Topic: The changes of investment trends from 2000 to 2013
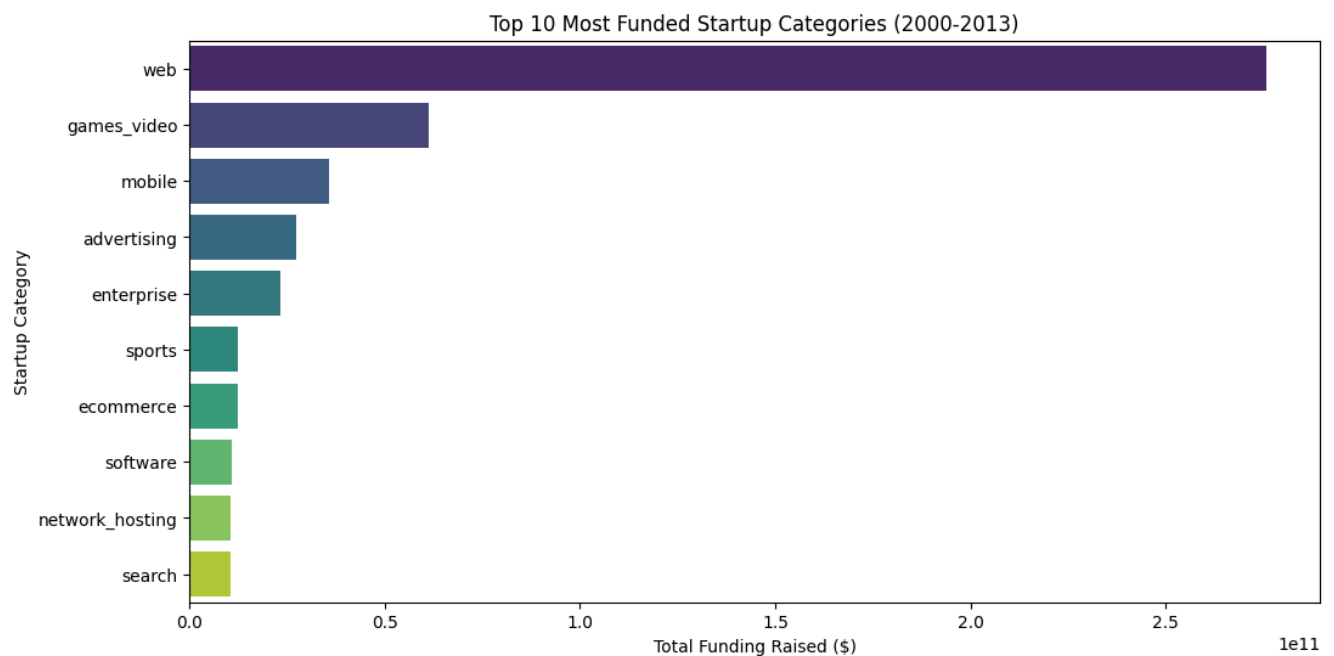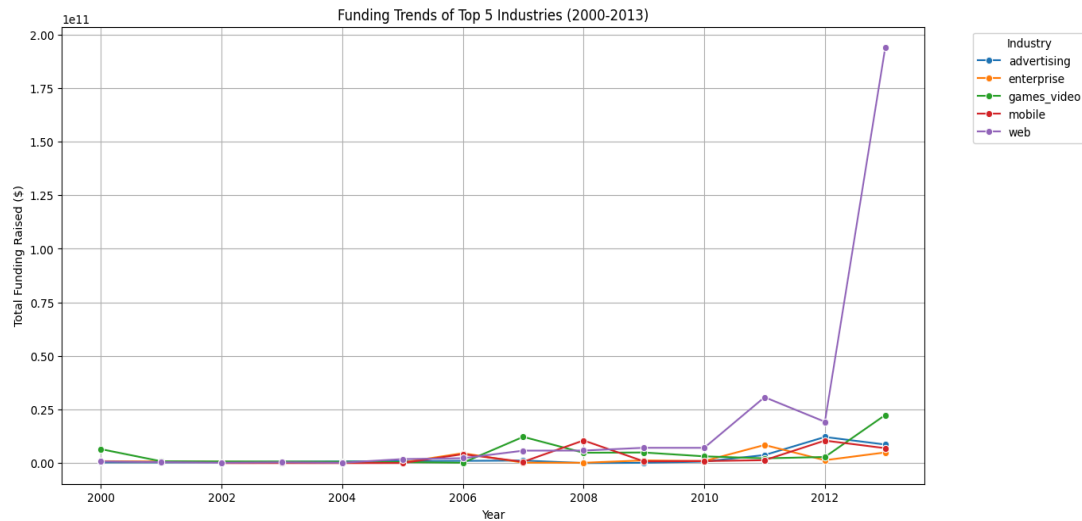
Main dataset: Startup investments,

Summary:

The research aims to analyze the trend of changing investing preferences of investors from 2000 to 2013. The startup investments dataset contains information on funding rounds, funding amounts, the firms basic information containing name, industry, office location, milestone, and information about individuals in the startup world. The key outcome of the variable is the investment amount in each round, whereas the key variables of interest include the industry of the firms, geographic location, and investing preference of those top investors.
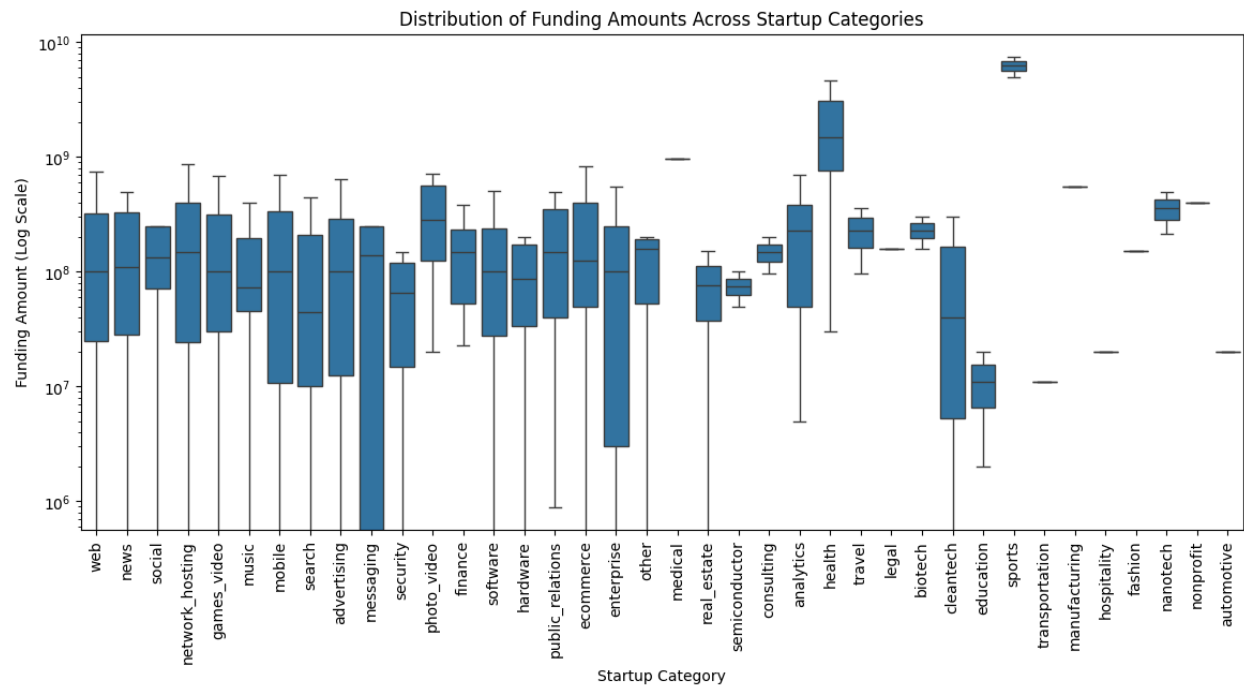
Visualization:

1, Bar Plot of **overall** raised fund pattern: This plot clearly and directly reflects the total funding raised by each industry from 2000 to 2013. But could not know the exact amount raised by each year and the number of firms. Therefore, it is hard to tell from this graph the reason of why web has the highest raised funding.

Top 10 Most Funded Startup Categories (2000-2013)

2, Line plot representing the **trend**: The y-axis is not that appropriate due to the large scale. The fluctuation of the line is not that clear. However, this line graph could also show the approximate proportion of the investment raised by each industry in the total investment amount of each time spot.

3, Box plot of the **distribution** of funding amounts: This plot could know the average funding performance of each industry. It contains more details of mean, median, percentile information than the previous two visualizations. The variable for x and y-axis is appropriate since it is not hard to compare and see the difference.

Distribution of Funding Amounts Across Startup Categories

4, Bar plot of top **investors**: Top investors might be representative showing the funding preference over time. This graph clearly shows that the top investors tend to invest more on web category overall. The color might be too much and if it gets printed out, there might be a problem recognizing the color and the category.

Top 5 Investors: Investments in Different Industries Over Time