

STARTUP FUNDING ANALYSIS

**EXPLORING VENTURE CAPITAL INVESTMENTS IN
VARIOUS INDUSTRIES**



**"Entrepreneurship is not about waiting
for opportunities to come; it's about
creating opportunities, seizing them,
and shaping your own destiny." - -**

Mark Zuckerberg

**SMALL
BUSINESS
BIG
DREAMS**

THE DATA BADGERS TEAM



**FLORENCE
NGUUNI**
GROUP LEADER



JOEL OMUNDI.
DEPLOYMENT



BRIAN CHABARI
README



DIANA MWaura.
NOTEBOOK



KENNEDY JUMA
PRESENTATION



ISAAC MUTURI
NOTEBOOK

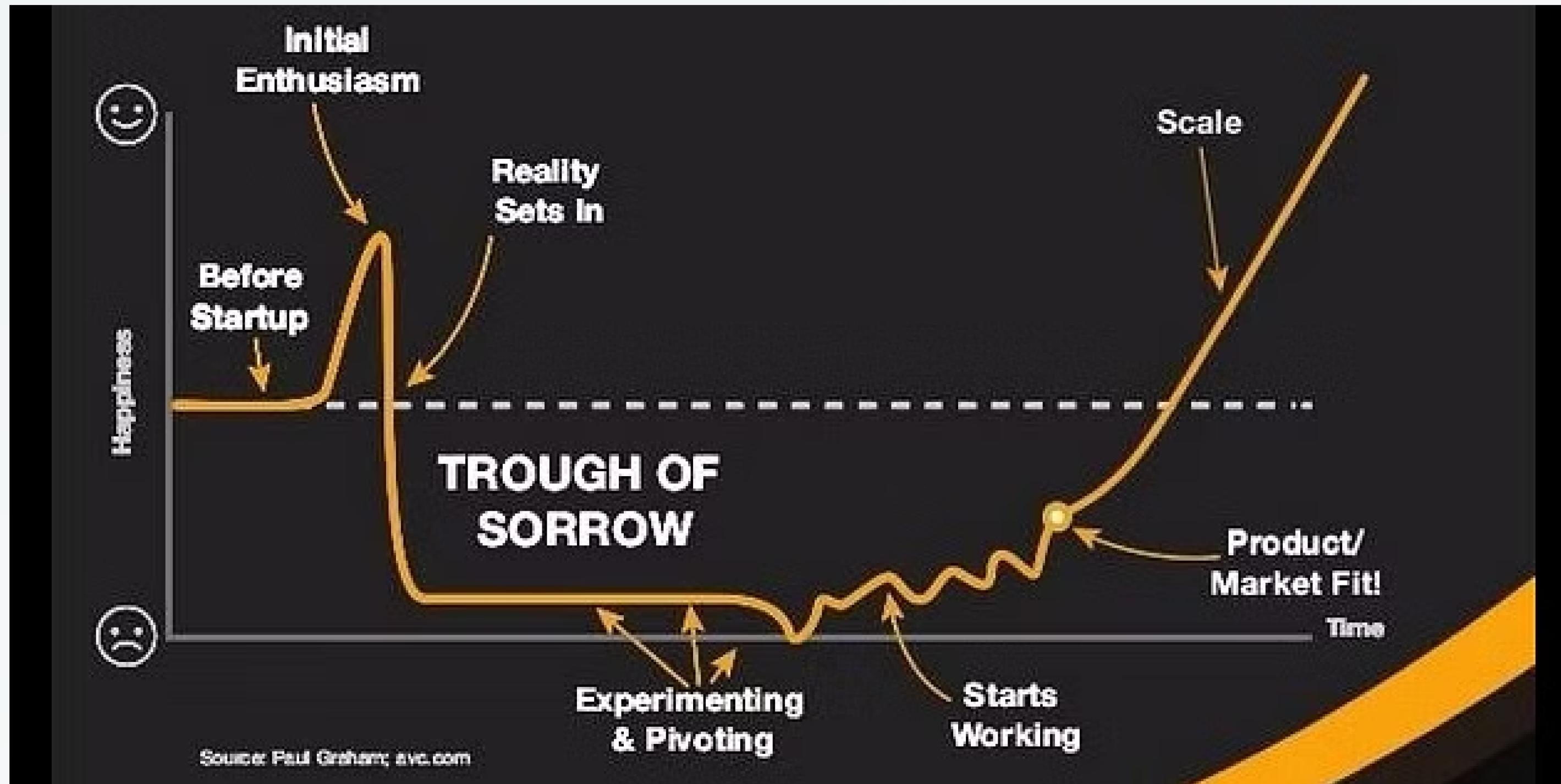
OVERVIEW

- INTRODUCTION
- PROBLEM STATEMENT
- PROJECT OBJECTIVE
- METRICS OF SUCCESS
- EDA
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- CONCLUSION
- RECOMMENDATION
- DEPLOYMENT





THE STARTUP CURVE: JOURNEY OF AN ENTREPRENEUR



READ MORE AT: [HTTPS://YOURSTORY.COM/MYSTORY/D90C9E8F6B-THE-STARTUP-CURVE-JOURNEY-OF-AN-ENTREPRENEUR](https://YOURSTORY.COM/MYSTORY/D90C9E8F6B-THE-STARTUP-CURVE-JOURNEY-OF-AN-ENTREPRENEUR)

PROBLEM STATEMENT

- Startups encounter numerous hurdles and struggles in their journey toward success, including limited resources, funding constraints, market uncertainty, and intense competition.
- Understanding and addressing these challenges is essential for entrepreneurs and stakeholders to navigate the startup landscape and increase their chances of establishing sustainable and profitable ventures.



DATA UNDERSTANDING

Data Sources

- **Dataset source:** using investment data from Crunchbase, a website providing company insights from startups to Fortune 1000 companies.
- **Website link:**<https://www.crunchbase.com/>
- The dataset contains around 54,000 rows and 39 columns with comprehensive information.
- **2014 world GDP with codes**
Geographical maps and geolocation coding



PROJECT OBJECTIVES

- Uncover the Secrets of Startup Success
- Maximize Funding Opportunities
- Overcome Startup Challenges
- Spotting Promising Market Opportunities
- Data-Driven Decision-Making

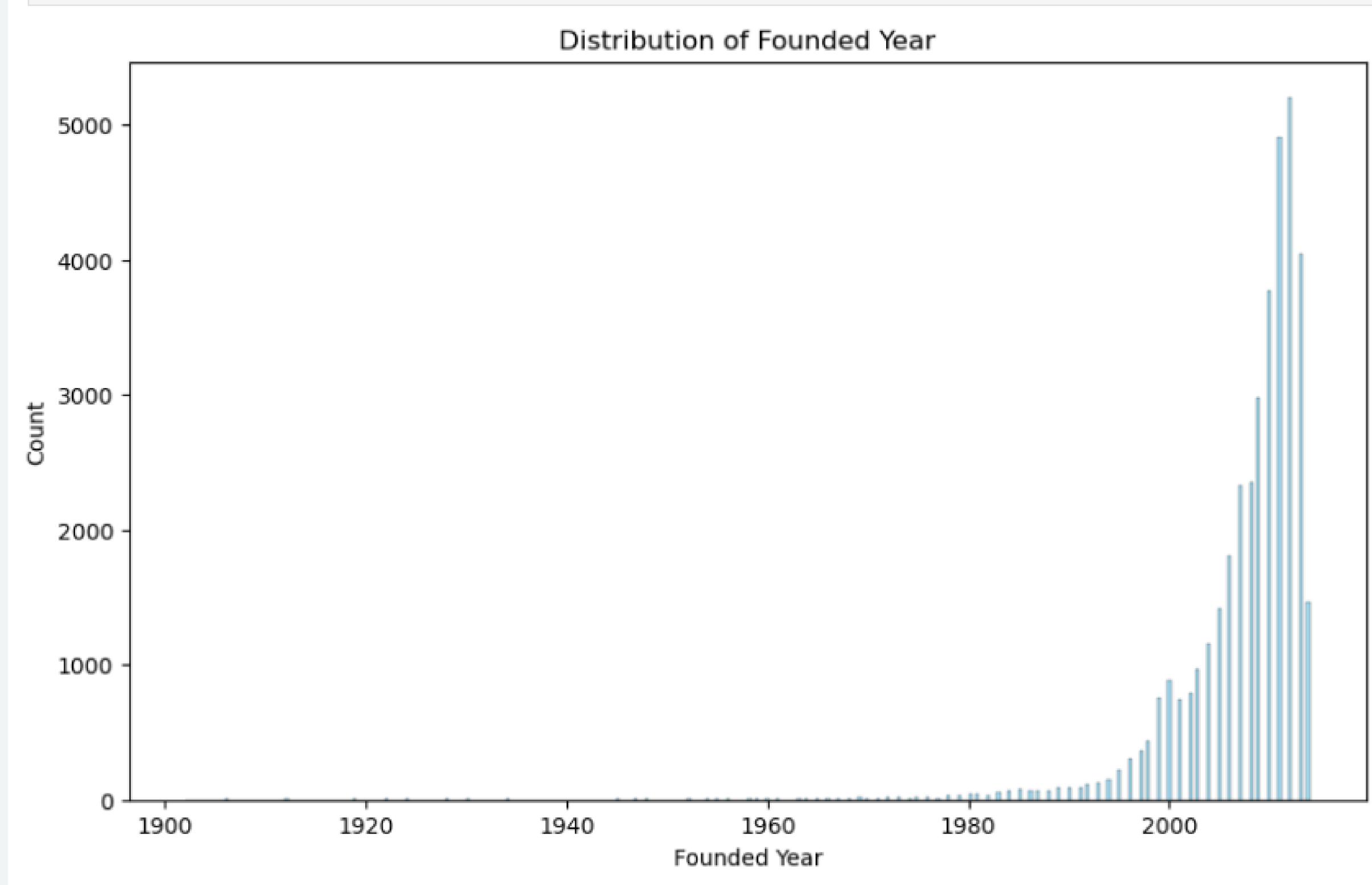


METRICS OF SUCCESS

- The project's success criterion is to identify a model with the lowest RMSE and the highest R-squared value.

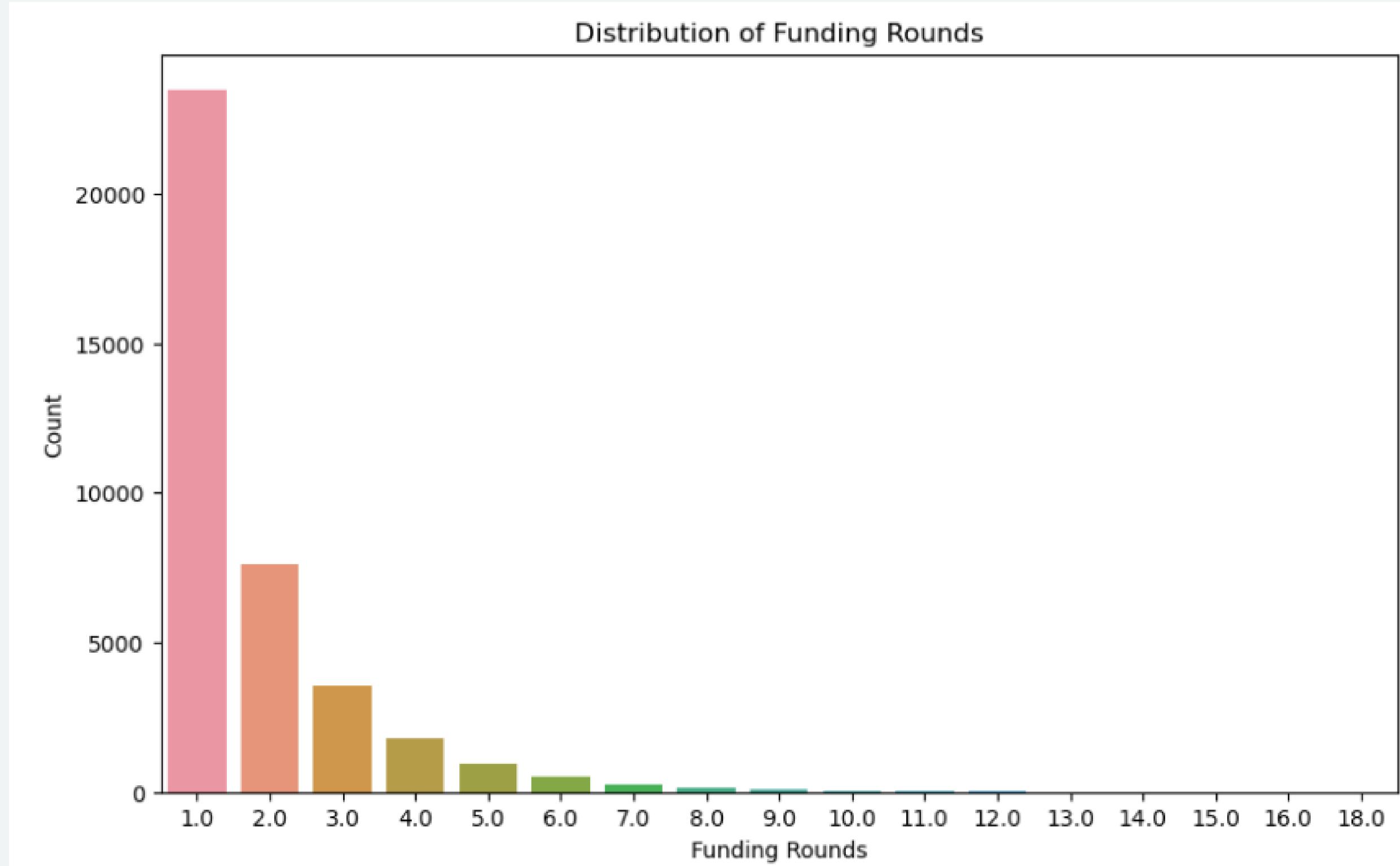


WHAT IS THE DISTRIBUTION OF FOUNDED YEARS?



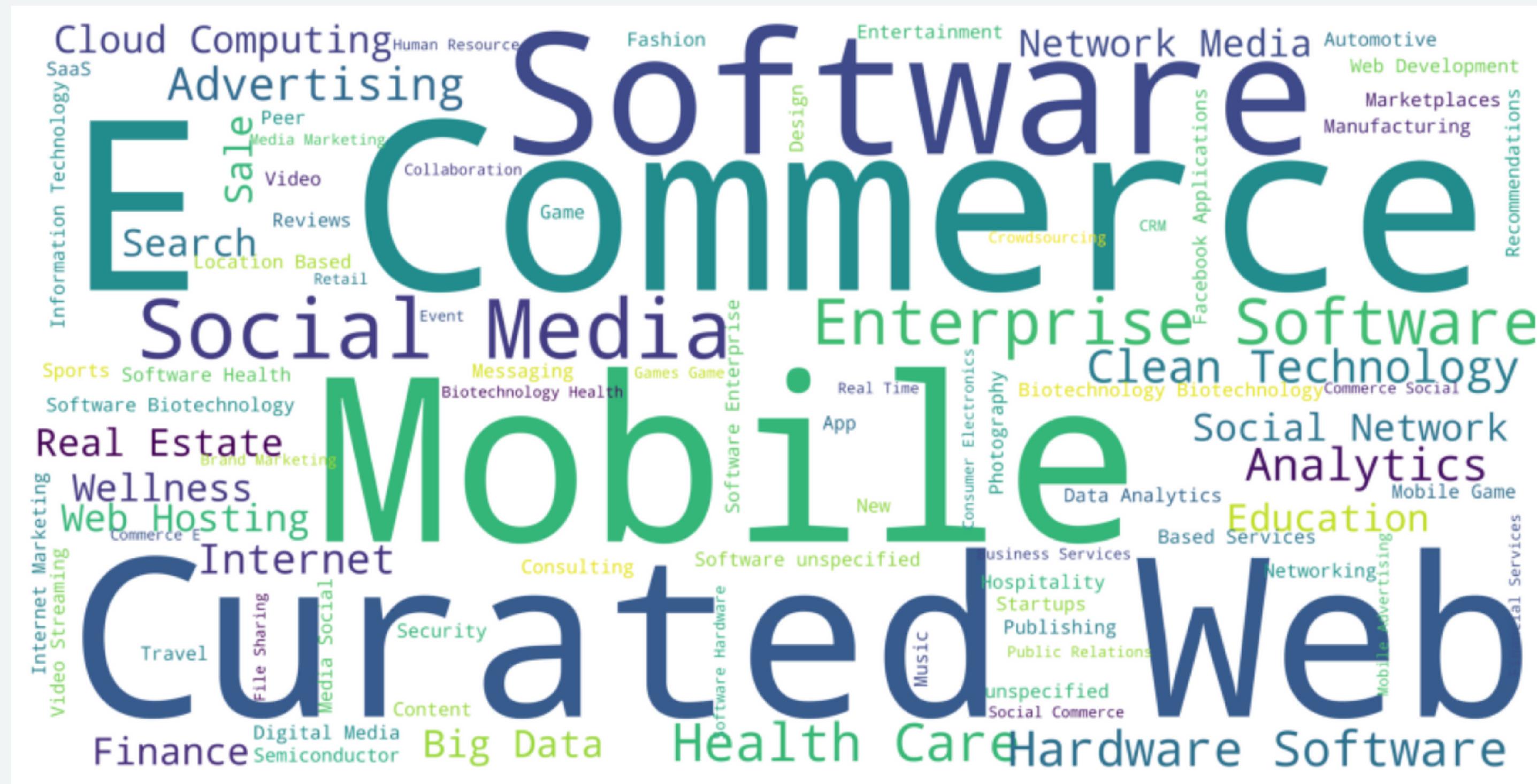
- The dataset indicates a notable increase in entrepreneurial activity and startup formations after the year 2000, with most companies being founded during this period.

WHAT IS THE DISTRIBUTION OF FUNDING ROUNDS?

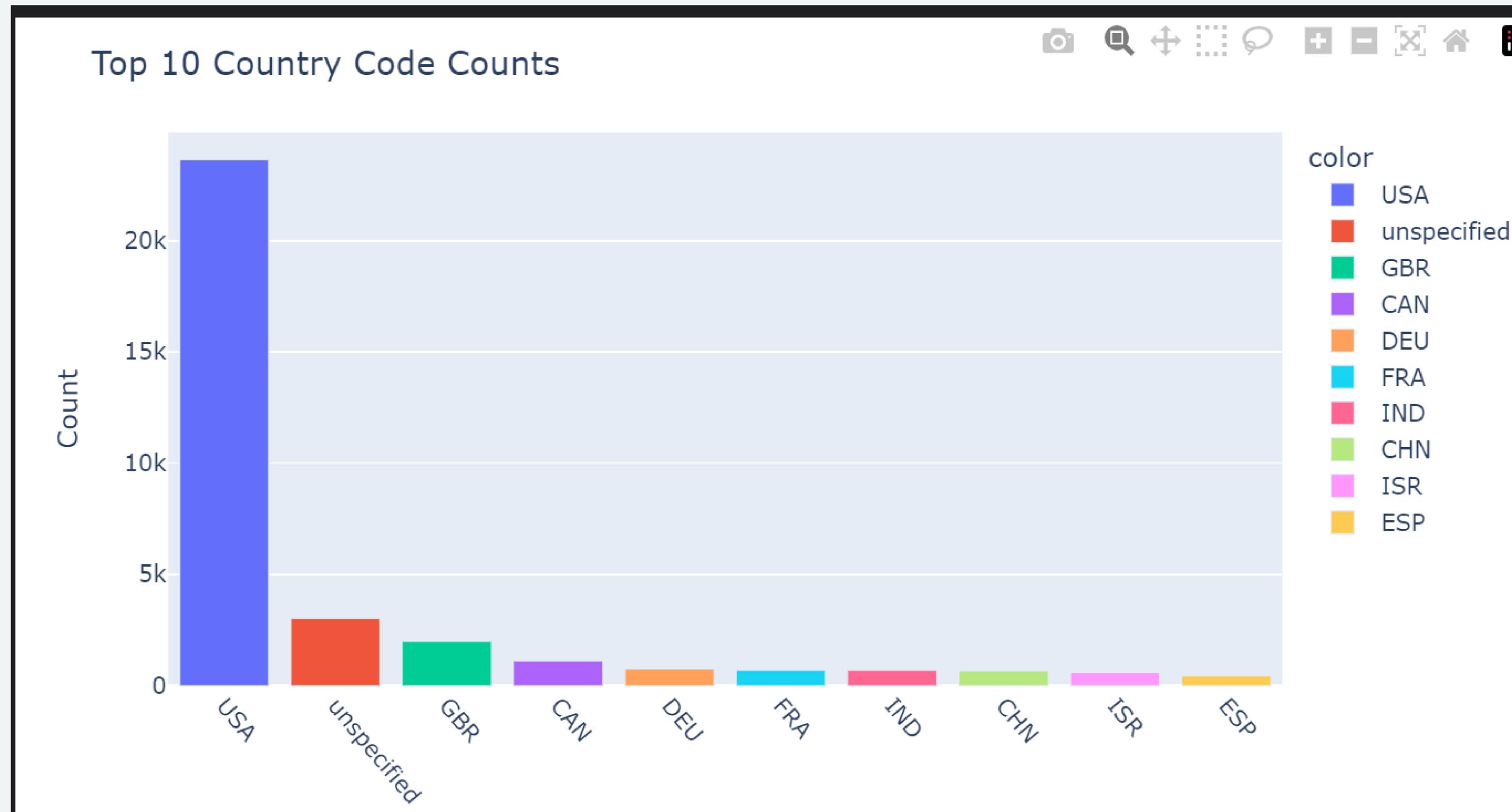


- Most company only get one round of funding.

WHAT ARE THE TOP FUNDED SECTORS?



WHAT ARE THE TOP STARTUP COUNTRIES?



MODELLING AND EVALUATION



Model	Model_Test_RMSE	Model_Tuned_R-Squared
Decision_tree Untuned	9.9742e+07	-0.371295
Decision_tree tuned	8.07745e+07	0.100662
KNN Tuned	7.78734e+07	0.164101
Random_forest Tuned	7.6458e+07	0.194212
AdaBoost Tuned	2.35505e+08	-6.64497
Gradient Boosting Tuned	7.96775e+07	0.124923
XGBoost Tuned	7.48763e+07	0.227206
SVM Tuned	8.59483e+07	-0.018237

SELECTING OUR BEST MODEL

- XGBoost Tuned is our Best Model .
- Lowest RMSE Value > more accuracy
- Highest R-squared Value
- Better Accuracy and Variance Capture

CONCLUSION

- Tailor strategies to company context:
- Continuously monitor and evaluate:
- Foster a proactive and adaptive approach
- Invest in data-driven decision-making
- Enhanced Operational Performance



RECOMMENDATIONS

- Foster innovation and creativity:
- Build strategic partnerships:
- Focus on customer experience:
STRATEGY N°3
- Embrace technology and digital transformation
- Invest in talent acquisition and retention
- Develop a robust marketing strategy

Mitigate Bias
training



THE DATA BADGERS WEB APPLICATION INTERACTIVE INTERFACE

The screenshot shows a web application interface for 'InvestMatch' focused on 'StartUp Investment Decision Support'. On the left, a dark sidebar titled 'Startup Information' contains fields for 'Founded Year' (1980), 'Time to First Funding (Yrs)' (2), and a 'Funding Rounds' slider set at 1. Below these are checkboxes for 'Round B' (checked) and 'Round C' (unchecked). The main area features a large question mark icon and the text 'InvestMatch' and 'StartUp Investment Decision Support'. It includes a 'Go to' dropdown menu set to 'Startup Information', a 'View your predictions here.' message, and a 'Generate Investment Prediction' button.

StartUp Investment Decision Support App

NEXT STEPS



1

Feature Impact

2

Advanced Refinement

3

Comprehensive Enrichment

- Conducting further analysis on the impact of specific features on startup operating status

- Refining the model using advanced techniques such as ensemble learning or neural networks to enhance prediction accuracy.

- Enhancing the model's predictive capabilities by integrating real-time data feeds and incorporating additional external data sources for a more comprehensive analysis.

Any Question?
**THE BADGERS
ARE HERE**

