

# FORECASTING FUTURE STARTUP: LEVERAGING DATA SCIENCE FOR RISK AND SUCCESS ANALYSIS

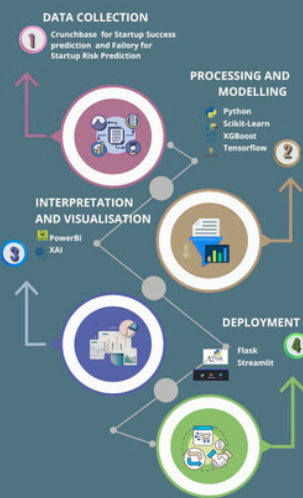
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## BUSINESS PROBLEM

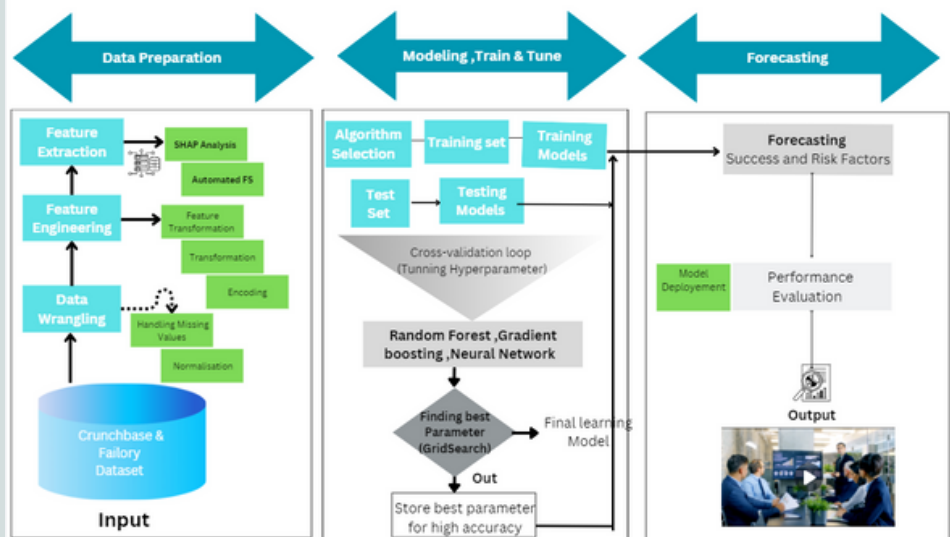


Startups drive economic growth but face a 90% failure rate, with only 8% surviving beyond a decade. Key risks include funding shortages, market misalignment, competition, and poor risk management. Traditional risk assessments are often inaccurate, leading to poor investment decisions. A machine learning-based model can enhance risk forecasting and decision-making, reducing uncertainty for entrepreneurs and investors.

## DATA SCIENCE STACK



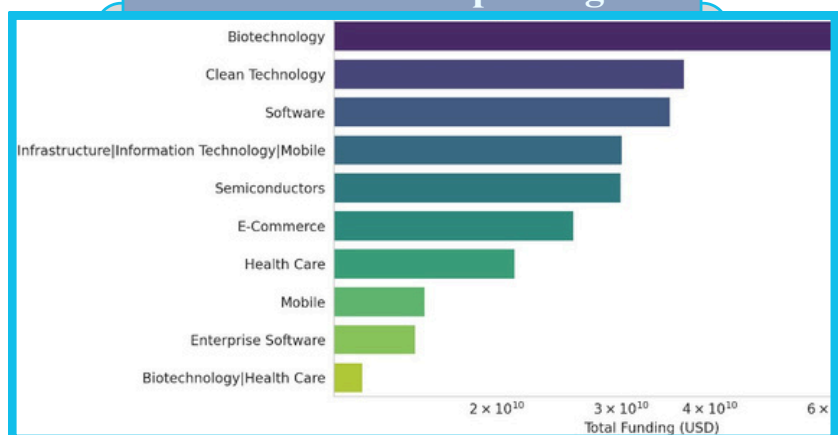
## Research Methodology



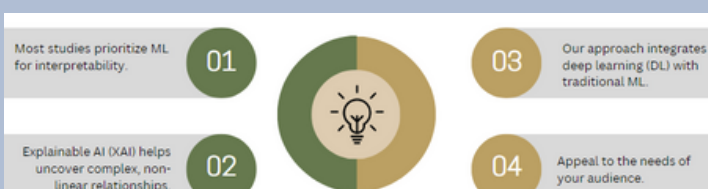
## Solution Benefits

- Combines two datasets for a comprehensive analysis:
  - Dataset 1: Funding, region, and category details.
  - Dataset 2: Website traffic analytics.
- Uses operational status (operating, closed, or acquired) as the success metric.
- Provides deeper insights and more actionable predictions for startup success.

## Most Funded startup Categories



## USP of Solution



## Reference

- Potsulin, A., Sergeeva, I., Aleksandrova, A., Kuporov, Y., & Shik, I. (2024)[1]. Developing a model for forecasting risks of innovative entrepreneurial projects with machine learning tools. Pakistan Journal of Life and Social Sciences, 22(2), 2549-2561.
- Bhattacharya, D. (2024) [2]. Utilizing Base Machine Learning Models to Determine Key Factors of Success on an Indian Tech Startup.