Excel Chart Research

Companies spend millions of dollars to research and development (commonly called R&D) what new products to create and/or sell. Before Mt. Dew releases a new flavor, they must test the idea and survey many people to see if it is worth mass producing. Mt. Dew doesn’t want to waste their money producing and selling a product that no one is going to buy.

For the New Product Development portion you will follow the following steps in MICROSOFT WORD.

1. In Word, LIST think of 5 ice cream flavors for an ice cream parlor
2. LIST these five products as well as a SHORT DESCRIPTION as a numbered list.
3. SPACE OUT THE NUMBERS so that they are evenly spaced and take up the whole page.
4. Create a HEADER with your name and period.
5. Now, SURVEY 20 PEOPLE about your products.
	1. *Pitch* each of your ideas to each person.
	2. After they make a decision, have them WRITE THEIR NAME under which product they would most likely buy at your store and WHY.

Example for Iceberg SnoShack is listed below.

Mrs. Wing Period

1. **New Moon SnoCone, mixture of red raspberry and blueberry flavoring**

Gina Holt, those two flavors sound yummy together & I love New Moon!

Rachel Russell, I love berries and New Moon

Chelsea Loss, I can’t wait for the movie

Amber Dunford, I would just want to try it because of the name.

1. **Team Edward, mixture of red raspberry and strawberry flavoring**

Steve Broadbent, don’t care about Edward but can’t go wrong with those flavors.

Ali Broadbent, Go Team Edward! Sounds better than Tiger’s Blood!

Andrea Egbert, Team Edward! That’s my only reason.

Kelda Adams, I love Edward and love those two flavors.

Kathy Banks, Edward is my favorite and it sounds like two good flavors to mix.

Leslie Gleaves, I chose this because it sounded the most normal of the other mixes.

Alex Mitchell, Edward is better than Jacob and sounds good to me!

1. **Team Jacob, mixture of root beer and cherry cola flavoring**

Ken Beatty, I love soda so it sounds good. Don’t care about Jacob.

Jared Elliot, sounds interesting enough to try.

Garrett Elliot, same as Jared, sounds interesting.

Shea Swenson, I’m all for Jacob so I’ll show my support by buying one.

Cari Carr, I like Jacob better and it sounds good.

1. **Bumblebee Transformer, mixture of banana and black licorice flavoring**

Casey Egbert, sounds weird enough to try once.

1. **Hawaiian Sunset, mixture of mango, red raspberry and pina colada flavoring**

Katie Adams, I love anything tropical!

Josh Kline, I love pina colada flavoring so this mix may be good.

Nate Smith, snocones and Hawaii go hand-in-hand.

Charting your Research

Now that you have completed a survey for your new product possibilities, it is time to organize your data and decide which product would be the best choice. When you are presenting information such as which product to add, it always helps to have something that is visually appealing to present to the decision makers such as a chart.

1. OPEN a blank document in Microsoft Excel. TYPE your name and period in Cell D1.
2. SAVE your document as “Research Chart” in your Excel folder.
3. SELECT Cells A1:B1 and Merge and Center them. Now TYPE “New Product Survey” in the cell.
4. In cell A2 TYPE “Product Name” Make sure the column is wide enough to fit the words for each cell.
5. In cell B2 TYPE “ Number of Votes”
6. In cells A3:A7 you should LIST the five new products you surveyed.
7. In cells B3:B7 LIST the number of votes each product received.
8. SELECT the range of cells starting at A**2** and ending at B**7**; insert a column chart to represent the data you have selected. (INSERT/COLUMN CHART) Format the chart to look like the example below including a chart title, legend, etc.
9. In Cells A9:A13 type the function names (Total, Average, Max, Min, Number of products).
10. Use the SUM, AVERAGE, MAX, MIN, AND COUNT formulas in cells B9:B13.
11. Format the answers of your functions to NO DECIMALS using DECREASE DECIMAL icon.
12. PRINT PREVIEW and SPELL CHECK your chart. You want this to have no errors so that you don’t have to re-do it for your portfolio.
13. PRINT your spreadsheet and chart with formulas showing (Ctrl ~, adjust column widths) staple your survey to the back and turn it in.

Your worksheet should look something like the example below when you’re finished.

|  |  |  |
| --- | --- | --- |
| New Product Survey |  | (Student Name & Period) |
| Product Name | Number of Votes |  |  |  |
| New Moon SnoCone | 4 |  |
| Team Edward | 7 |  |
| Team Jacob | 5 |  |
| Bumblebee Transformer | 1 |  |
| Hawaiian Sunset | 3 |  |
|  |  |  |
| Total | 20 |  |
| Average | 4 |  |
| Max | 7 |  |
| Min | 1 |  |
| Number of products thatreceived a vote. | 5 |  |
|  |  |  |