## Likelihood Used to Estimate Win Probabilities

## Why?

## They are applying primitive MLE!

Assume each play is random, but

- $^{\circ}$  first machine pays with probability  $\mathbf{P}_{1}$ , and
- $^{\circ}$  second machine pays with probability  $P_2$ .

If one sees 100 plays on a machine,

- o and the machine pays N times,
- probability N/100 is most likely for that machine.