphing and Optimization

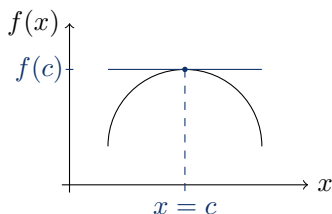
5-1 First Derivative and Graphs

$f'(c) = 0$: Horizontal Tangent



$$f'(x) \quad \boxed{- \quad - \quad - \quad 0 \quad + \quad + \quad +}$$

(A) $f(c)$ is a local minimum



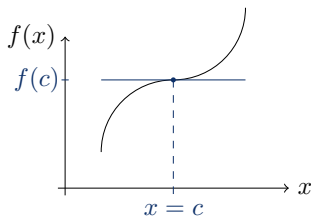
$$f'(x) \quad \boxed{+ \quad + \quad + \quad 0 \quad - \quad - \quad -}$$

(B) $f(c)$ is a local maximum

5. Graphing and Optimization

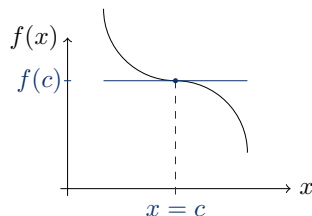
5-1 First Derivative and Graphs

$f'(c) = 0$: Horizontal Tangent



$$f'(x) \quad \boxed{+ \quad + \quad + \quad 0 \quad + \quad + \quad +}$$

(C) $f(c)$ is neither a local max
nor a local min



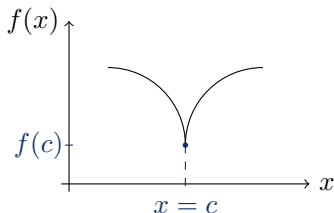
$$f'(x) \quad \boxed{- \quad - \quad - \quad 0 \quad - \quad - \quad -}$$

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5. Graphing and Optimization

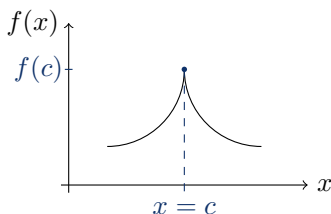
5-1 First Derivative and Graphs

$f'(c)$ is not defined but $f(c)$ is defined



$$f'(x) \quad \boxed{- \quad - \quad - \text{ND} \quad + \quad + \quad +}$$

(E) $f(c)$ is a local minimum



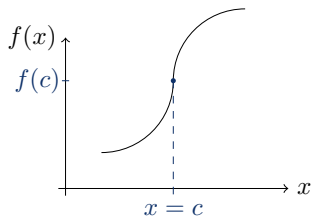
$$f'(x) \quad \boxed{+ \quad + \quad + \text{ND} \quad - \quad - \quad -}$$

(F) $f(c)$ is a local maximum

5. Graphing and Optimization

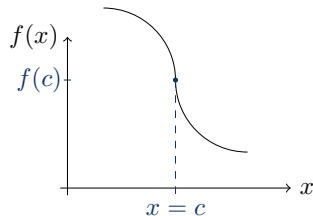
5-1 First Derivative and Graphs

$f'(c)$ is not defined but $f(c)$ is defined



$$f'(x) \quad \boxed{+ \quad + \quad + \text{ND} + \quad + \quad +}$$

(G) $f(c)$ is neither a local max
nor a local min



$$f'(x) \quad \boxed{- \quad - \quad - \text{ND} - \quad - \quad -}$$

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nor a local min

5. Graphing and Optimization

5-1 First Derivative and Graphs

THEOREM 3 Intercepts and Local Extrema of Polynomial Functions

If

$$f(x) = a_n x^n + a_{n-1} x^{n-1} + \dots + a_1 x + a_0, \quad a_n \neq 0,$$

is an n^{th} -degree polynomial, then f has at most n x -intercepts and at most $(n - 1)$ local extrema.

5. Graphing and Optimization

5-1 First Derivative and Graphs

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is an n^{th} -degree polynomial, then f has at most n x -intercepts and at most $(n - 1)$ local extrema.

THEOREM 3 does not guarantee that every n^{th} -degree polynomial has exactly $n - 1$ local extrema; it says only that there can never be more than $n - 1$ local extrema.

5. Graphing and Optimization

5-1 First Derivative and Graphs

EXERCISES

1. Use a sign graph to determine the intervals where x is increasing or decreasing. Give your answers in interval notation.
 - a. $f(x) = 15x^2 - 30x - 60$
 - b. $f(x) = 4x^3 - 3x^2$
2. Determine the intervals where $g(x)$ is increasing or decreasing. Identify the critical values of $g(x)$.
 - a. $g(x) = \frac{x^3}{3} - x^2 - 15x + 4$
 - b. $g(x) = \frac{x^2}{x+4}$
3. Let $f(x) = -x^4 + 50x^2$.
 - a. Find intervals where f is increasing or decreasing. Present the answers three ways: inequality notation and interval notation
 - b. Find x -coordinates of all local extrema.
 - c. Find the y -values of the local extrema.
 - d. Sketch a graph

5. Graphing and Optimization

5-1 First Derivative and Graphs

EXERCISES

4. Given that $f(x)$ is continuous on $(-\infty, \infty)$, use the information to sketch a graph of $f(x)$.

$$f(4) = 0, f(1) = 9$$

$$f'(1) = 0, f'(x) > 0, \quad \text{on } (1, \infty)$$

$$f'(x) < 0, \quad \text{on } (-\infty, 1)$$

5. Determine the local extrema for the functions in Exercise 2.

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5. Graphing and Optimization

5-2 Second Derivative and Graphs

Learning Objectives

- Use the second derivative to determine the concavity of functions.

5. Graphing and Optimization

5-2 Second Derivative and Graphs

Learning Objectives

- Use the second derivative to determine the concavity of functions.
- Use the second derivative to determine the inflection points of functions.

5. Graphing and Optimization

5-2 Second Derivative and Graphs

Learning Objectives

- Use the second derivative to determine the concavity of functions.
- Use the second derivative to determine the inflection points of functions.
- Solve applications involving the point of diminishing returns.

5. Graphing and Optimization

5-2 Second Derivative and Graphs

DEFINITION Concavity at a particular x value

Words: f is **concave up** at $x = c$

5. Graphing and Optimization

5-2 Second Derivative and Graphs

DEFINITION Concavity at a particular x value

Words: f is **concave up** at $x = c$

Meaning: The graph of f has a tangent line at $x = c$ and for x -values **near** $x = c$, the graph of f stays **above** the tangent line.

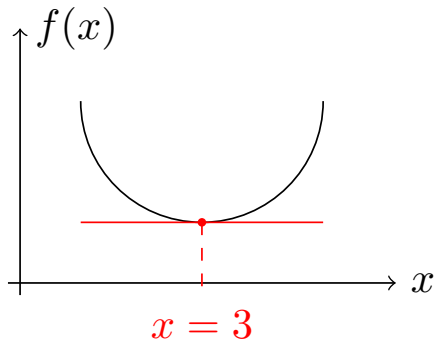
5. Graphing and Optimization

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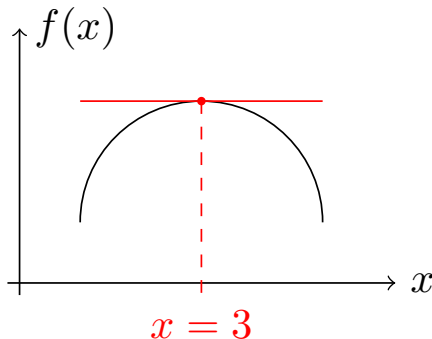
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f concave up at $x = 3$



f concave down at $x = 3$

5. Graphing and Optimization

5-2 Second Derivative and Graphs

DEFINITION Concavity on an interval

Words: f is **concave up** on an interval $a < x < b$

Meaning: For every $x = c$ where $a < c < b$, f is concave up at $x = c$.

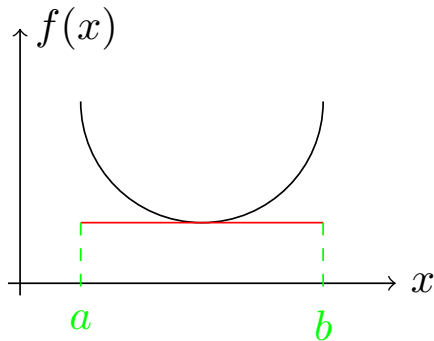
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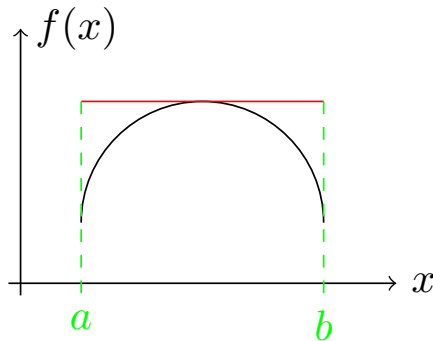
DEFINITION Concavity on an interval

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f concave up on (a, b)

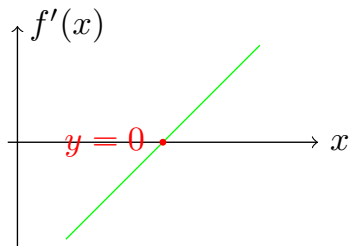
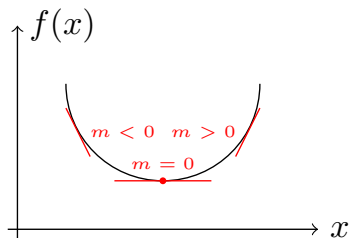


f concave down on (a, b)

5. Graphing and Optimization

5-2 Second Derivative and Graphs

Consider relationship between **concavity of f** and the **behavior of f'**



5. Graphing and Optimization

5-2 Second Derivative and Graphs

It seems that

f' **increasing** on interval $a < x < b \iff f$ **concave up** on interval $a < x < b$

Similarly f' **decreasing** on interval $a < x < b \iff f$ **concave down** on interval $a < x < b$

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But remember that

A function g being **increasing** or **decreasing** on an interval $a < x < b$ is related to the derivative of g being **positive** or **negative** on the interval $a < x < b$.

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5-2 Second Derivative and Graphs

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So f' being **increasing** or **decreasing** on an interval $a < x < b$ is related to the derivative of f' being **positive** or **negative** on the interval $a < x < b$.

This leads us to consider **the derivative of f'** .

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5-2 Second Derivative and Graphs

NOTATION

Introduce the second derivative of f

5. Graphing and Optimization

5-2 Second Derivative and Graphs

NOTATION

Introduce the second derivative of f

Symbol: f'' or $f''(x)$ or $\frac{d^2 f}{dx^2}$ or y'' or $\frac{d^2 y}{dx^2}$

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Meaning: The derivative of the derivative of f that is:

$$f''(x) = \frac{d}{dx} \left(\frac{d}{dx} f(x) \right) = \frac{d}{dx} (f'(x))$$

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EXAMPLE 1

For $f(x) = -x^4 + 50x^2$ and $f(x) = xe^{-x}$ find $f''(x)$

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5-2 Second Derivative and Graphs

Relationship between

Sign of $f'' \iff$ increasing/decreasing behavior of $f' \iff$ Concavity behavior of f

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5-2 Second Derivative and Graphs

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Sign of $f'' \iff$ increasing/decreasing behavior of $f' \iff$ Concavity behavior of f

SUMMARY Concavity

For the interval (a, b)

$f''(x)$	$f'(x)$	Graph of $y = f(x)$
+	Increasing	Concave up
-	Decreasing	Concave down

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5-2 Second Derivative and Graphs

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EXAMPLE 2

Find the intervals where the graph of $f(x) = 2x^5 - 3x^4$ is concave up or concave down.

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5-2 Second Derivative and Graphs

DEFINITION Inflection point

Inflection point on graph of f is

- a point on the graph

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5-2 Second Derivative and Graphs

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5-2 Second Derivative and Graphs

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5-2 Second Derivative and Graphs

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THEOREM Inflection point

If $y = f(x)$ is continuous on (a, b) and has an inflection point at $x = c$, then either $f''(c) = 0$ or $f''(c)$ does not exist

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5-2 Second Derivative and Graphs

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5-2 Second Derivative and Graphs

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EXAMPLE 3

Find the inflection point(s) of $f(x) = 2x^5 - 3x^4$.

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5-2 Second Derivative and Graphs

Analytical Example

Questions: Given a function

- 1 Find intervals where function is increasing or decreasing.

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5-2 Second Derivative and Graphs

Analytical Example

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- 1 Find intervals where function is increasing or decreasing.
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5-2 Second Derivative and Graphs

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5-2 Second Derivative and Graphs

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5-2 Second Derivative and Graphs

EXAMPLE 4

Let $f(x) = xe^{-x}$, Answer questions 1-6.

5. Graphing and Optimization

5-2 Second Derivative and Graphs

EXAMPLE 4

Let $f(x) = xe^{-x}$, Answer questions 1-6.

- 1 To determine increasing or decreasing behavior of f , we should study the **sign** of f' . So we need $f'(x)$. Here, we have $f'(x) = (1 - x)e^{-x}$.

5. Graphing and Optimization

5-2 Second Derivative and Graphs

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We need to make a sign chart for $f'(x)$. Start by looking for x -values $x = c$ where

- ▶ $f'(c) = 0$
- ▶ $f'(c)$ DNE

(these are called partition numbers for $f'(x)$)

5. Graphing and Optimization

5-2 Second Derivative and Graphs

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Are there any $x = c$ where $f'(c)$ DNE?

5. Graphing and Optimization

5-2 Second Derivative and Graphs

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Are there any $x = c$ where $f'(c)$ DNE?

$$f'(x) = \underbrace{(1 - x)}_{\text{this is a poly, its domain is all } x} \times \underbrace{e^{-x}}_{\text{this is an exp fun, its domain is all } x}$$

5. Graphing and Optimization

5-2 Second Derivative and Graphs

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$$f'(x) = \underbrace{(1 - x)}_{\text{this is a poly, its domain is all } x} \times \underbrace{e^{-x}}_{\text{this is an exp fun, its domain is all } x}$$

Conclude: The domain of f' is all x . There are no $x = c$ where $f'(c)$ DNE.

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5-2 Second Derivative and Graphs

EXAMPLE 4

Are there any x -values where $f'(c) = 0$

5. Graphing and Optimization

5-2 Second Derivative and Graphs

EXAMPLE 4

Are there any x -values where $f'(c) = 0$

$$0 = f'(x)$$

$$0 = \underbrace{(1 - x)}_{x = 1 \text{ will cause this factor to become zero}} \times \underbrace{e^{-x}}_{e^{\text{anything}} > 0 \text{ so no } x\text{-values will ever cause } e^{-x} = 0}$$

Conclusion: the only x -value that will cause $f'(x) = 0$ is $x = 1$.

Conclude: $x = 1$ is the only partition number for $f'(x)$.

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5-2 Second Derivative and Graphs

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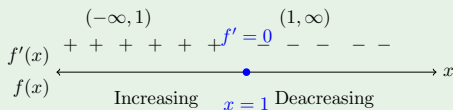
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Conclusion: the only x -value that will cause $f'(x) = 0$ is $x = 1$.

Conclude: $x = 1$ is the only partition number for $f'(x)$.

Now make a sign chart for $f'(x)$



$$f'(2) = (1 - 2)e^{-2} : \text{neg} \cdot \text{pos} = \text{neg}$$

$$f'(0) = (1 - 0)e^{-0} : \text{pos} \cdot \text{pos} = \text{pos}$$

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5-2 Second Derivative and Graphs

EXAMPLE 4

Conclusion of question 1:

- f is increasing on interval $(-\infty, 1)$, because f' is positive there.
- f is decreasing on interval $(1, \infty)$, because f' is negative there.

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5-2 Second Derivative and Graphs

EXAMPLE 4

Conclusion of question 1:

- f is increasing on interval $(-\infty, 1)$, because f' is positive there.
 - f is decreasing on interval $(1, \infty)$, because f' is negative there.
- 2 Local max at $x = 1$ because f changes from inc to dec (because f' changes from pos to neg) **and** because we know that $x = 1$ is a critical value of f .
That is
- ▶ $x = 1$ is a partition number for f'
 - ▶ $f(1)$ exists because domain of f is all real numbers.

No local min!

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5-2 Second Derivative and Graphs

EXAMPLE 4

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- 3 The y -value of the local max. Substitute $x = 1$ into $f(x)$.

$$y = f(1) = 1e^{-1} = \frac{1}{e}$$

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5-2 Second Derivative and Graphs

EXAMPLE 4

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- 4 Strategy:

- ▶ find f''
- ▶ analyze sign of f''
- ▶ use the information about sign of f'' to answer question about concavity of f .

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5-2 Second Derivative and Graphs

EXAMPLE 4

We need to analyze the sign of $f''(x) = (x - 2)e^{-x}$ (use approach similar to what we did when we analyzed the sign of $f'(x)$)

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5-2 Second Derivative and Graphs

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We need to analyze the sign of $f''(x) = (x - 2)e^{-x}$ (use approach similar to what we did when we analyzed the sign of $f'(x)$) Start by finding partition numbers for $f''(x)$.

5. Graphing and Optimization

5-2 Second Derivative and Graphs

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5-2 Second Derivative and Graphs

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5-2 Second Derivative and Graphs

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Observe

$$f''(x) = \underbrace{(x - 2)}_{\text{this is a poly, its domain is all } x} \times \underbrace{e^{-x}}_{\text{this always exists for every } x}$$

So the product always exists for every x .

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5-2 Second Derivative and Graphs

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5. Graphing and Optimization

5-2 Second Derivative and Graphs

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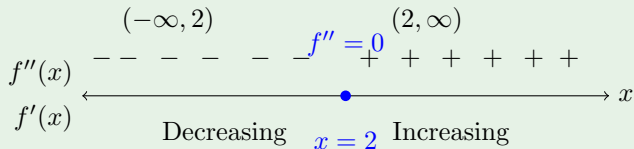
$$0 = \underbrace{(x - 2)}_{x = 2 \text{ will cause this factor to become zero}} \times \underbrace{e^{-x}}_{\text{always pos because } e^{\text{anything}} > 0}$$

Conclusion: $f''(x)$ has one partition number $x = c = 2$.

5. Graphing and Optimization

5-2 Second Derivative and Graphs

EXAMPLE 4



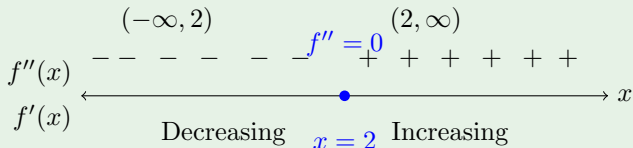
$$f''(1) = (1 - 2)e^{-1} = \text{neg} \cdot \text{pos} = \text{neg}$$

$$f''(3) = (3 - 2)e^{-3} = \text{pos} \cdot \text{pos} = \text{pos}$$

5. Graphing and Optimization

5-2 Second Derivative and Graphs

EXAMPLE 4



$$f''(1) = (1 - 2)e^{-1} = \text{neg} \cdot \text{pos} = \text{neg}$$

$$f''(3) = (3 - 2)e^{-3} = \text{pos} \cdot \text{pos} = \text{pos}$$

Conclusion:

- f is **concave up** on the interval $(2, \infty)$
- f is **concave down** on the interval $(-\infty, 2)$

5. Graphing and Optimization

5-2 Second Derivative and Graphs

EXAMPLE 4

5 Find x -values of inflection points.

5. Graphing and Optimization

5-2 Second Derivative and Graphs

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- We know the concavity changes at $x = 2$.

5. Graphing and Optimization

5-2 Second Derivative and Graphs

EXAMPLE 4

5 Find x -values of inflection points.

- We know the concavity changes at $x = 2$.
- We also know that $f(2)$ exists because $f(2) = 2e^{-2}$ this will exist.

5. Graphing and Optimization

5-2 Second Derivative and Graphs

EXAMPLE 4

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So there is a point on graph of f at $x = 2$.

5. Graphing and Optimization

5-2 Second Derivative and Graphs

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5. Graphing and Optimization

5-2 Second Derivative and Graphs

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So there is a point on graph of f at $x = 2$. Conclude there is an **inflection point** on graph of f at $x = 2$

6 The y -value of the inflection point is:

$$f(2) = 2e^{-2} = \frac{2}{e^2}$$

5. Graphing and Optimization

5-2 Second Derivative and Graphs

Point of Diminishing Returns

If a company decides to increase spending on advertising, they would expect sales to increase.

5. Graphing and Optimization

5-2 Second Derivative and Graphs

Point of Diminishing Returns

If a company decides to increase spending on advertising, they would expect sales to increase.

At first, sales will increase at an increasing rate and then increase at a decreasing rate. The value of x where the rate of change of sales changes from increasing to decreasing is called the **point of diminishing returns**.

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5-2 Second Derivative and Graphs

Point of Diminishing Returns

If a company decides to increase spending on advertising, they would expect sales to increase.

At first, sales will increase at an increasing rate and then increase at a decreasing rate. The value of x where the rate of change of sales changes from increasing to decreasing is called the **point of diminishing returns**.

This is also the point where the rate of change has a maximum value. Money spent after this point may increase sales, but at a lower rate. The next example illustrates this concept.

5. Graphing and Optimization

5-2 Second Derivative and Graphs

Maximum Rate of Change Example

Currently, a discount appliance store is selling 200 large-screen television sets monthly. If the store invests \$ x thousand in an advertising campaign, the ad company estimates that sales will increase to

$$N(x) = 3x^3 - 0.25x^4 + 200, \quad 0 \leq x \leq 9$$

- When is rate of change of sales increasing and when is it decreasing?
- What is the point of diminishing returns and the maximum rate of change of sales?

5. Graphing and Optimization

5-2 Second Derivative and Graphs

Maximum Rate of Change Example

The rate of change of sales with respect to advertising expenditures is

$$N'(x) = 9x^2 - x^3 = x^2(9 - x)$$

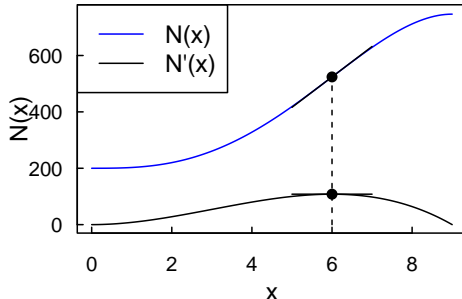
To determine when $N'(x)$ is increasing and decreasing, we find $N''(x)$, the derivative of $N'(x)$:

$$N''(x) = 18x - 3x^2 = 3x(6 - x)$$

5. Graphing and Optimization

5-2 Second Derivative and Graphs

```
N <- function(x) {3*x^3-0.25*x^4+200}
Np <- function(x) {9*x^2-x^3}; tgt <- function(x) {108*x-124}
curve(N, 0, 9, col="blue", ylim=c(0, 750)); curve(Np, 0, 9, add=T)
segments(5, Np(6), 7, Np(6)); segments(6, 0, 6, N(6), lty=2)
segments(5, tgt(5), 7, tgt(7))
points(6, Np(6), pch=16); points(6, N(6), pch=16)
legend("topleft", legend=c("N(x)", "N'(x)"),
      col=c("blue", "black"), lty=1)
```



5. Graphing and Optimization

5-2 Second Derivative and Graphs

EXERCISES

1. Find the interval where the graph of f is concave up and concave down. Identify all inflection points of $f(x)$.

a. $f(x) = x^3 - 3x^2 + 2x - 1$

b. $f(x) = e^{-3x^2}$

c. $f(x) = \frac{x}{2x-1}$

2. A company estimates that it will sell $N(x)$ units of a product after spending \$ x thousand on advertising, as given by

$$N(x) = -0.25x^4 + 13x^3 - 180x^2 + 10,000, \quad 15 \leq x \leq 24$$

- When is rate of change of sales increasing and when is it decreasing?
- What is the point of diminishing returns and the maximum rate of change of sales?
- Graph N and N' on the same coordinate system

5. Graphing and Optimization

- 1 5-1 First Derivative and Graphs
- 2 5-2 Second Derivative and Graphs
- 3 5-4 Curve Sketching Techniques**
- 4 5-5 Absolute Maxima and Minima
- 5 5-6 Optimization

5. Graphing and Optimization

5-4 Curve Sketching Techniques

Learning Objectives

- Use the graphing strategy to sketch the graphs of functions.

5. Graphing and Optimization

5-4 Curve Sketching Techniques

PROCEDURE **Graphing Strategy**

Step 1 Analyze $f(x)$

5. Graphing and Optimization

5-4 Curve Sketching Techniques

PROCEDURE **Graphing Strategy**

Step 1 Analyze $f(x)$

1 Find the domain of f .

5. Graphing and Optimization

5-4 Curve Sketching Techniques

PROCEDURE **Graphing Strategy**

Step 1 Analyze $f(x)$

- 1 Find the domain of f .
- 2 Find the intercepts.

5. Graphing and Optimization

5-4 Curve Sketching Techniques

PROCEDURE **Graphing Strategy**

Step 1 Analyze $f(x)$

- 1 Find the domain of f .
- 2 Find the intercepts.
- 3 Find asymptotes

5. Graphing and Optimization

5-4 Curve Sketching Techniques

PROCEDURE **Graphing Strategy**

Step 1 Analyze $f(x)$

- 1 Find the domain of f .
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Step 2 Analyze $f'(x)$

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5-4 Curve Sketching Techniques

PROCEDURE **Graphing Strategy**

Step 1 Analyze $f(x)$

- 1 Find the domain of f .
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Step 2 Analyze $f'(x)$

- 1 Find the partition numbers and critical values of $f'(x)$.

5. Graphing and Optimization

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PROCEDURE **Graphing Strategy**

Step 1 Analyze $f(x)$

- 1 Find the domain of f .
- 2 Find the intercepts.
- 3 Find asymptotes

Step 2 Analyze $f'(x)$

- 1 Find the partition numbers and critical values of $f'(x)$.
- 2 Construct a sign chart for $f'(x)$.

5. Graphing and Optimization

5-4 Curve Sketching Techniques

PROCEDURE **Graphing Strategy**

Step 1 Analyze $f(x)$

- 1 Find the domain of f .
- 2 Find the intercepts.
- 3 Find asymptotes

Step 2 Analyze $f'(x)$

- 1 Find the partition numbers and critical values of $f'(x)$.
- 2 Construct a sign chart for $f'(x)$.
- 3 Determine the intervals where f is increasing and decreasing.

5. Graphing and Optimization

5-4 Curve Sketching Techniques

PROCEDURE **Graphing Strategy**

Step 1 Analyze $f(x)$

- 1 Find the domain of f .
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Step 2 Analyze $f'(x)$

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- 4 Find local maxima and minima.

5. Graphing and Optimization

5-4 Curve Sketching Techniques

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5. Graphing and Optimization

5-4 Curve Sketching Techniques

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5. Graphing and Optimization

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5. Graphing and Optimization

5-4 Curve Sketching Techniques

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5. Graphing and Optimization

5-4 Curve Sketching Techniques

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Step 4 Sketch the graph of f

5. Graphing and Optimization

5-4 Curve Sketching Techniques

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- 1 Draw asymptotes, local max/min, and inflection points.

5. Graphing and Optimization

5-4 Curve Sketching Techniques

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- 4 Find inflection points.

Step 4 Sketch the graph of f

- 1 Draw asymptotes, local max/min, and inflection points.
- 2 Plot additional points as needed and complete the sketch.

5. Graphing and Optimization

5-4 Curve Sketching Techniques

EXAMPLE 1

Apply the graphing strategy to sketch the graph of $f(x) = x^3 - 3x^2$.

Step 1 Analyze $f(x)$

5. Graphing and Optimization

5-4 Curve Sketching Techniques

EXAMPLE 1

Apply the graphing strategy to sketch the graph of $f(x) = x^3 - 3x^2$.

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1 Domain: the domain of f is all x -values (poly).

5. Graphing and Optimization

5-4 Curve Sketching Techniques

EXAMPLE 1

Apply the graphing strategy to sketch the graph of $f(x) = x^3 - 3x^2$.

Step 1 Analyze $f(x)$

- 1 Domain: the domain of f is all x -values (poly).
- 2 y intercept: if $x = 0$, then $f(0) = 0^3 - 3(0^2) = 0$ is the y -intercept
 x intercept: if $y = 0$, then $x^3 - 3x^2 = x^2(x - 3) = 0$ so that $x = 0$ and $x = 3$ are the x -intercepts.

5. Graphing and Optimization

5-4 Curve Sketching Techniques

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 x intercept: if $y = 0$, then $x^3 - 3x^2 = x^2(x - 3) = 0$ so that $x = 0$ and $x = 3$ are the x -intercepts.
- 3 There are no vertical or horizontal asymptotes since f is a polynomial.

5. Graphing and Optimization

5-4 Curve Sketching Techniques

EXAMPLE 1

Step 2 Analyze $f'(x)$. $f'(x) = 3x^2 - 6x = 3x(x - 2)$

5. Graphing and Optimization

5-4 Curve Sketching Techniques

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Partition numbers for $f'(x)$: $x = 0$ and $x = 2$.

5. Graphing and Optimization

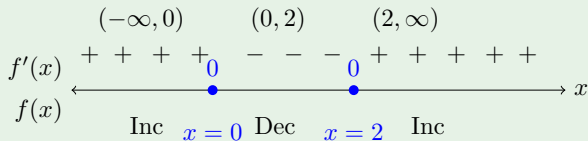
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- 2** Sign chart for $f'(x)$:



5. Graphing and Optimization

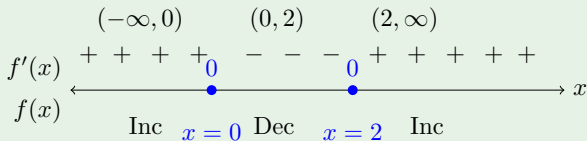
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- 3** f increases on $(-\infty, 0)$ and $(2, \infty)$ and decreases on $(0, 2)$.

5. Graphing and Optimization

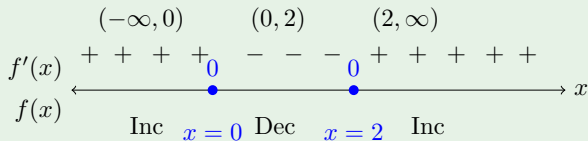
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- 3** f increases on $(-\infty, 0)$ and $(2, \infty)$ and decreases on $(0, 2)$.
4 f has a local max at $x = 0$, $y = 0$. f has a local min at $x = 2$, $y = -4$

5. Graphing and Optimization

5-4 Curve Sketching Techniques

EXAMPLE 1

Step 3 Analyze $f''(x)$. $f''(x) = 6x - 6 = 6(x - 1)$

5. Graphing and Optimization

5-4 Curve Sketching Techniques

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1 Partition numbers for $f'(x)$: $x = 1$.

5. Graphing and Optimization

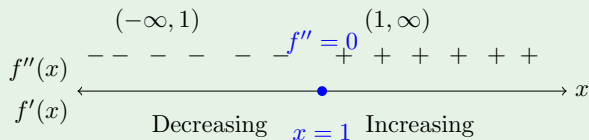
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5. Graphing and Optimization

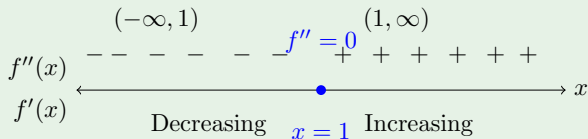
5-4 Curve Sketching Techniques

EXAMPLE 1

Step 3 Analyze $f''(x)$. $f''(x) = 6x - 6 = 6(x - 1)$

1 Partition numbers for $f'(x)$: $x = 1$.

2 Sign chart for $f''(x)$:



3 f is \cap on $(-\infty, 1)$; f is \cup on $(1, \infty)$.

5. Graphing and Optimization

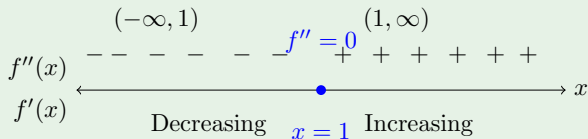
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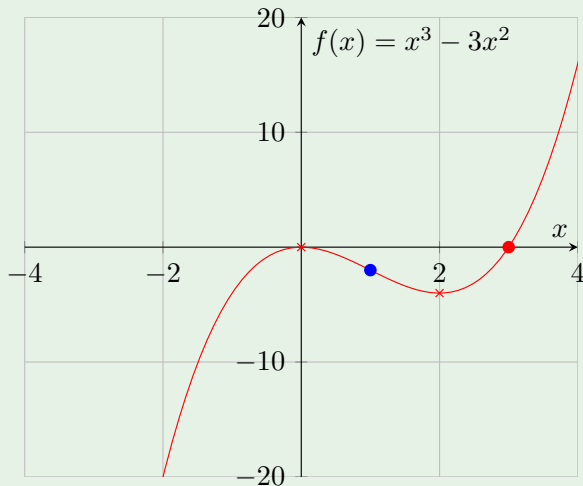
4 f has an inflection point at $x = 1, y = -2$

5. Graphing and Optimization

5-4 Curve Sketching Techniques

EXAMPLE 1

Step 4 Sketch the graph of f



5. Graphing and Optimization

5-4 Curve Sketching Techniques

EXAMPLE 2

If x items are produced in one day, the cost per day is

$$C(x) = x^2 + 2x + 2000$$

and the average cost per unit is $C(x)/x$.

Use the graphing strategy to analyze the average cost function.

5. Graphing and Optimization

5-4 Curve Sketching Techniques

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Use the graphing strategy to analyze the average cost function.

Step 1 Analyze $\bar{C}(x) = \frac{C(x)}{x} = \frac{x^2 + 2x + 2000}{x}$

5. Graphing and Optimization

5-4 Curve Sketching Techniques

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Step 1 Analyze $\bar{C}(x) = \frac{C(x)}{x} = \frac{x^2 + 2x + 2000}{x}$

- 1 Domain: Since negative values of x do not make sense and $\bar{C}(0)$ is not defined, the domain is the set of positive real numbers.

5. Graphing and Optimization

5-4 Curve Sketching Techniques

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 x intercept: None

5. Graphing and Optimization

5-4 Curve Sketching Techniques

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- 2** y intercept: None
 x intercept: None
- 3** H.A.: None
V.A.: The line $x = 0$ is a vertical asymptote ($C(0) \neq 0$).

5. Graphing and Optimization

5-4 Curve Sketching Techniques

EXAMPLE 2

Oblique Asymptotes: If a graph approaches a line that is neither horizontal nor vertical as x approaches ∞ or $-\infty$, that line is called an **oblique asymptote**

$$\bar{C}(x) = \frac{C(x)}{x} = \frac{x^2 + 2x + 2000}{x} = x + 2 + \frac{2000}{x}$$

5. Graphing and Optimization

5-4 Curve Sketching Techniques

EXAMPLE 2

Oblique Asymptotes: If a graph approaches a line that is neither horizontal nor vertical as x approaches ∞ or $-\infty$, that line is called an **oblique asymptote**

$$\bar{C}(x) = \frac{C(x)}{x} = \frac{x^2 + 2x + 2000}{x} = x + 2 + \frac{2000}{x}$$

If x is a large positive number, then $2000/x$ is very small and the graph of $\bar{C}(x)$ approaches the line $y = x + 2$.

This is the oblique asymptote.

5. Graphing and Optimization

5-4 Curve Sketching Techniques

EXAMPLE 2

Step 2 Analyze $\bar{C}'(x)$.

$$\bar{C}'(x) = \frac{(2x + 2)x - (x^2 + 2x + 2000)(1)}{x^2} = \frac{x^2 - 2000}{x^2}$$

5. Graphing and Optimization

5-4 Curve Sketching Techniques

EXAMPLE 2

Step 2 Analyze $\bar{C}'(x)$.

$$\bar{C}'(x) = \frac{(2x + 2)x - (x^2 + 2x + 2000)(1)}{x^2} = \frac{x^2 - 2000}{x^2}$$

- 1 Critical values of $\bar{C}(x)$: $x = \sqrt{2000} \approx 44.72$.
Partition numbers for $\bar{C}'(x)$: $x = \sqrt{2000}$ and $x = 0$.

5. Graphing and Optimization

5-4 Curve Sketching Techniques

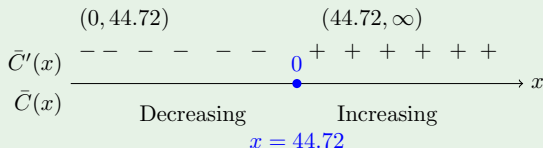
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5. Graphing and Optimization

5-4 Curve Sketching Techniques

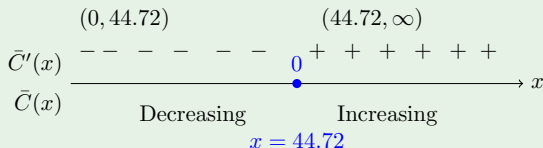
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Partition numbers for $\bar{C}'(x)$: $x = \sqrt{2000}$ and $x = 0$.

2 Sign chart for $\bar{C}(x)$:



3 If we test values to the left and right of the critical point, we find that \bar{C} is decreasing on $(0, \sqrt{2000})$, and increasing on $(\sqrt{2000}, \infty)$

5. Graphing and Optimization

5-4 Curve Sketching Techniques

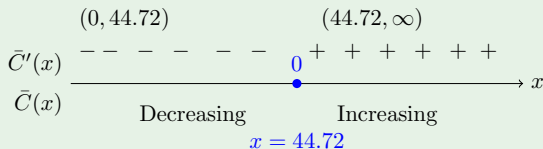
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2 Sign chart for $\bar{C}(x)$:



3 If we test values to the left and right of the critical point, we find that \bar{C} is decreasing on $(0, \sqrt{2000})$, and increasing on $(\sqrt{2000}, \infty)$

4 \bar{C} has a local min at $x = \sqrt{2000}$, $y = 91.44$

5. Graphing and Optimization

5-4 Curve Sketching Techniques

EXAMPLE 2

Step 3 Analyze $\bar{C}''(x)$.

$$\bar{C}''(x) = \frac{2x(x^2) - (x^2 - 2000)(2x)}{x^4} = \frac{4000}{x^3}$$

5. Graphing and Optimization

5-4 Curve Sketching Techniques

EXAMPLE 2

Step 3 Analyze $\bar{C}''(x)$.

$$\bar{C}''(x) = \frac{2x(x^2) - (x^2 - 2000)(2x)}{x^4} = \frac{4000}{x^3}$$

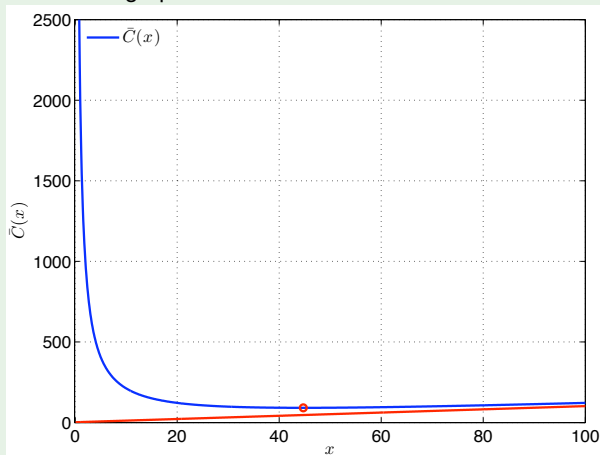
Since this is positive for all positive x , the graph of the average cost function is concave up on $(0, \infty)$

5. Graphing and Optimization

5-4 Curve Sketching Techniques

EXAMPLE 2

Step 4 Sketch the graph of \bar{C} .



5. Graphing and Optimization

5-4 Curve Sketching Techniques

EXERCISES

1. Summarize the pertinent information obtained by applying the graphing strategy and sketch the graph of $y = f(x)$.

a. $f(x) = \frac{x^2}{x+1}$

b. $f(x) = \frac{2x^2-3x}{x-2}$

2. Nicole owns a company that makes luxurious velvet robes. Her total cost to make x robes can be modeled by the function

$$C(x) = 1500 + 3x^2, \quad x > 0.$$

- Find the average cost function.
- How many robes must be produced for the average cost to be minimized?
- What is the minimum average cost?

5. Graphing and Optimization

- 1 5-1 First Derivative and Graphs
- 2 5-2 Second Derivative and Graphs
- 3 5-4 Curve Sketching Techniques
- 4 5-5 Absolute Maxima and Minima**
- 5 5-6 Optimization

5. Graphing and Optimization

5-5 Absolute Maxima and Minima

Learning Objectives

- Find the absolute maxima and absolute minima of functions.

5. Graphing and Optimization

5-5 Absolute Maxima and Minima

Learning Objectives

- Find the absolute maxima and absolute minima of functions.
- Use the second derivative test for local extrema.

5. Graphing and Optimization

5-5 Absolute Maxima and Minima

DEFINITION: Absolute Maxima and Minima

- $f(c)$ is an **absolute maximum** of f if $f(c) > f(x)$ for all x in the domain of f .

5. Graphing and Optimization

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5. Graphing and Optimization

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THEOREM 1

If a function f is continuous on closed interval $[a, b]$, then f is guaranteed to have an absolute max and an absolute min on that interval.

5. Graphing and Optimization

5-5 Absolute Maxima and Minima

DEFINITION: Absolute Maxima and Minima

- $f(c)$ is an **absolute maximum** of f if $f(c) \geq f(x)$ for all x in the domain of f .
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THEOREM 1

If a function f is continuous on closed interval $[a, b]$, then f is guaranteed to have an absolute max and an absolute min on that interval.

THEOREM 2

The only place where an abs max or min can ever occur (if they occur at all) is at the x -values that are

- critical values
- endpoints of the domain

5. Graphing and Optimization

5-5 Absolute Maxima and Minima

Suppose that the domain of a function f is a closed interval $[a, b]$.
and suppose that it is known that f is continuous on $[a, b]$.

5. Graphing and Optimization

5-5 Absolute Maxima and Minima

Suppose that the domain of a function f is a closed interval $[a, b]$.
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Theorem 1 **guarantees** that there **will be** both an absolute maximum and an absolute minimum on the interval $[a, b]$.

5. Graphing and Optimization

5-5 Absolute Maxima and Minima

Suppose that the domain of a function f is a closed interval $[a, b]$.
and suppose that it is known that f is continuous on $[a, b]$.

Theorem 1 **guarantees** that there **will be** both an absolute maximum and an absolute minimum on the interval $[a, b]$.

and Theorem 2 tells us **where** (at what x -values) the absolute max and min have to be found.

- at x values that are critical values of f
- at x values that are endpoints ($x = a, x = b$).

This give us the idea for a strategy:

5. Graphing and Optimization

5-5 Absolute Maxima and Minima

PROCEDURE Finding Absolute Extrema on a Closed Interval

Used for finding the absolute extrema for a function f that is continuous on a closed interval $[a, b]$.

Step 1 Identify the closed interval $[a, b]$.

5. Graphing and Optimization

5-5 Absolute Maxima and Minima

PROCEDURE Finding Absolute Extrema on a Closed Interval

Used for finding the absolute extrema for a function f that is continuous on a closed interval $[a, b]$.

Step 1 Identify the closed interval $[a, b]$.

Step 2 Confirm that f is indeed continuous on the interval $[a, b]$.

5. Graphing and Optimization

5-5 Absolute Maxima and Minima

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Used for finding the absolute extrema for a function f that is continuous on a closed interval $[a, b]$.

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5. Graphing and Optimization

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Step 3 Find the critical values of f .

Step 4 List all important x -values in order in a table.

5. Graphing and Optimization

5-5 Absolute Maxima and Minima

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5. Graphing and Optimization

5-5 Absolute Maxima and Minima

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Step 4 List all important x -values in order in a table.

Step 5 Find the correspond y -values.

Step 6 Identify the largest y -value as the abs max and the smallest y -value as the absolute min. State your conclusion clearly

5. Graphing and Optimization

5-5 Absolute Maxima and Minima

EXAMPLE 1

Find the absolute extrema of $f(x) = x^4 - 6x^2 + 5$ on the interval $[-3, 2]$.

5. Graphing and Optimization

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Are there any x -values that cause $f'(x) = 0$? Set $f'(x) = 0$ and solve for x .

$$4x^3 - 12x = 0$$

Identify common factor $4x$ and rewrite to highlight the common factor.

$$4x \cdot x^2 - 4x \cdot 3 = 0$$

Now factor out the $4x$: $4x(x^2 - 3) = 0$

5. Graphing and Optimization

5-5 Absolute Maxima and Minima

EXAMPLE 1

Step 3 Factor some more

$$4x(x - \sqrt{3})(x + \sqrt{3}) = 0$$

Solution: $x = 0, x = -\sqrt{3}, x = \sqrt{3}$ these are the partition numbers for $f'(x)$ because they cause $f'(x) = 0$.

5. Graphing and Optimization

5-5 Absolute Maxima and Minima

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Observe that $f(x)$ exists at all three of these partition numbers for f' (because f is a poly, so its domain is all real numbers).

5. Graphing and Optimization

5-5 Absolute Maxima and Minima

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Observe that $f(x)$ exists at all three of these partition numbers for f' (because f is a poly, so its domain is all real numbers).

So the three x -values $x = 0, x = -\sqrt{3}, x = \sqrt{3}$ all satisfy

- $f'(x) = 0$
- $f(x)$ exists

So these three x -values are the critical values for f .

5. Graphing and Optimization

5-5 Absolute Maxima and Minima

EXAMPLE 1

Step 4-6 List of important x – values

Important x –values	Corresponding y –values
$x = -3$	$y = 32$
$x = -\sqrt{3}$	$y = -4$
$x = 0$	$y = 5$
$x = \sqrt{3}$	$y = -4$
$x = 2$	$y = -3$

5. Graphing and Optimization

5-5 Absolute Maxima and Minima

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Conclusion:

- The absolute max is $y = 32$ and it occurs at $x = -3$
- The absolute min is $y = -4$ and it occurs at $x = -\sqrt{3}$ and $x = \sqrt{3}$

5. Graphing and Optimization

5-5 Absolute Maxima and Minima

EXAMPLE 2

Find the absolute extrema of $f(x) = x^4 - 6x^2 + 5$ on the interval $[-1, 2]$.

5. Graphing and Optimization

5-5 Absolute Maxima and Minima

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5. Graphing and Optimization

5-5 Absolute Maxima and Minima

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5. Graphing and Optimization

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Step 2 The function f is continuous on $[-1, 2]$ because f is a polynomial

Step 3 Critical values of f :

$$x = 0 \text{ and } x = \sqrt{3}$$

~~$x = -\sqrt{3}$~~ not in the interval $[-1, 2]$

5. Graphing and Optimization

5-5 Absolute Maxima and Minima

EXAMPLE 2

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Important x –values	Corresponding y –values
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5. Graphing and Optimization

5-5 Absolute Maxima and Minima

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$x = 2$	$y = -3$

Conclusion:

- The absolute max is $y = 5$ and it occurs at $x = 0$
- The absolute min is $y = -4$ and it occurs at $x = \sqrt{3}$

5. Graphing and Optimization

5-5 Absolute Maxima and Minima

EXAMPLE 3

Find the absolute extrema of $f(x) = x^4 - 6x^2 + 5$ on the interval $(-\infty, \infty)$.

5. Graphing and Optimization

5-5 Absolute Maxima and Minima

EXAMPLE 3

Find the absolute extrema of $f(x) = x^4 - 6x^2 + 5$ on the interval $(-\infty, \infty)$.

Observe f is continuous but the interval **is not** closed. We are not guaranteed any max or min.

We cannot use the closed interval procedure!

So what do we do?

5. Graphing and Optimization

5-5 Absolute Maxima and Minima

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A variety of math technique have to be used, depending on the problem.

5. Graphing and Optimization

5-5 Absolute Maxima and Minima

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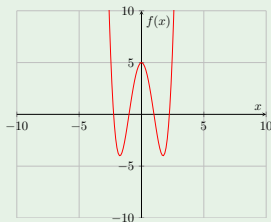
Observe f is continuous but the interval **is not** closed. We are not guaranteed any max or min.

We cannot use the closed interval procedure!

So what do we do?

A variety of math technique have to be used, depending on the problem.

Observe f is **even degree** polynomial with **positive** leading coefficient. So both ends go up.



So graph **will have absolute min**, but **will not have an absolute max**.

5. Graphing and Optimization

5-5 Absolute Maxima and Minima

EXAMPLE 3

THEOREM 1 tells us that the only places where abs max or min can occur at

- critical values
- endpoints

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We don't have any endpoints in this example, so the abs max or min must occur at critical values.

5. Graphing and Optimization

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From previous example, we know that the critical values of f are:

$$x = 0, x = -\sqrt{3}, x = \sqrt{3}.$$

5. Graphing and Optimization

5-5 Absolute Maxima and Minima

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We don't have any endpoints in this example, so the abs max or min must occur at critical values.

From previous example, we know that the critical values of f are:

$$x = 0, x = -\sqrt{3}, x = \sqrt{3}.$$

So it must be that $y = -4$ is the abs min (it occurs at $x = -\sqrt{3}$ and $x = \sqrt{3}$). No abs max!

5. Graphing and Optimization

5-5 Absolute Maxima and Minima

Second-Derivative Test

Let c be a critical value of $f(x)$.

$f'(c)$	$f''(c)$	Graph of f is	$f(c)$
0	+	Concave up	Local min
0	-	Concave down	Local max
0	0	Concave up	Test fails

5. Graphing and Optimization

5-5 Absolute Maxima and Minima

EXAMPLE 4

Find the local maximum and minimum values of $f(x) = x^3 - 6x^2$ on $[-1, 7]$.

5. Graphing and Optimization

5-5 Absolute Maxima and Minima

EXAMPLE 4

Find the local maximum and minimum values of $f(x) = x^3 - 6x^2$ on $[-1, 7]$.

$$f'(x) = 3x^2 - 12x = 3x(x - 4)$$

$$f''(x) = 6x - 12 = 6(x - 2)$$

Critical values: $x = 0$ and $x = 4$

$$f''(0) = -12, \text{ hence } f(0) \text{ local max}$$

$$f''(4) = 12, \text{ hence } f(4) \text{ local min}$$

5. Graphing and Optimization

5-5 Absolute Maxima and Minima

THEOREM 3: Second-Derivative Test for Absolute Extremum

Let f be continuous on interval I with only one critical value c in I .

- If $f'(c) = 0$ and $f''(c) > 0$, then $f(c)$ is the absolute minimum of f on I .
- If $f'(c) = 0$ and $f''(c) < 0$, then $f(c)$ is the absolute maximum of f on I .

5. Graphing and Optimization

5-5 Absolute Maxima and Minima

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The second-derivative test does not apply if $f''(c) = 0$ or if $f''(c)$ is not defined. The first-derivative test must be used.

5. Graphing and Optimization

5-5 Absolute Maxima and Minima

EXAMPLE 5

Find the absolute minimum value of $f(x) = x + \frac{4}{x}$ on $(0, \infty)$.

5. Graphing and Optimization

5-5 Absolute Maxima and Minima

EXAMPLE 5

Find the absolute minimum value of $f(x) = x + \frac{4}{x}$ on $(0, \infty)$.

$$f'(x) = 1 - \frac{4}{x^2} = \frac{x^2 - 4}{x^2} = \frac{(x - 2)(x + 2)}{x^2}$$

$$f''(x) = \frac{8}{x^3}$$

The only critical value in the interval $(0, \infty)$ is $x = 2$. Since $f''(2) = 1 > 0$, $f(2)$ is the abs min value of f on $(0, \infty)$

5. Graphing and Optimization

5-5 Absolute Maxima and Minima

EXERCISES

1. Use the second derivative test to find the local extrema for $f(x) = 2x^3 - 4x^2 - 10$
2. Let $f(x) = 20 - 4x - \frac{250}{x^2}$. Find all absolute extrema on the interval $(0, \infty)$
3. Find the absolute maxima and absolute minima, if they exist, for the function $f(x) = \frac{x^3}{3} - x^2 + 4$ on the given intervals.
 - a. $[-4, 0]$
 - b. $[-4, 3]$

5. Graphing and Optimization

- 1 5-1 First Derivative and Graphs
- 2 5-2 Second Derivative and Graphs
- 3 5-4 Curve Sketching Techniques
- 4 5-5 Absolute Maxima and Minima
- 5 5-6 Optimization

5. Graphing and Optimization

5-6 Optimization

Learning Objectives

- Solve applications requiring optimization of area or perimeter.

5. Graphing and Optimization

5-6 Optimization

Learning Objectives

- Solve applications requiring optimization of area or perimeter.
- Solve applications requiring optimization of revenue, profit, or cost.

5. Graphing and Optimization

5-6 Optimization

Learning Objectives

- Solve applications requiring optimization of area or perimeter.
- Solve applications requiring optimization of revenue, profit, or cost.
- Solve inventory control applications.

5. Graphing and Optimization

5-6 Optimization

Optimization involves absolute extremum problems.

Possible Complications:

- problems may be **word** problems.

5. Graphing and Optimization

5-6 Optimization

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5. Graphing and Optimization

5-6 Optimization

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The techniques used to solve optimization problems are best illustrated through examples. Let's begin with some examples.

5. Graphing and Optimization

5-6 Optimization

EXAMPLE 1

Find two positive numbers x, y such that

- the product of the numbers is 9000.
- the sum $10x + 25y$ is minimized.

5. Graphing and Optimization

5-6 Optimization

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Eq II: $10x + 25y = S$ (minimize this S um)

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Solve equation I for y : $y = \frac{9000}{x}$

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5-6 Optimization

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Eliminate one of the variables:

Solve equation I for y : $y = \frac{9000}{x}$

Substitute into equation II: $10x + 25\frac{9000}{x} = S$

This describes a function S of the variable x . In function notation

$$S(x) = 10x + 25\frac{9000}{x}$$

5. Graphing and Optimization

5-6 Optimization

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The domain is $(0, \infty)$ because x must be positive.

Goal: Find absolute min of $S(x)$ on the interval $(0, \infty)$.

5. Graphing and Optimization

5-6 Optimization

EXAMPLE 1

If there are any abs extrema, we know that they can only occur at x -values that are critical value of $S(x)$. So we must find them.

5. Graphing and Optimization

5-6 Optimization

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If there are any abs extrema, we know that they can only occur at x -values that are critical value of $S(x)$. So we must find them.

Start by finding partition numbers of $S'(x)$ that is x -values where $S' = 0$ or S' DNE.

$$S(x) = 10x + 25\frac{9000}{x} = 10x + 25(9000)x^{-1}$$

$$\begin{aligned} S'(x) &= \frac{d}{dx} (10x + 25(9000)x^{-1}) \\ &= 10 + 25(9000)(-1)x^{-2} \\ &= 10 - \frac{25(9000)}{x^2} \end{aligned}$$

5. Graphing and Optimization

5-6 Optimization

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Any x -values that cause S' to be undefined?

Yes: $x = 0$, but it is not in our interval $(0, \infty)$

5. Graphing and Optimization

5-6 Optimization

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Any x -values that cause S' to be undefined?

Yes: $x = 0$, but it is not in our interval $(0, \infty)$

Are there any x -values that cause $S'(x) = 0$?

Set $S'(x) = 0$ and solve for x .

5. Graphing and Optimization

5-6 Optimization

EXAMPLE 1

$$10 - \frac{25(9000)}{x^2} = 0$$

$$10 = \frac{25(9000)}{x^2}$$

$$10x^2 = 25(9000)$$

$$x^2 = 25(900)$$

$$x = \sqrt{25(900)} = \sqrt{25}\sqrt{900}$$

$$= 5 \cdot 30 = 150$$

So $x = 150$ is a partition number for S' because $S'(150) = 0$.

5. Graphing and Optimization

5-6 Optimization

EXAMPLE 1

$$10 - \frac{25(9000)}{x^2} = 0$$

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$$x^2 = 25(900)$$

$$x = \sqrt{25(900)} = \sqrt{25}\sqrt{900}$$

$$= 5 \cdot 30 = 150$$

So $x = 150$ is a partition number for S' because $S'(150) = 0$.

Is $x = 150$ a critical value for S ?

Does $S(150)$ exist?

$S(150) = 10(150) + \frac{25(900)}{150}$, this exists!

So $x = 150$ is a partition number for $S'(x)$ has property that $S(150)$ exists.

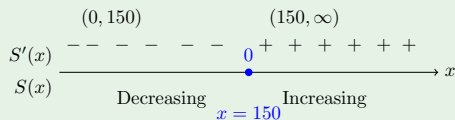
So $x = 150$ is a critical value for S . This must be the place where the min occurs.

5. Graphing and Optimization

5-6 Optimization

EXAMPLE 1

Study sign of $S'(x)$.



So $x = 150$ is the location of the absolute min.

We still need to find y . Must satisfy

$$xy = 9000$$

$$y = \frac{9000}{x}$$

$$y = \frac{9000}{150} = 60$$

$$(x, y) = (150, 60)$$

5. Graphing and Optimization

5-6 Optimization

EXAMPLE 2

Find the dimensions of a rectangular area of 225 square meters that has the least perimeter.

5. Graphing and Optimization

5-6 Optimization

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Let L = length, W = width.

The formulas for area A and perimeter P are

$$A = L \cdot W = 225$$

$$P = 2L + 2W$$

5. Graphing and Optimization

5-6 Optimization

EXAMPLE 2

Find the dimensions of a rectangular area of 225 square meters that has the least perimeter.

Let L = length, W = width.

The formulas for area A and perimeter P are

$$A = L \cdot W = 225$$

$$P = 2L + 2W$$

From the area equation solve for L and substitute that value of L into the perimeter equation to get an equation in one unknown:

$$L = \frac{225}{W}$$

$$P = 2\frac{225}{W} + 2W = \frac{450}{W} + 2W$$

5. Graphing and Optimization

5-6 Optimization

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We wish to minimize $P(W)$, so we take the derivative and look at the critical values.

5. Graphing and Optimization

5-6 Optimization

EXAMPLE 2

$$\begin{aligned} P'(W) &= \frac{d}{dW} \left(\frac{450}{W} + 2W \right) = \frac{-450}{W^2} + 2 \\ &= \frac{2W^2 - 450}{W^2} = \frac{2(W^2 - 225)}{W^2} = \frac{2(W - 15)(W + 15)}{W^2} \end{aligned}$$

There is a critical value at $W = 15$. (Disregard $W = -15$ since the width cannot be negative).

5. Graphing and Optimization

5-6 Optimization

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There is a critical value at $W = 15$. (Disregard $W = -15$ since the width cannot be negative).

$$P''(W) = \frac{900}{W^3}$$

$P''(15) > 0$, so this is a local minimum and since $W = 15$ is the only critical value, then $P(15) = \frac{450}{15} + 2 \cdot 15 = \60 must be the absolute minimum value of $P(W)$. The least perimeter occurs when $W = 15$.

For this value $L = \frac{225}{15} = 15$, so the shape is a square of side 15 meters, with minimum perimeter of 60.

5. Graphing and Optimization

5-6 Optimization

PROCEDURE **Strategy for Solving Optimization Problems**

Step 1 Introduce variables, look for relationships among these variables, and construct a math model of the form: Maximize (minimize) $f(x)$ on the interval I .

5. Graphing and Optimization

5-6 Optimization

PROCEDURE **Strategy for Solving Optimization Problems**

- Step 1** Introduce variables, look for relationships among these variables, and construct a math model of the form: Maximize (minimize) $f(x)$ on the interval I .
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5-6 Optimization

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- Step 2** Find the critical values of $f(x)$.
- Step 3** Find the maximum (minimum) value of $f(x)$ on the interval I .

5. Graphing and Optimization

5-6 Optimization

PROCEDURE Strategy for Solving Optimization Problems

- Step 1 Introduce variables, look for relationships among these variables, and construct a math model of the form: Maximize (minimize) $f(x)$ on the interval I .
- Step 2 Find the critical values of $f(x)$.
- Step 3 Find the maximum (minimum) value of $f(x)$ on the interval I .
- Step 4 Use the solution to the mathematical model to answer all the questions asked in the problem.

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EXAMPLE 3

A company manufactures and sells x television sets per month. The monthly cost and price-demand equations are:

$$C(x) = 60,000 + 60x$$

$$p(x) = 200 - x/50, \quad \text{for } 0 \leq x \leq 6,000$$

- a Find the production level that will maximize the revenue, the maximum revenue, and the price that the company needs to charge at that level.
- b Find the production level that will maximize the profit, the maximum profit, and the price that the company needs to charge at that level.

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EXAMPLE 3

a The monthly revenue is

$$R(x) = xp(x) = x(200 - x/50) = 200x - \frac{x^2}{50}$$

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Differentiate and set to zero:

$$\begin{aligned} R'(x) &= 200 - \frac{x}{25} = 0 \\ x &= 5000 \end{aligned}$$

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EXAMPLE 3

- a Use the second-derivative test for absolute extrema:

$$R''(x) = -\frac{1}{25} < 0, \quad \text{for all } x$$

Since $x = 5000$ is the only critical value and $R''(x) < 0$,

$$\text{Max } R(x) = R(5000) = \$500,000$$

When the demand is $x = 5000$, the price is

$$p(5000) = \$100$$

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- b Profit = Revenue - Cost

$$P(x) = 200x - \frac{x^2}{50} - (60000 + 60x) = -\frac{x^2}{50} + 140x - 60000$$

$$P'(x) = \frac{-x}{25} + 140 = 0$$

$$x = 3500$$

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$$\text{Max } P(x) = P(3500) = \$185,000$$

When the demand is $x = 3500$, the price is

$$p(3500) = \$130$$

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Summary:

The maximum revenue of \$500,000 is achieved at a production level of 5000 sets per month, which are sold at \$100 each. (The profit is $P(5000) = \$140,000$.)

The maximum profit of \$185,000 is achieved at a production level of 3500 sets per month, which are sold at \$130 each. (The revenue is $R(3500) = \$455,000$).

5. Graphing and Optimization

5-6 Optimization

EXAMPLE 4: Inventory Control

A pharmacy has a uniform annual demand for 200 bottles of a certain antibiotic. It costs \$5 per year for a storage place for one bottle, and \$40 to place an order.

How many times during the year should the pharmacy order the antibiotic in order to minimize total cost?

5. Graphing and Optimization

5-6 Optimization

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Example: If you use 4 orders of 50 bottles each, you need 50 storage places. If you use 10 orders of 20 bottles each, you only need 20 storage places, but it costs more to order.

5. Graphing and Optimization

5-6 Optimization

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The total annual cost is $C = 40y + 5x$.

In order to write the total cost C as a function of one variable, we must find a relationship between x and y .

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The total annual cost is $C = 40y + 5x$.

In order to write the total cost C as a function of one variable, we must find a relationship between x and y .

The total number of bottles is $xy = 200$, so $y = \frac{200}{x}$.

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EXAMPLE 4: Inventory Control

Certainly, x must be at least 1 and cannot exceed 200. We must solve the following equation:

$$\text{Minimize } C(x) = \frac{8000}{x} + 5x \quad 1 \leq x \leq 200$$

$$C'(x) = -\frac{8000}{x^2} + 5 = 0$$

$$x = 40$$

$$C''(x) = \frac{8000}{x^3} > 0 \quad \text{for } x \in (1, 200)$$

Therefore,

$$\text{Min } C(x) = C(40) = \frac{8000}{40} + 5 \cdot 40 = 400$$

$$y = \frac{200}{40} = 5$$

The pharmacy will minimize its total cost by ordering 40 bottles five times during the year.

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EXERCISES

1. Find two positive numbers x, y such that
 - the sum $2x + y = 900$.
 - the product $A = xy$ is maximized.
2. A farmer needs to build a fence to make a rectangular yard next to an adjacent pasture. He only needs to fence 3 sides because the 4th side already has a fence. He has 900 feet of fence to use.
What dimensions give the largest yard?
3. Katie is a seamstress who makes wedding dresses. Her monthly cost and revenue functions when making x wedding dresses can be modeled approximately by $C(x) = 200 + 150x$ and $R(x) = 700x - 35x^2$, where $0 \leq x \leq 15$
 - How many dresses should Katie make each month to maximize revenue?
 - How many dresses should Katie make each month to maximize profit?
 - Are the values from parts a and b the same? If not, explain why they may be different.