**Write-Up**

The project I am addressing is topic 3 since I have been interested to figure out what kind of startup founders who are most likely to succeed and what could be the potential determinants of their success according to the data. Although there could be different causes that lead to the success of startups, such as personal leadership, management style, employees’ morale etc., since the data provided mostly focuses on founders’ industry experience and education background that are more measurable, after the analysis I could know from how those factors could contribute to the success of entrepreneurs. Here are how I plan to do the analysis:

1. Join two tables and clean data. I plan to use VLOOKUP function to merge two tables using unique *Primary Company* column, but double check the data is required to make sure the function returns what I need.
2. Define result. To define success, it is more reasonable to use *Valuation Increase* from *B Valuation* compared to *A Valuation* since startups in different industries are hard to compare using absolute valuation value.
3. Define indicators based on data types. Indicators I plan to leave are:
4. Numeric: *Previous Startups, Years of Employment, Seed Valuation*
5. Binary: *Consulting before Start-up, Ever served as TA/Teacher/Professor/Mentor, Worked as product manager/director/head/VP, Worked at Google, Worked at Microsoft, Worked in Sales, Stanford or Berkeley, Ivy League*
6. Character: *Standardized Major, Degree Type, Standardized Graduate Studies, Graduate Diploma*

For numeric and binary data, I could use logistic regression to see which independent variables contribute more to the y (*Valuation Increase*). For character data I will use excel tables or charts such as bar and pie to show their contributions to the result.

1. Questions I want to solve:
2. Do founders graduated with a higher degree and graduated with business-related diplomas have more chance to success?
3. How the founders’ education background influence startups’ success?
4. How the founders’ working and previous startup experience influence startups’ success?
5. Will whether a startup did a *Seed Valuation* and how much was it influence the *Valuation Increase* at last?
6. How can the above answers provide useful insights to future founders who want to succeed?