

Financial KPI Analysis for a Startup

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Startup Funding and KPI Overview

Investment Trend Analysis

KPI Deep Dive

Cohort Analysis



Startup Funding and KPI Overview



Year: All

- ☐ Select all
- ☐ (Blank)
- ☐ 2015
- ☐ 2016
- ☐ 2017
- ☐ 2018

City: All

- ☐ Select all
- ☐ Ahmedabad
- ☐ Ahmedabad
- ☐ Amritsar
- ☐ Andheri

Investment_T...

- ☐ Select all
- ☐ Angel
- ☐ Angel / Seed Fun

Industry_Vert...

- ☐ 3D Printer Ma...
- ☐ Accounting

22.83bn

Total Revenue

205.20K

Total New Customers

22.62K

Average CAC

2.33M

Average LTV

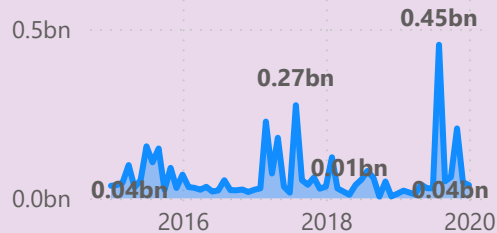
38.05bn

Total Investment

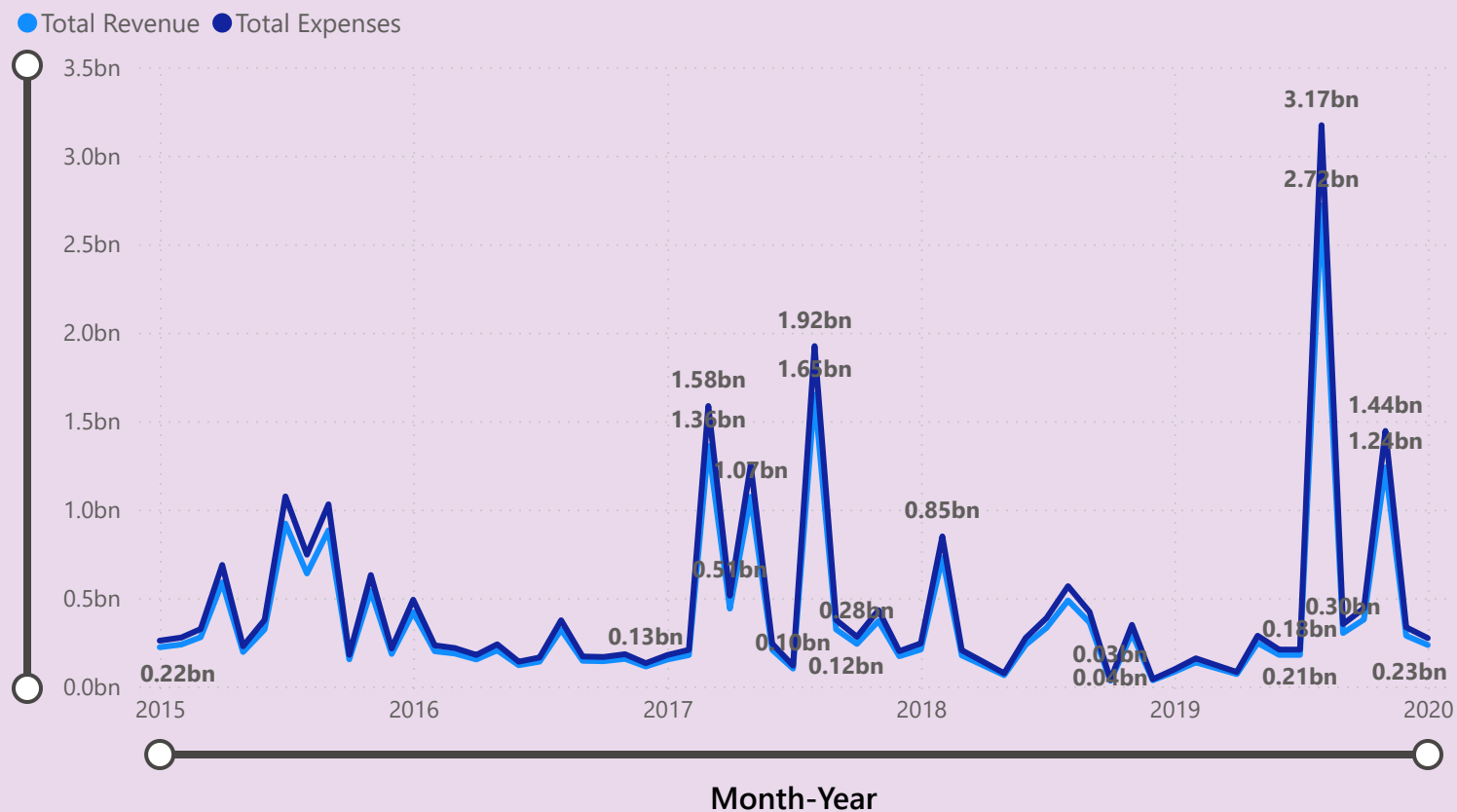
26.63bn

Total Expenses

Total Burn Rate by
Month-Year



Total Revenue and Total Expenses by Month-Year





Funding Trends and Patterns



Year: All

☐ Select all

☐ (Blank)

☐ 2015

☐ 2016

☐ 2017

☐ 2018

City: All

☐ Select all

☐ (Blank)

☐ Ahemadabad

☐ Ahmedabad

☐ Amritsar

☐ Andheri

Investment_T...

☐ Select all

☐ (Blank)

☐ Angel

☐ Angel / Seed Fun

Industry_Vert...

☐ (Blank)

☐ 3D Printer Ma...

☐ Accounting

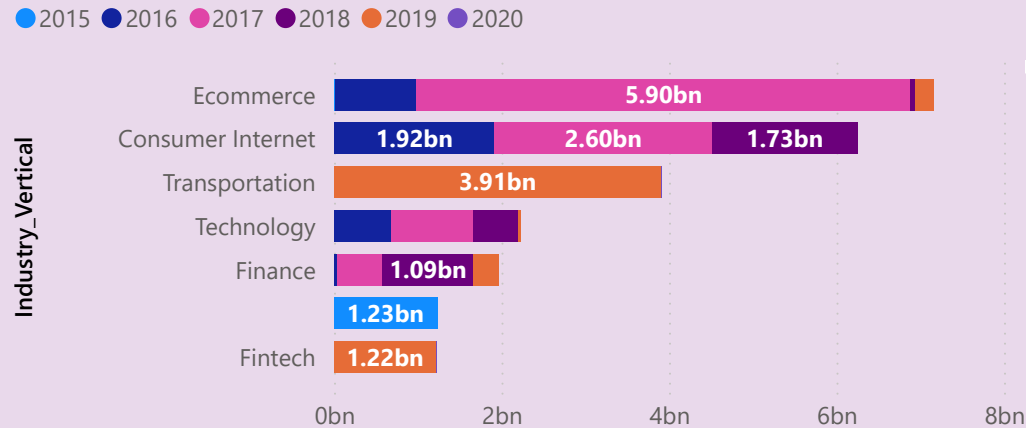
38.05bn

Total Investment

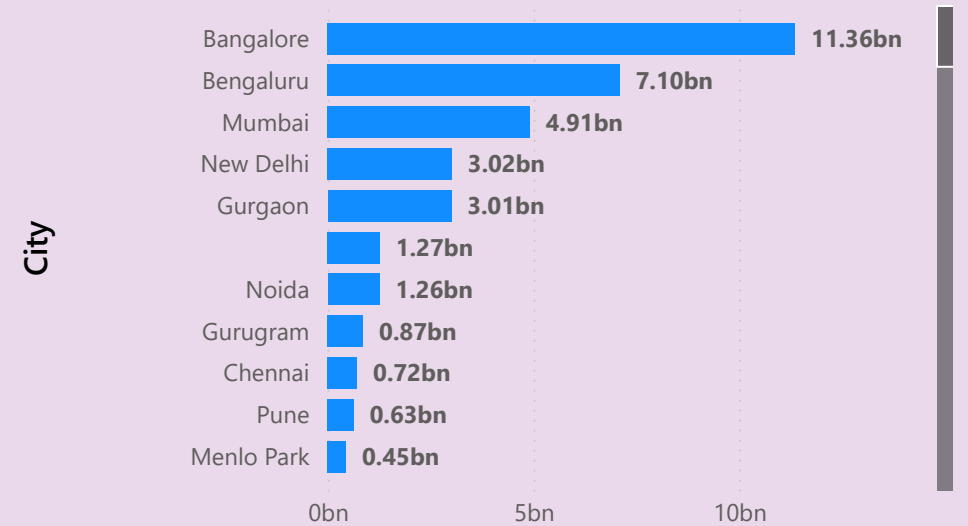
2052

Total Unique Startups

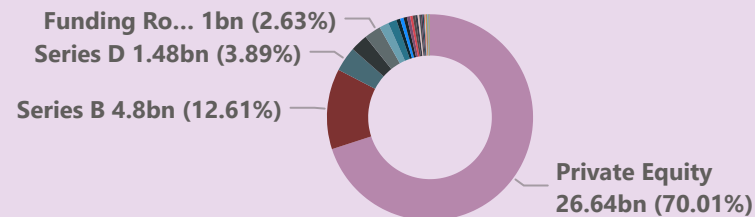
Total-Investment by Industry_Vertical and Year



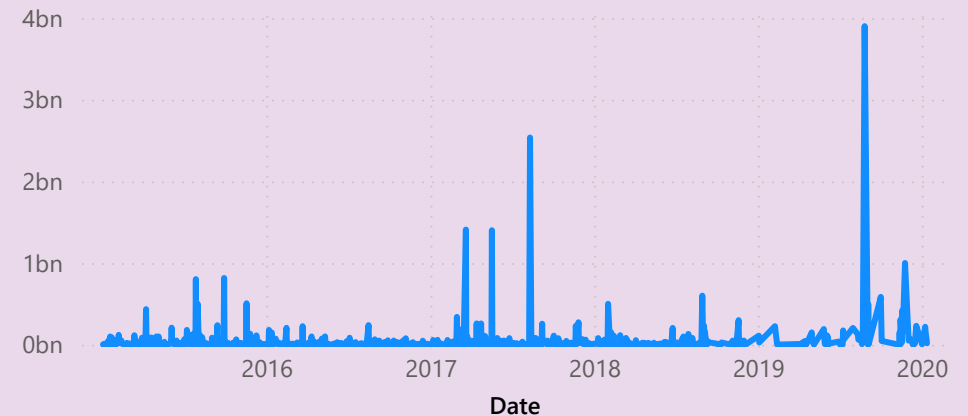
Total-Investment by City



Total-Investment by Investment_Type



Total-Investment by Date





Customer & Financial KPIs



Year: All

- ☐ Select all
- ☐ (Blank)
- ☐ 2015
- ☐ 2016
- ☐ 2017
- ☐ 2018
- ☐ 2019
- ☐ 2020

Month-Year: All

- ☐ Select all
- ☐ (Blank)
- ☐ January 2015
- ☐ February 2015
- ☐ March 2015
- ☐ April 2015
- ☐ May 2015
- ☐ June 2015
- ☐ July 2015
- ☐ August 2015
- ☐ September 2015
- ☐ October 2015
- ☐ November 2015
- ☐ December 2015
- ☐ January 2016

220.50K

Max CAC

2.54K

Min CAC

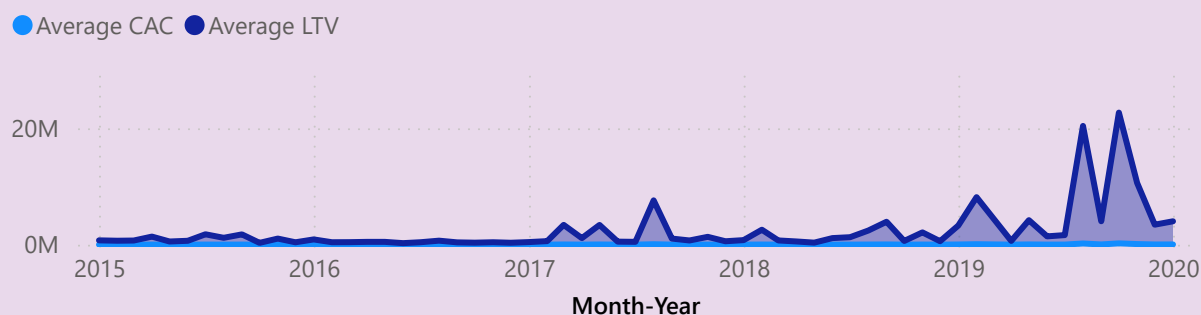
22.68M

Max LTV

2.33M

Average LTV

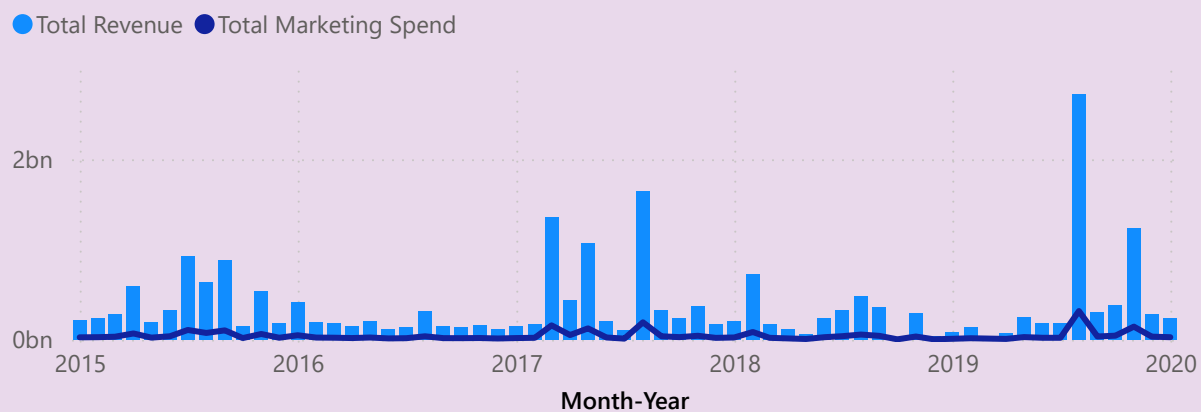
Average CAC and Average LTV by Month-Year



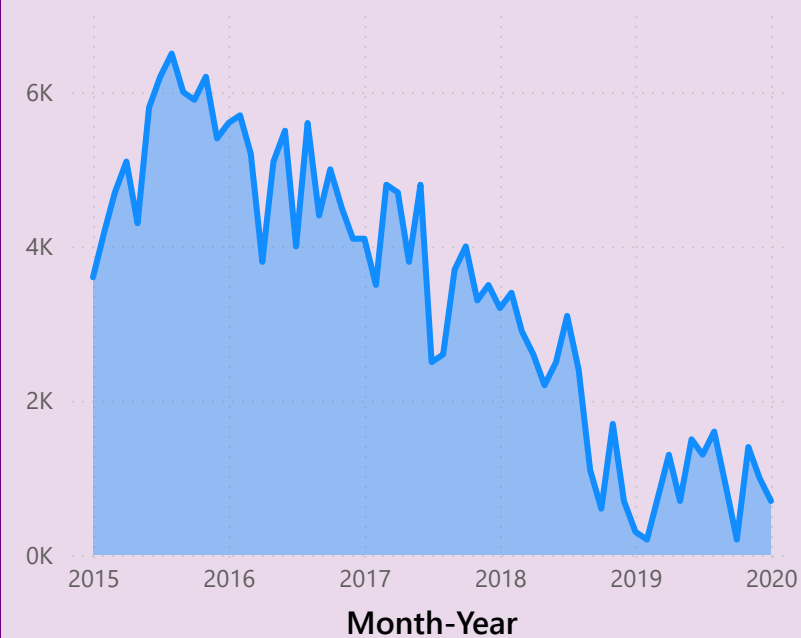
102.86

Highest LTV:CAC Ratio

Total Revenue and Total Marketing Spend by Month-Year



Total New Customers by Month-Year





Monthly Startup Cohort Insights



Year: All

- ☐ Select all
- ☐ (Blank)
- ☐ 2015
- ☐ 2016
- ☐ 2017
- ☐ 2018
- ☐ 2019
- ☐ 2020

Month-Year: All

- ☐ Select all
- ☐ (Blank)
- ☐ January 2015
- ☐ February 2015
- ☐ March 2015
- ☐ April 2015
- ☐ May 2015

City: All

- ☐ Select all
- ☐ (Blank)
- ☐ Ahemadabad
- ☐ Ahmedabad
- ☐ Amritsar
- ☐ Andheri
- ☐ Bangalore

2052

Total Unique Startups

3.80bn

Total Burn Rate

22.62K

Average CAC

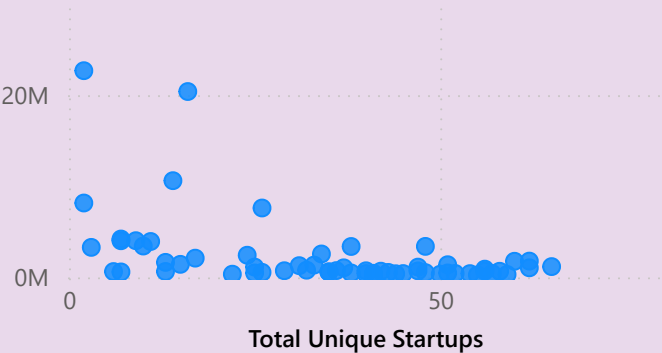
2.33M

Average LTV

New Startups per Month-Year

Year	1	2	3	4	5	6	7	8	9	10	11	12	Total
2015	36	42	47	51	43	58	62	65	60	59	62	54	639
2016	56	57	52	38	51	55	40	56	44	50	45	41	585
2017	41	35	48	47	38	48	25	26	37	40	33	35	453
2018	32	34	29	26	22	25	31	24	11	6	17	7	264
2019	3	2		13	7	15	13	16	9	2	14	10	104
Total	175	170	176	175	161	201	171	187	161	157	171	147	2052

Total Unique Startups and Average LTV by Month-Year



Total Unique Startups by Month-Year

