Charting the Course of Innovation: A Startup Analysis

Milestone 1: Define Problem / Problem Understanding

Activity 1: Specify the business problem

Starting a new company can be an exciting and rewarding experience, but it also requires carefulplanning and analysis to ensure that the business is viable and successful. There are several key areas that you should focus on when conducting a startup company analysis. Conducting a thorough analysis of these areas can help you identify potential challenges and opportunities, anddevelop strategies to address them. It is also important to regularly review and update your analysis as the business progresses, in order to adapt to changing market conditions.

Activity 2: Business requirements

The business requirements for analyzing the performance and efficiency of startups in India include identifying KPIs, comparing performance across different industries and states, identifying patterns and trends over time, identifying affecting factors, creating interactive dashboards and reports, identifying areas for improvement, making data-driven decisions, comparing to the industry average and creating forecasting models for future performance. Theultimate goal is to gain insights and improve performance through data visualization techniques.

Activity 3: Literature Survey (Student Will Write)

A literature survey is a method of researching existing literature and studies related to a specific topic. In the context of analyzing the performance and efficiency of startups in India, a literature survey would involve reviewing studies and articles thathave been published on the topic of hotel performance and efficiency, as well as studies specific to startups approved by the Indian government.The literature survey would include sources such as academic journals, industry reports, and online articles. It would aim to identify key performance indicators (KPIs) and metrics that are commonly used to measure startup culture and its trend, as well as any best practices or strategies that have been identified for improving performance. The literature survey would also explore any existing research on startups in India of different domains specifically and would aim to identify any unique challenges or opportunities that the hotel chain faces in terms of performance and efficiency.

Activity 4: Social or Business Impact.

Social Impact: Startups are the boost for any country. By analysing the startups and number of startups coming every year and industries that are seeing the boom, may somebody with the dilemma to start or not start can start his/her own company and become successful.

Business Model/Impact: Can make this visualization application available for people, for more insights and ideas can ask for payment and also can give these insights to investors and banks to make the understand and help in the sense of investing.

Milestone 2: Data Collection & Extraction from Database

Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses, evaluate outcomes and generate insights from the data.

Activity 1: Downloading the dataset:

	Date	Location	Operator	Route	Type	Aboard	Fatalities	Ground
2	09/17/1908	Fort Myer, Virginia	Military - U.S. Army	Demonstration	Wright Flyer III	2	1	0
3	07-12-1912	AtlantiCity, New Jers	Military - U.S. Navy	Test flight	Dirigible	5	5	0
4	08-06-1913	Victoria, British Colu	Private		Curtiss seaplane	1	1	0
5	09-09-1913	Over the North Sea	Military - German Navy		Zeppelin L-1 (airship	20	14	0
6	10/17/1913	Near Johannisthal, G	Military - German Navy		Zeppelin L-2 (airship	30	30	0
7	03-05-1915	Tienen, Belgium	Military - German Navy		Zeppelin L-8 (airship	41	21	0
8	09-03-1915	Off Cuxhaven, Germ	Military - German Navy		Zeppelin L-10 (airshi	19	19	0
9	07/28/1916	Near Jambol, Bulger	Military - German Army		Schutte-Lanz S-L-10	20	20	0
10	09/24/1916	Billericay, England	Military - German Navy		Zeppelin L-32 (airshi	22	22	0
11	10-01-1916	Potters Bar, England	Military - German Navy		Zeppelin L-31 (airshi	19	19	0
12	11/21/1916	Mainz, Germany	Military - German Army		Super Zeppelin (airsl	28	27	0
13	11/28/1916	Off West Hartlepool,	Military - German Navy		Zeppelin L-34 (airshi	20	20	0
14	03-04-1917	Near Gent, Belgium	Military - German Army		Airship	20	20	0
15	03/30/1917	Off Northern German	Military - German Navy		Schutte-Lanz S-L-9 (	23	23	0
16	05/14/1917	Near Texel Island, N	Military - German Navy		Zeppelin L-22 (airshi	21	21	0
17	06/14/1917	Off Vlieland Island, N	Military - German Navy		Zeppelin L-43 (airshi	24	24	0
18	08/21/1917	Off western Denmark	Military - German Navy		Zeppelin L-23 (airshi	18	18	0
19	10/20/1917	Near Luneville, Fran	Military - German Navy		Zeppelin L-44 (airshi	18	18	0
20	04-07-1918	Over the Mediterrane	Military - German Navy		Zeppelin L-59 (airshi	23	23	0
21	05-10-1918	Off Helgoland Island	Military - German Navy		Zeppelin L-70 (airshi	22	22	0
22	08-11-1918	Ameland Island, Nor	Military - German Navy		Zeppelin L-53 (airshi	19	19	0
23	12/16/1918	Elizabeth, New Jerse	US Aerial Mail Service		De Havilland DH-4	1	1	0
24	05/25/1919	Cleveland, Ohio	US Aerial Mail Service		De Havilland DH-4	1	1	0
25	07/19/1919	Dix Run, Pennsylvan	US Aerial Mail Service		De Havilland DH-4	1	1	0

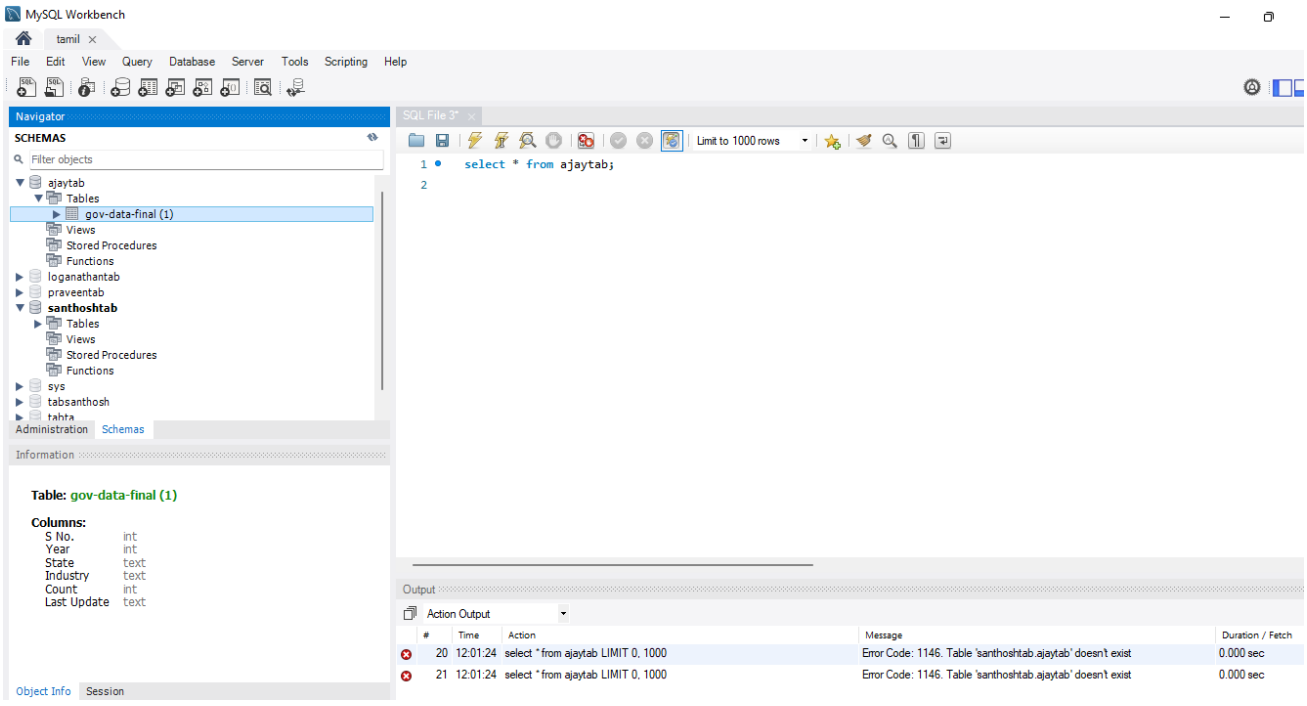
Activity 1.1: Understand the data

Data contains all the meta information regarding the columns described in theCSV files

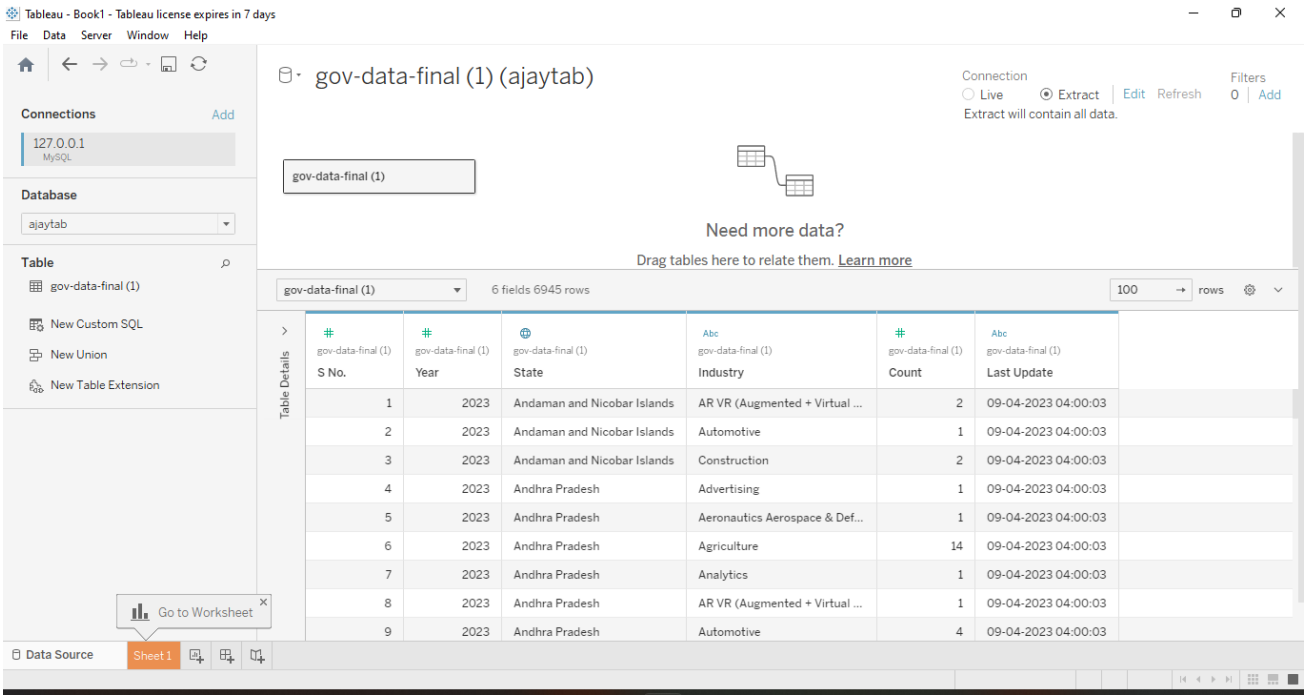
Column Description of the Dataset:

date: This column represents the dates present in May, June and July.
mmm yy: This column represents the date in the format of mmm yy (monthname year).
week no: This column represents the unique week number for that particulardate.
day_type: This column represents whether the given day is a Weekend or aWeekday.

Activity 2: Storing Data in DB & Perform SQL Operations



Activity 3: Connect DB with Tableau



Milestone 3: Data Preparation

Activity 1: Prepare the Data for Visualization

Preparing the data for visualization involves cleaning the data to remove irrelevant or missing data, transforming the data into a format that can be easily visualized, exploringthe data to identify patterns and trends, filtering the data to focus on specific subsets of data, preparing the data for visualization software, and ensuring the data is accurate andcomplete. This process helps to make the data easily understandable and ready for creating visualizations to gain insights into the performance and efficiency.

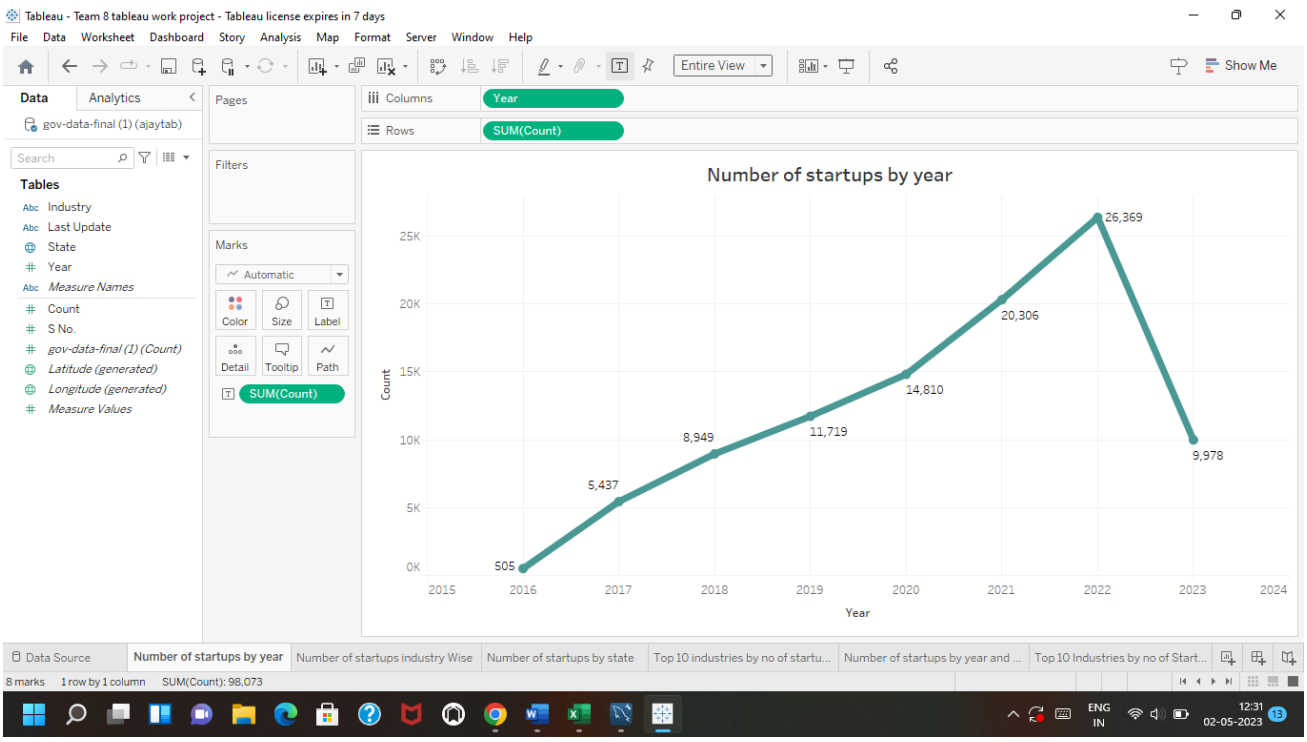
Milestone 4: Data Visualization

Data visualization is the process of creating graphical representations of data to help people understand and explore the information. The goal of data visualization is to make complex datasets more accessible, intuitive, and easier to interpret. By using visual elements such as charts, graphs, and maps, data visualizations can help people quickly identify patterns, trends, and outliers in the data.

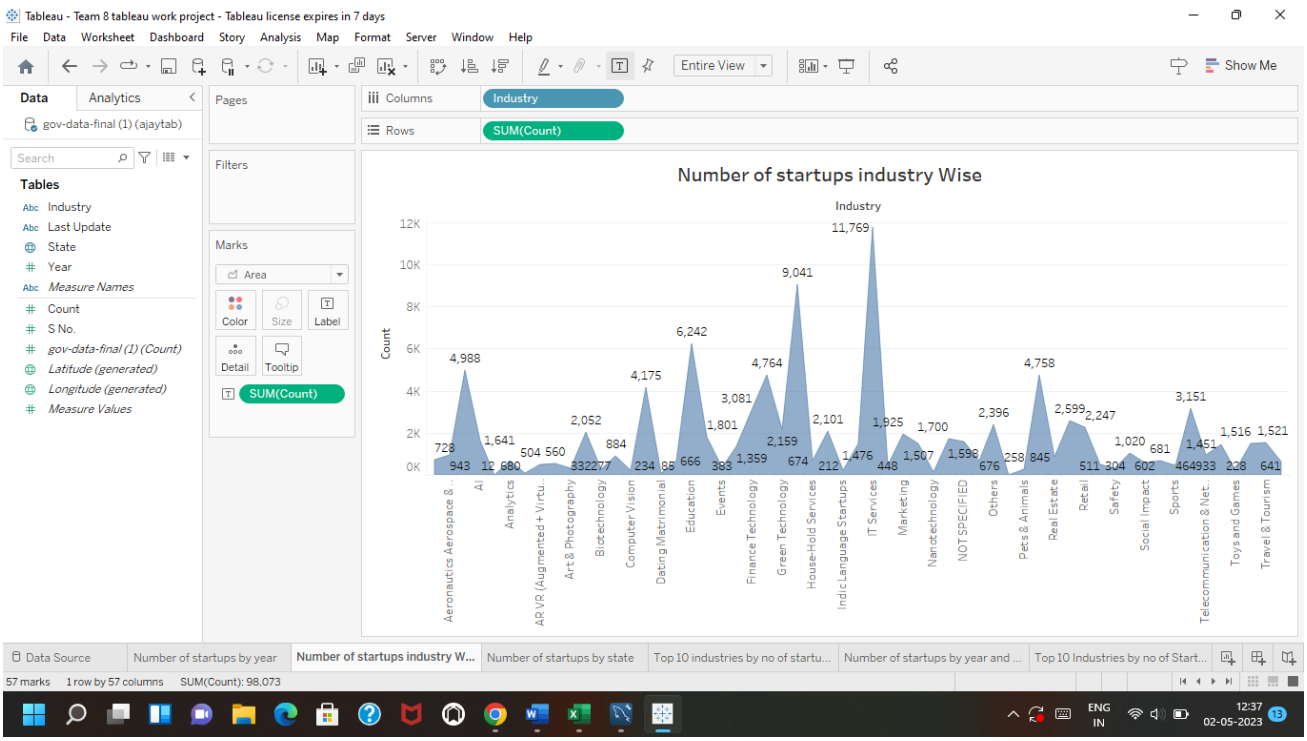
Activity 1: No of Unique Visualizations

The number of unique visualizations that can be created with a given dataset. Some common types of visualizations that can be used to analyze the performance and efficiency of Radisson Hotels include bar charts, line charts, heat maps, scatter plots, pie charts,Maps etc. These visualizations can be used to compare performance, track changesover time, show distribution, and relationships between variables, breakdown of revenue and customer demographics, workload, resource allocation and location of hotels.

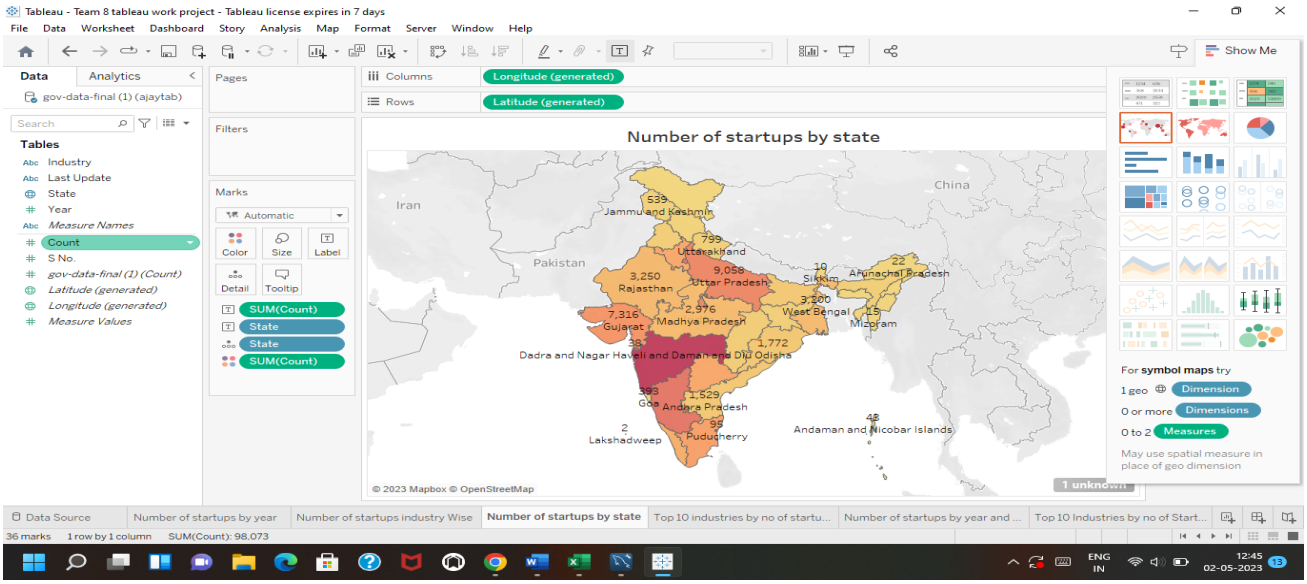
Activity 1.1: Number of Startups by Year



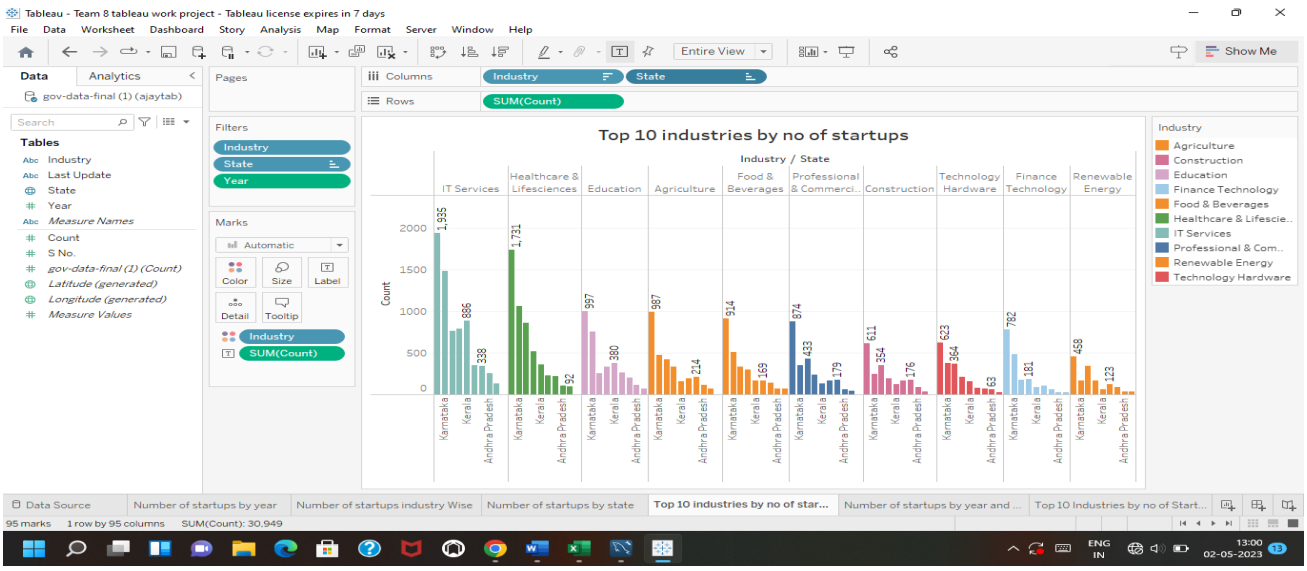
Activity 1.2: Number of Startups Industry Wise



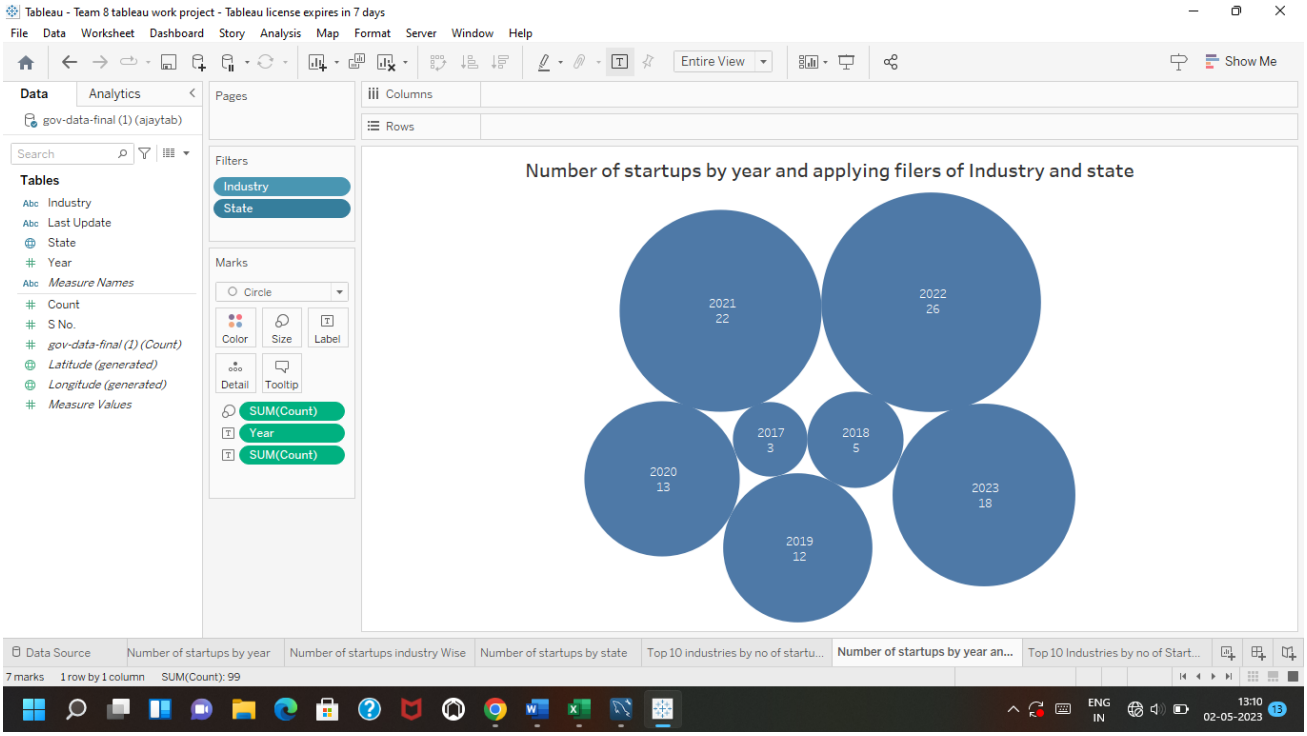
Activity 1.3: Number of startups by state



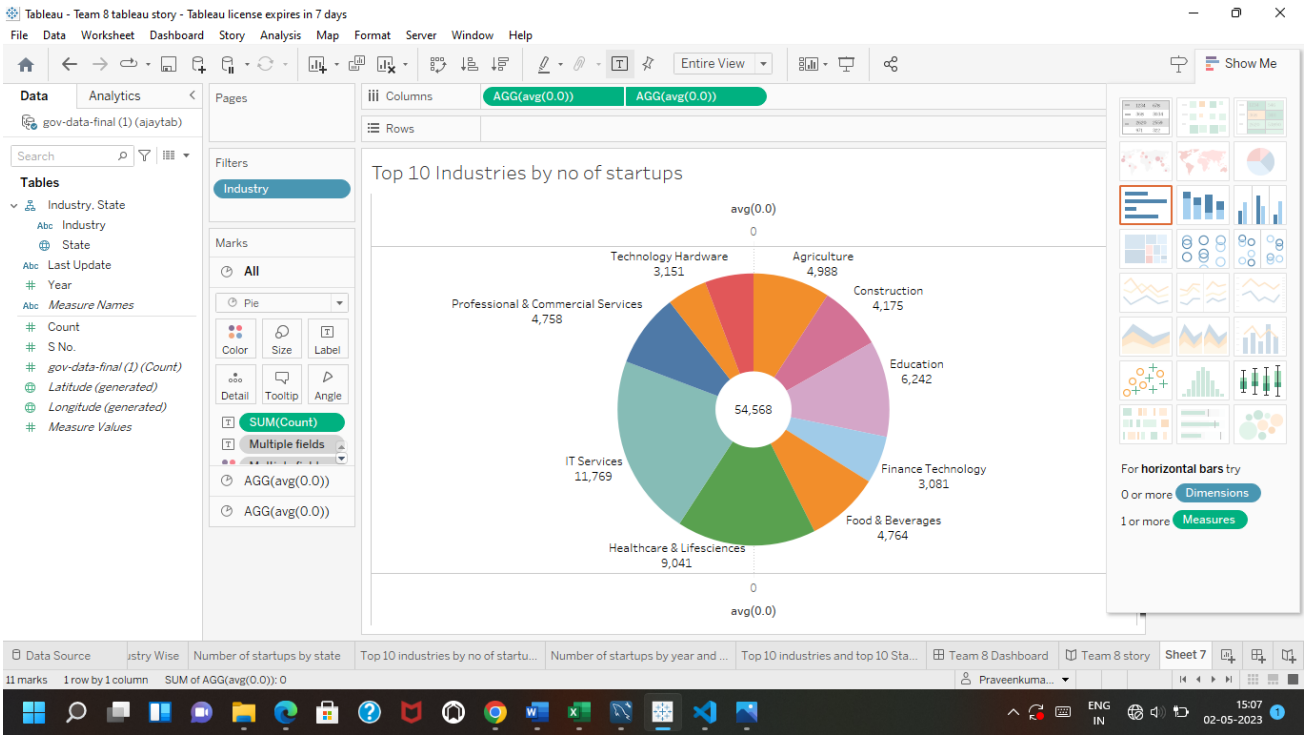
Activity 1.4: Top 10 Industries by no of startups



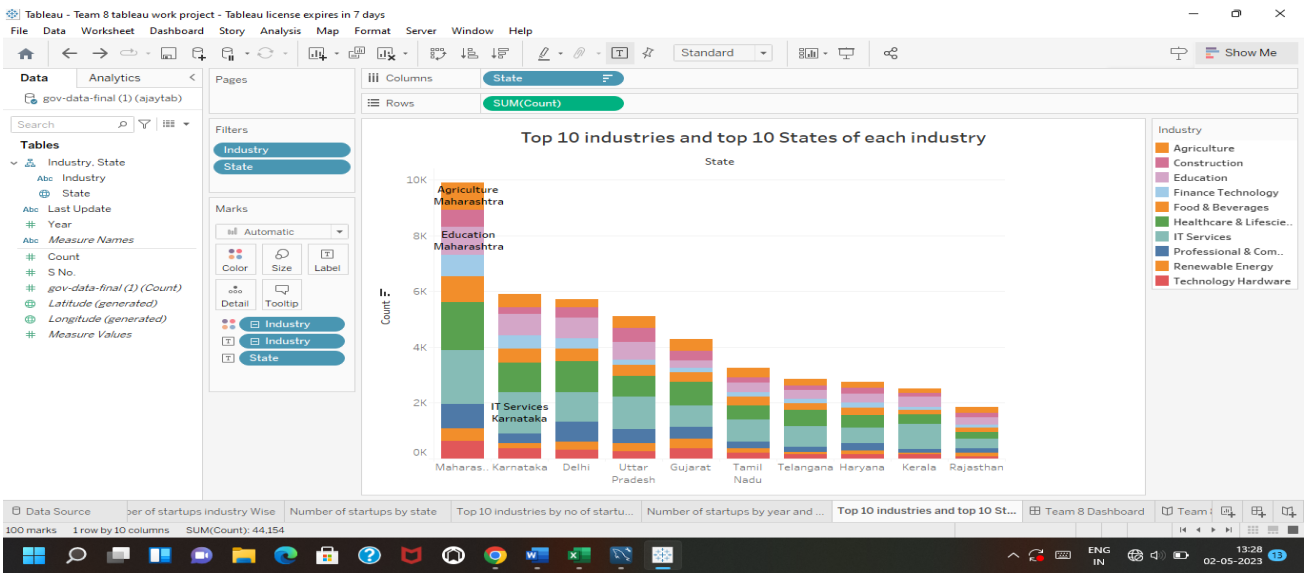
Activity 1.5: Number of Startups by year and applying filers of Industry andState



Activity 1.6: Top 10 Industries by no of Startups



Activity 1.7: Top 10 Industries and Top 10 States of each industry

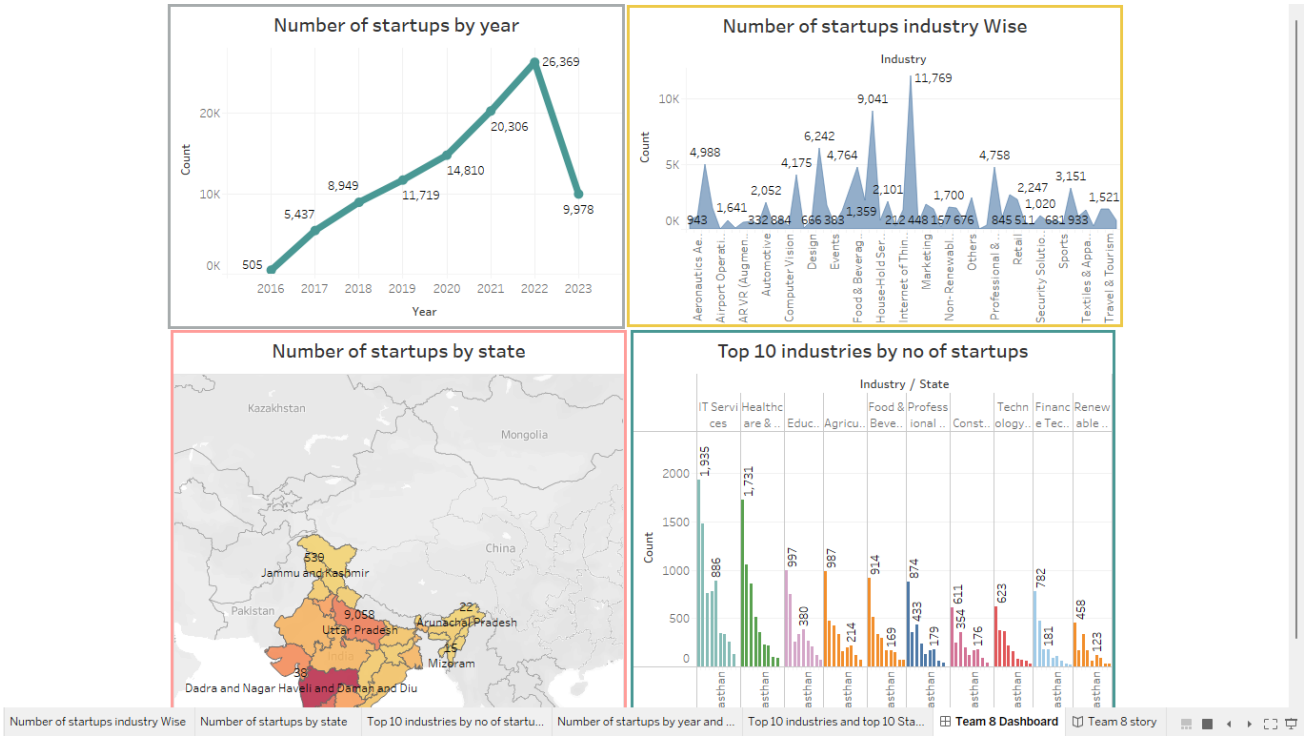


Milestone 5: Dashboard

A dashboard is a graphical user interface (GUI) that displays information and data in an organized, easy-to-read format. Dashboards are often used to provide real-time monitoring and analysis of data and are typically designed for a specific purpose or use case. Dashboards can beused in a variety of settings, such as business, finance, manufacturing, healthcare, and many other industries. They can be used to track key performance indicators (KPIs), monitor performance metrics, and display data in the form of charts, graphs, and tables.

Activity 1- Responsive and Design of Dashboard

Once you have created views on different sheets in Tableau, you can pull them into a dashboard.

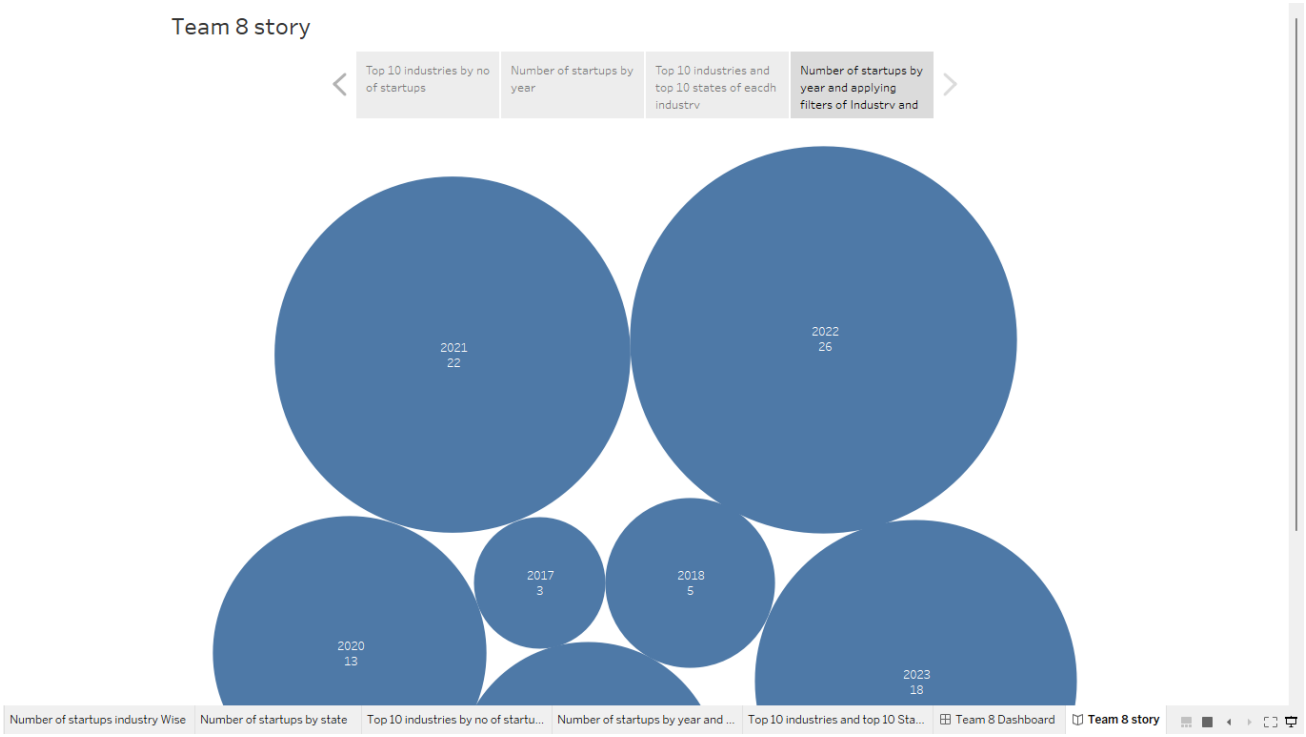


Milestone 6: Story

A data story is a way of presenting data and analysis in a narrative format, intending to make the information more engaging and easier to understand. A data story typically includes a clear introduction that sets the stage and explains the context for the data, a body that presents the dataand analysis logically and systematically, and a conclusion that summarizes the key findings and highlights their implications. Data stories can be told using a variety of mediums, such as reports, presentations, interactive visualizations, and videos.

Activity 1- No of Scenes of Story

The number of scenes in a storyboard for a data visualization analysis of the performance and efficiency of Radisson Hotels will depend on the complexity ofthe analysis and the specific insights that are trying to be conveyed. A storyboardis a visual representation of the data analysis process and it breaks down the analysis into a series of steps or scenes.

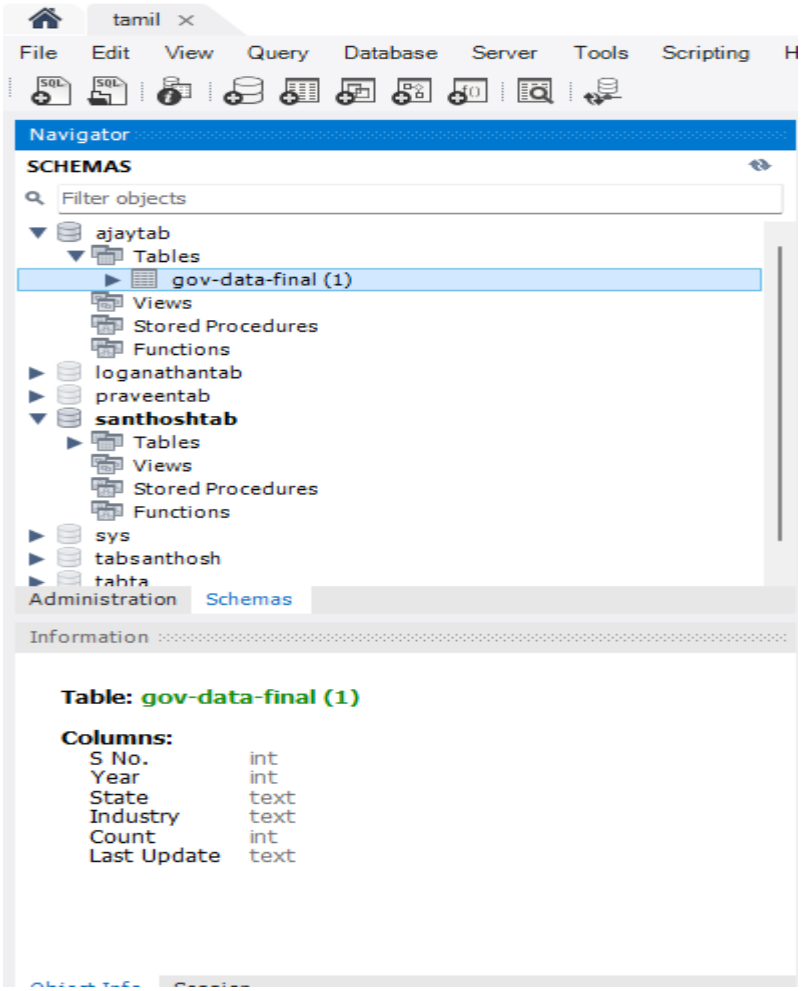


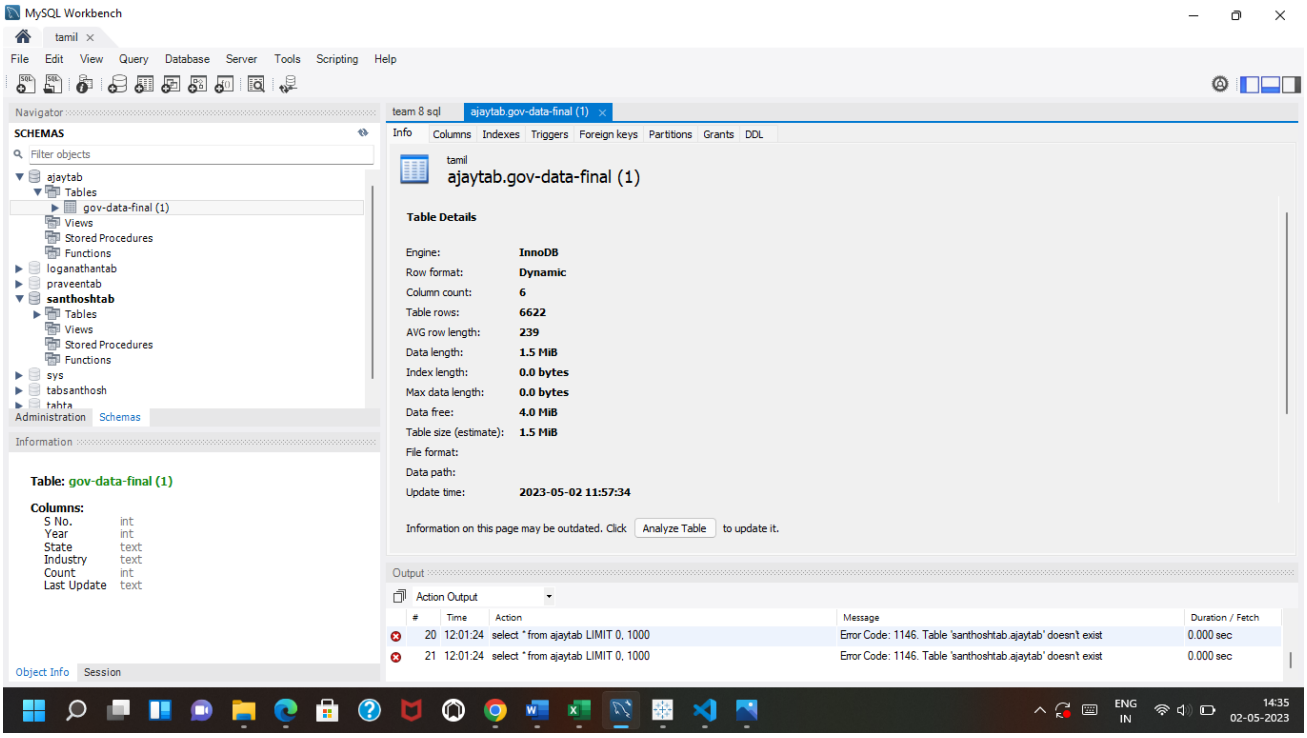
Milestone 7: Performance Testing

Activity 1: Amount of Data Rendered to DB

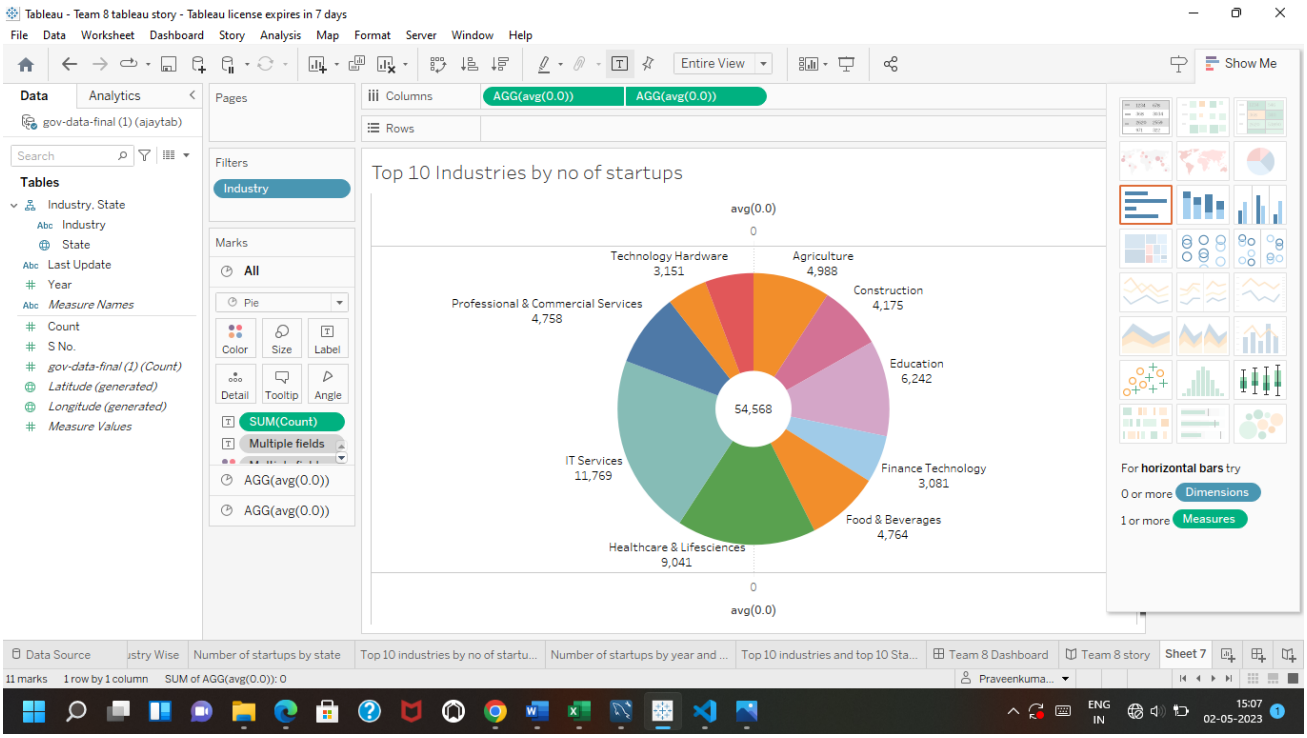
The amount of data that is rendered to a database depends on the size of the dataset and the capacity of the database to store and retrieve data.

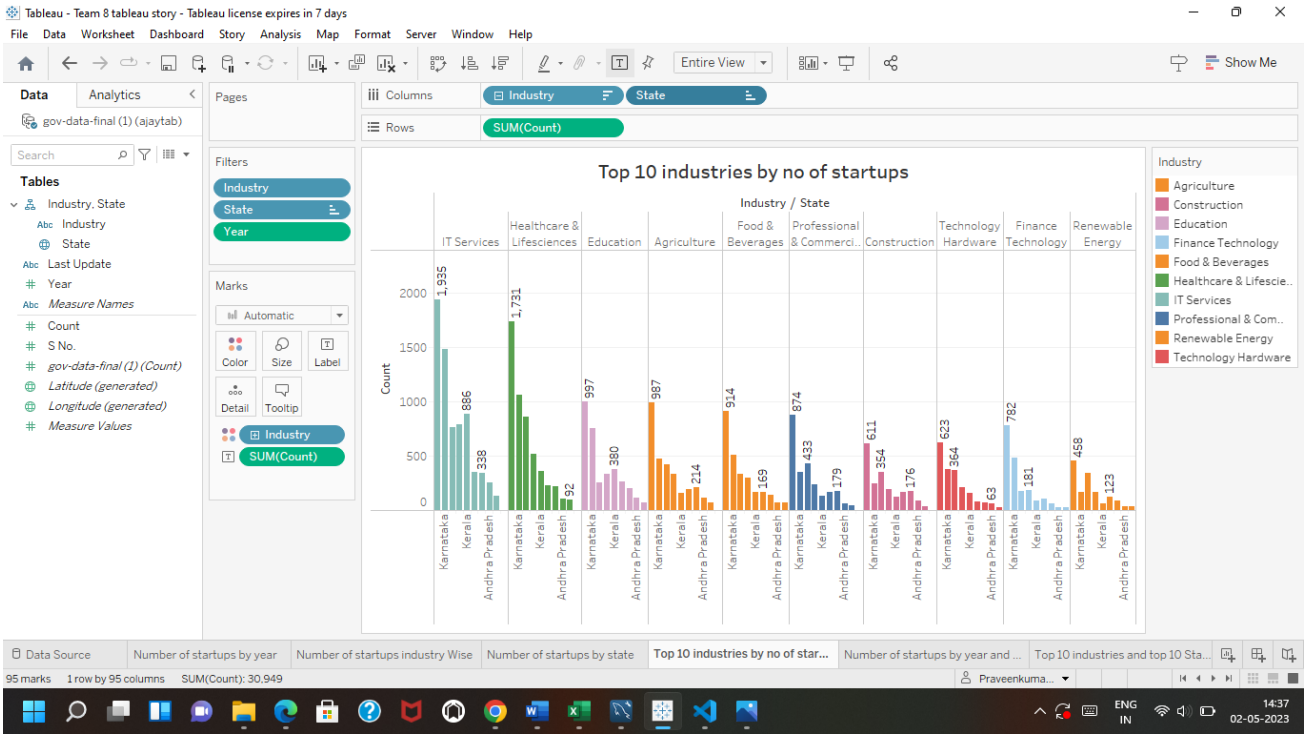
Open the MySQL Workbench, go to the database then click to expand the tables,select the table and click on (i) button to get the information related to table such as column count,table rows etc.



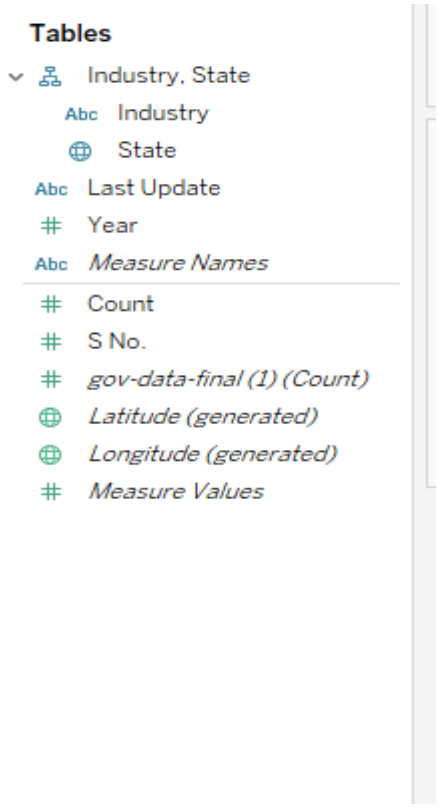


Activity 2: Utilization of Data Filters





Activity 3: No of Calculation Fields



Activity 4: No of Visualizations/ Graphs

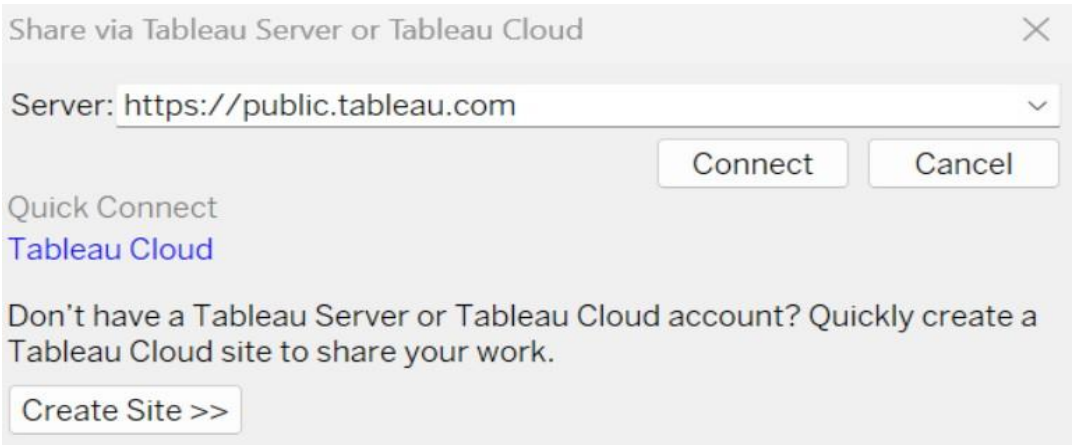
1. Number of Startups by Year
2. Number of Startups industry Wise
3. Number of startups by state
4. Top 10 Industry by no of startups
5. Number of Startups by year and applying filers of Industry and State
6. Top 10 Industries by no of Startups
7. Top 10 Industries and Top 10 States of each industry

Milestone 8: Web integration

Publishing helps us to track and monitor key performance metrics and to communicate resultsand progress. help a publisher stay informed, make better decisions, and communicate their performance to others.

Publishing dashboard and reports to tableau public

Step 1: Go to Dashboard/story, click on the share button on the top ribbon



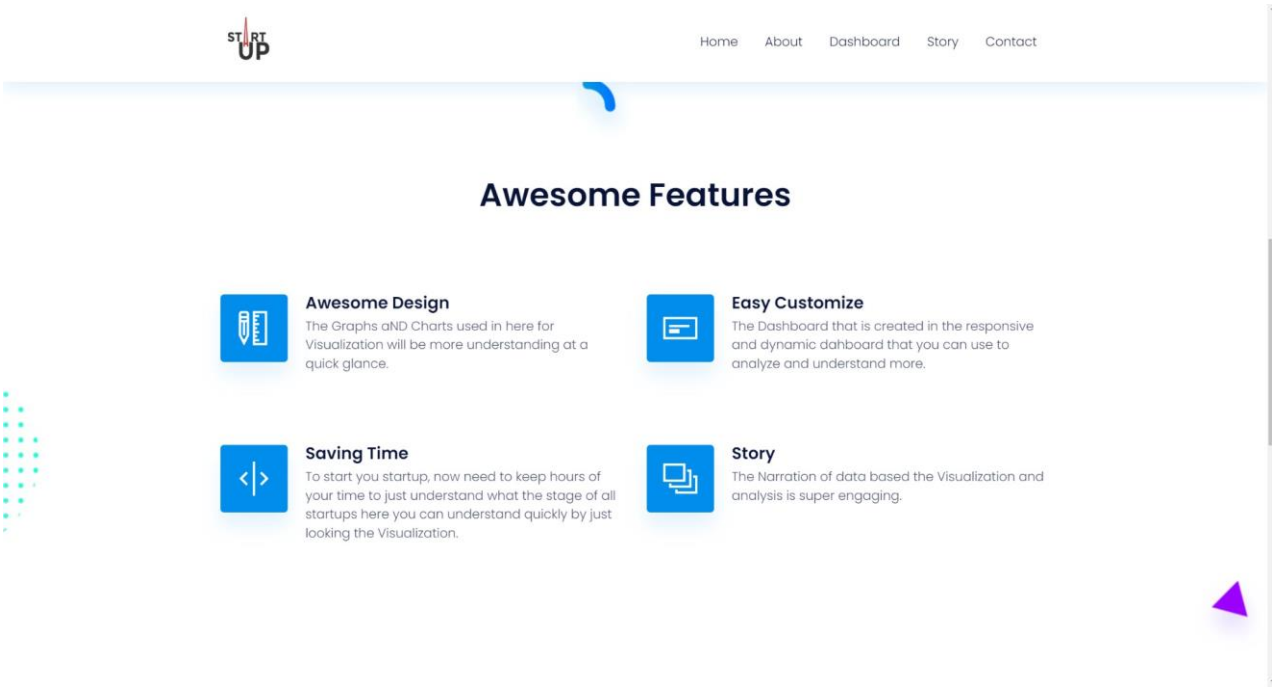
Give the server address of your tableau public account and click on connect.

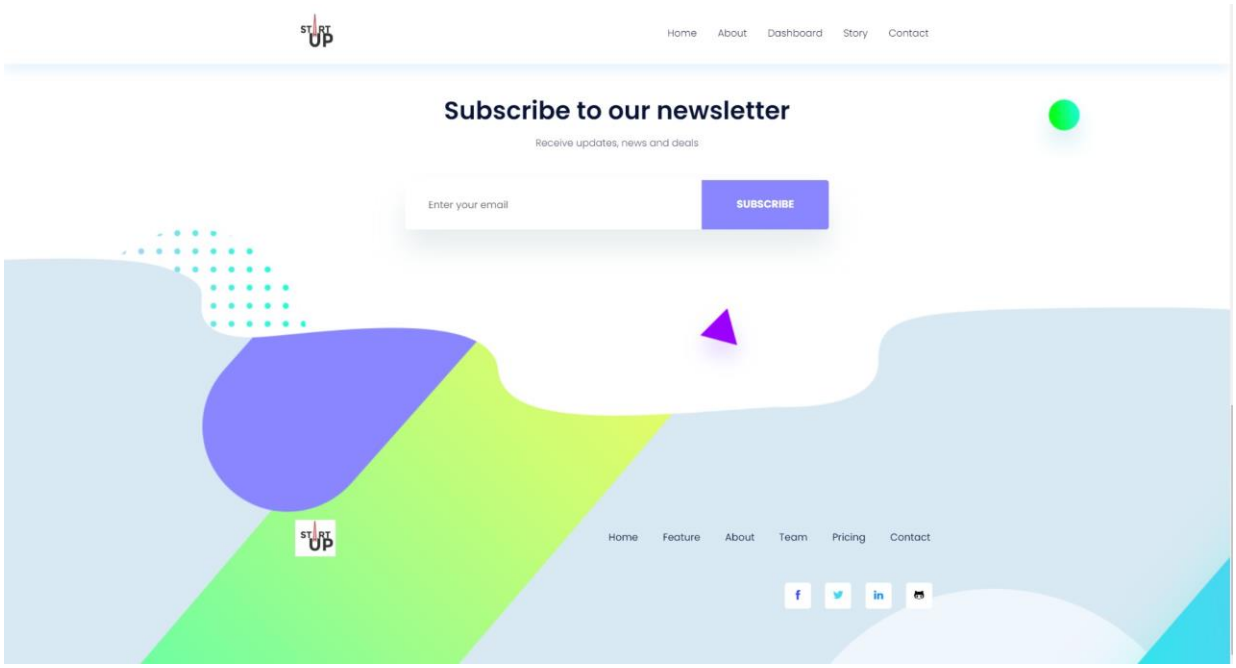
Step 2: Once you click on connect it will ask you for the tableau public username and password.

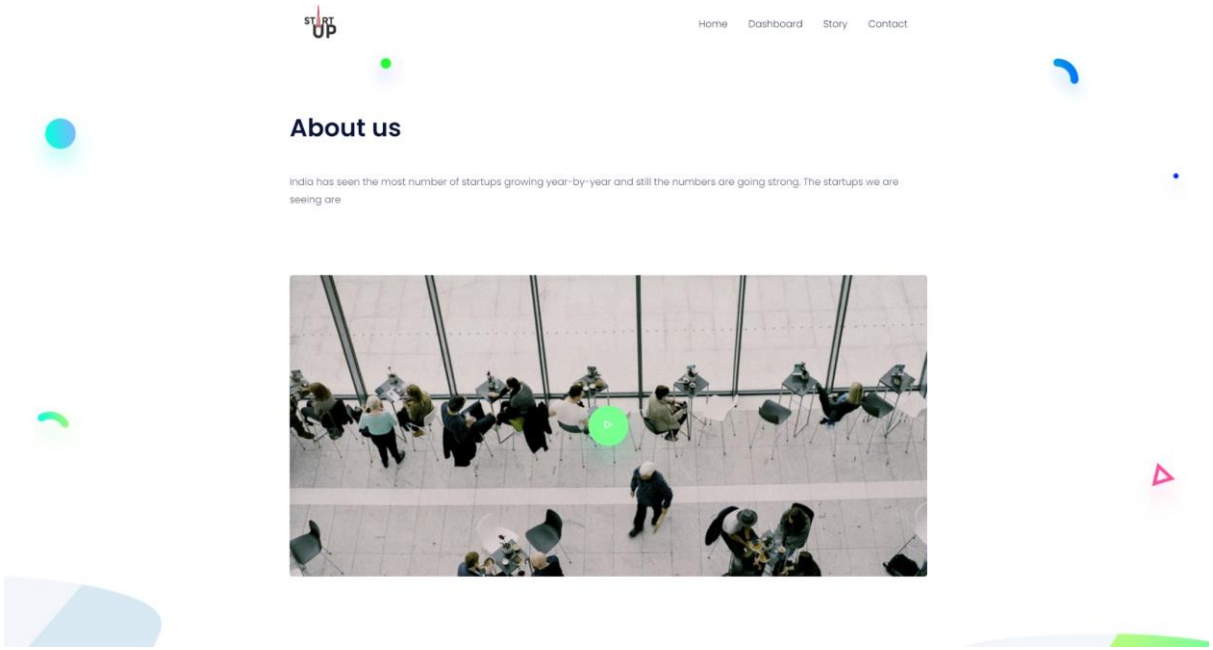
Once you login into your tableau public using the credentials, the particular visualizationwill be published into the tableau public

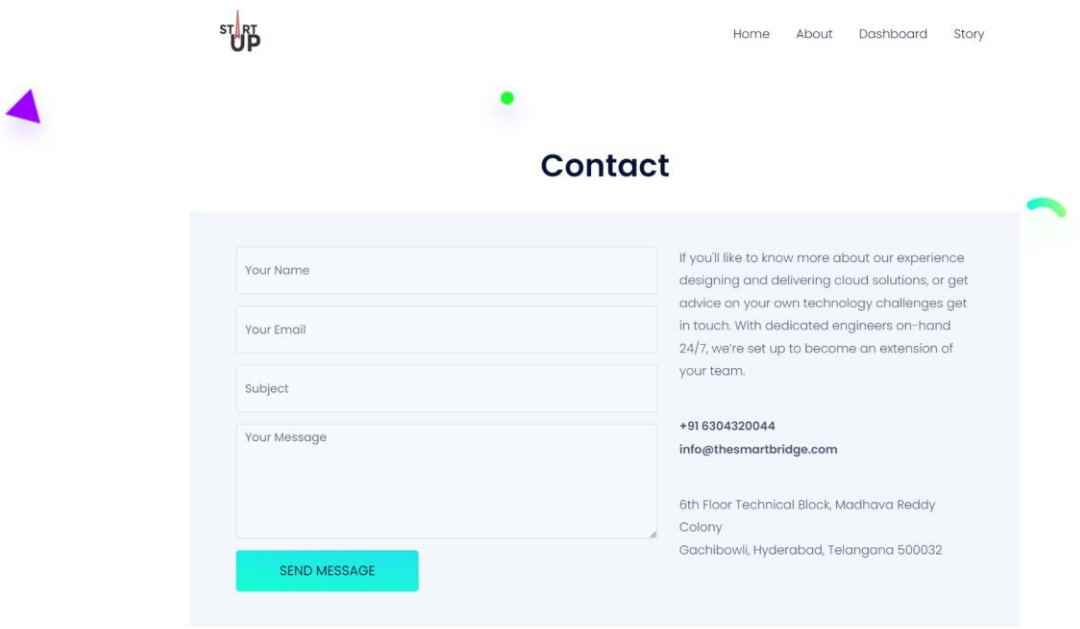
Note: While publishing the visualization to the public, the respective sheet will get published when you click on the share option.

Activity 1: Embed Dashboard & Story with Web Bootstrap


START UP
Home
About
Dashboard
Story
Contact
Awesome Features
Awesome Design
The Graphs aND Charts used in here for Visualization will be more understanding at a quick glance.
Easy Customize
The Dashboard that is created in the responsive and dynamic dahboard that you can use to analyze and understand more.
Saving Time
To start you startup, now need to keep hours of your time to just understand what the stage of all startups here you can understand quickly by just looking the Visualization.
Story
The Narration of data based the Visualization and analysis is super engaging.


Home About Dashboard Story Contact
Subscribe to our newsletter
Receive updates, news and deals
Enter your email
SUBSCRIBE
Home Feature About Team Pricing Contact


Home Dashboard Story Contact
About us
India has seen the most number of startups growing year-by-year and still the numbers are going strong. The startups we are seeing are


START UP
Home
About
Dashboard
Story
Contact
Your Name
Your Email
Subject
Your Message
SEND MESSAGE
If you'll like to know more about our experience designing and delivering cloud solutions, or get advice on your own technology challenges get in touch. With dedicated engineers on-hand 24/7, we're set up to become an extension of your team.
+91 6304320044
info@thesmartbridge.com
6th Floor Technical Block, Madhava Reddy Colony
Gachibowli, Hyderabad, Telangana 500032

THE END