

# APPLICATION OF INCOMPLETE AND INACCURATE DATA IN COMMERCIAL WEB-PROJECT MANAGEMENT

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Commercial web-project supposes creation by the developer of some Internet-resource booked by client for further direct profit making or main business support. Internet-resource commercial functions may be of various kinds – own or partnership advertising, marketing tasks, electronic commerce, content selling, main business support tasks. Various web-projects have one common feature. That is such: success of Internet-resource, its commercial tasks implementation directly depends on project execution organization level, made decisions correction and its quality. One of the principal features of commercial web-projects is orientation on the use of its results by a wide range of end consumers. So, the commercial part of project success depends on many internal and external factors. At the same time, values of such factors may not always be set or defined with adequate degree of accuracy and authenticity. In this case, necessity of decision is making, project planning and project actions execution taking into account the absence, incompleteness or its inaccuracy arise.

The purpose of this work is definition of ways and development of methods of incomplete and inaccurate data usage in project decision making for commercial web-project management. Methods and procedures of decision making in commercial web-project management under conditions of incompleteness or inaccuracy of some project features are described in the paper.

Principal project features which predetermine project decision making were defined based on the analysis of number of commercial web-projects developed by the authors of the paper. The analysis of principal data required for decision making process has been executed; nature of indefiniteness, which appears in the set of web-project characteristics, has been defined. Primary reasons of project data of commercial web-projects incompleteness and inaccuracy are explored and ways for its level reducing are described. Procedures for application of incomplete or inaccurate values of web-project features based on means of fuzzy logic are developed.

Keywords – web-project, Project Management, data uncertainty, Project decision making.