

Founding for success

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Dataset | “Startup Insights (2012-2021)”

Source: Kaggle

Where and in which industry are the highest valued startups founded?

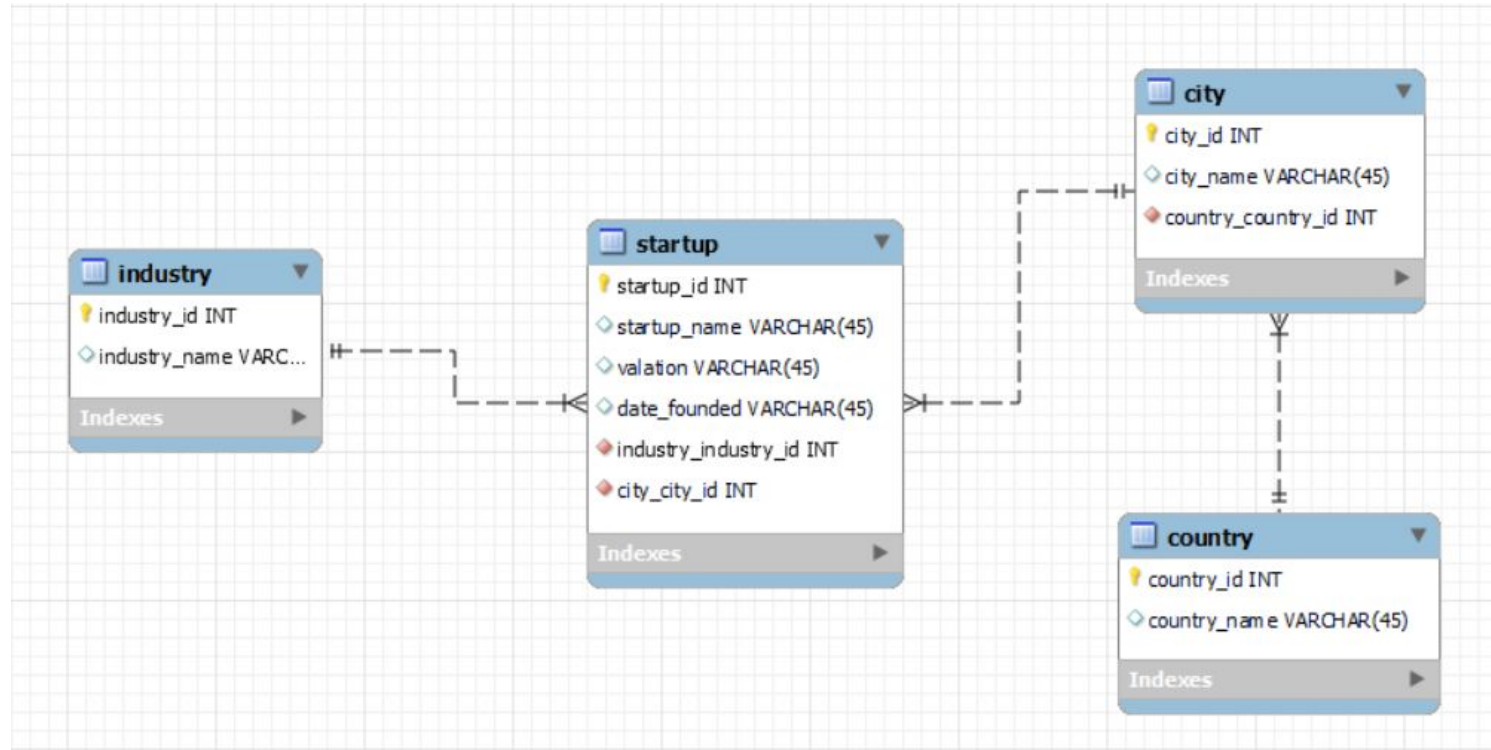
Hypotheses

1. Most startups are from the US
2. US startups have the highest valuations
3. The highest valued startups are in AI or data industries





Entity Relationship Diagram



Challenges

Preparation of data before SQL (indexes, foreign keys, create multiple tables).

Clear understanding of data upload process (which options and how to tackle each one).

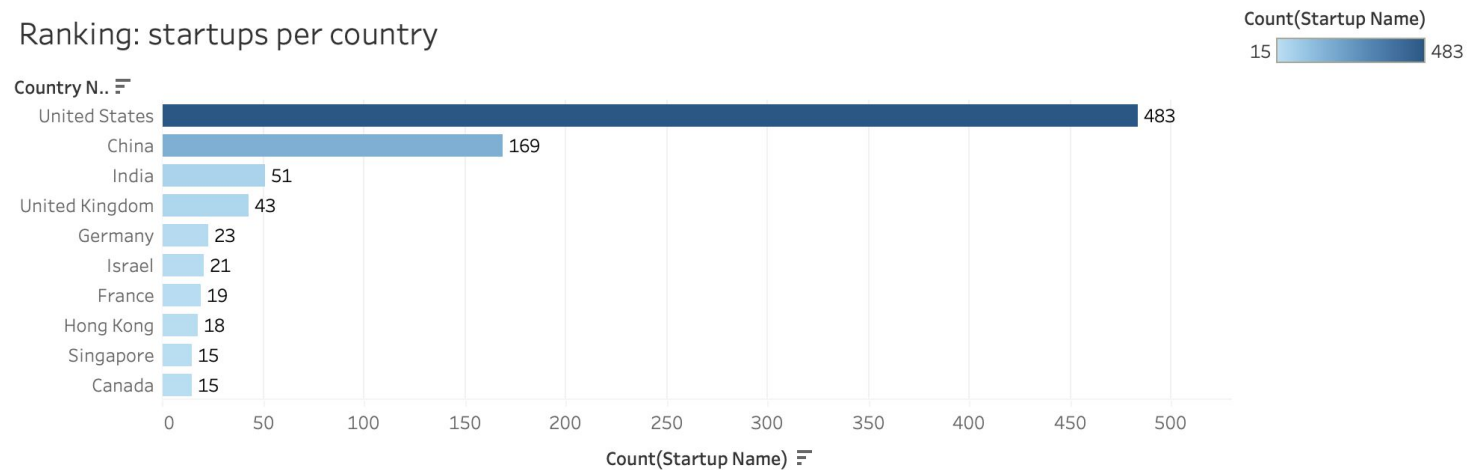
Populating the foreign keys with the data in SQL



H1

Most startups are from the US

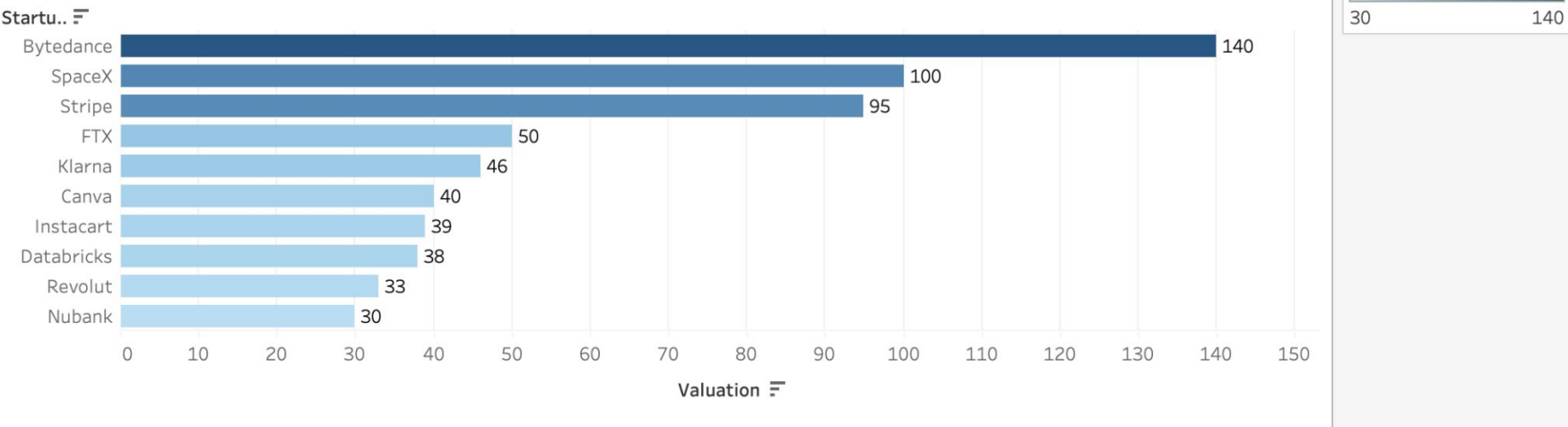
Ranking: startups per country



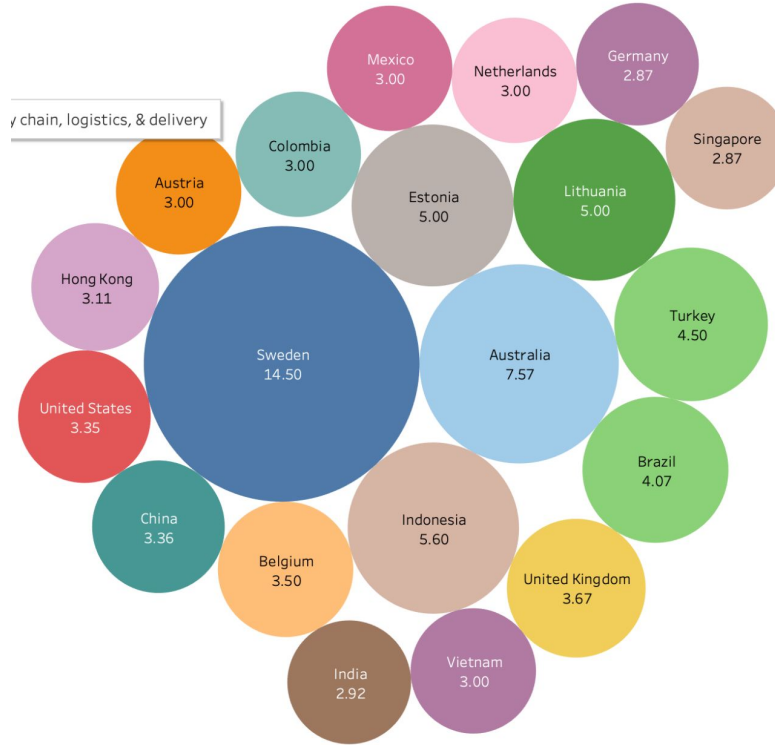
H2

US startups have the highest valuations

Startups by valuation (in \$B)

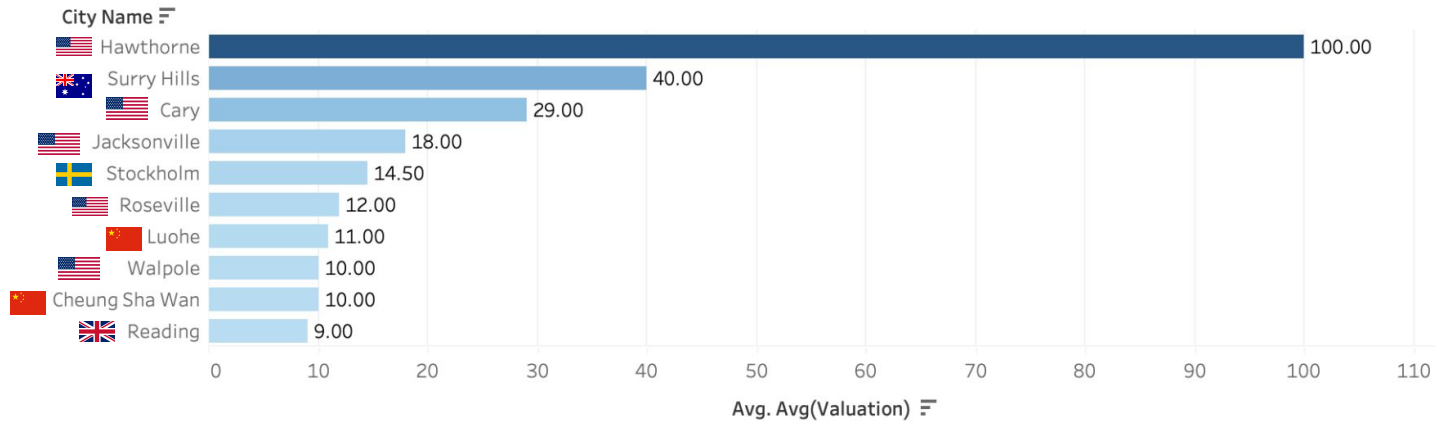


Average valuation of startups per country (in \$B)



Country Name
Sweden
Australia
Indonesia
Estonia
Lithuania
Turkey
Brazil
United Kingdom
Belgium
China
United States
Hong Kong
Austria
Colombia
Mexico
Netherlands
Vietnam
India
Germany
Singapore

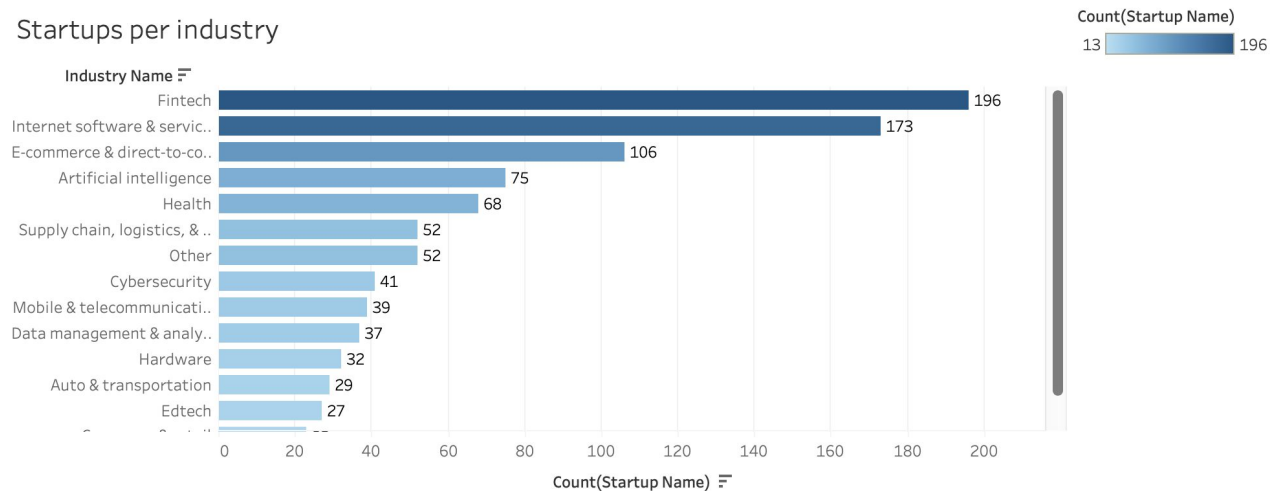
AVG Valuation by city



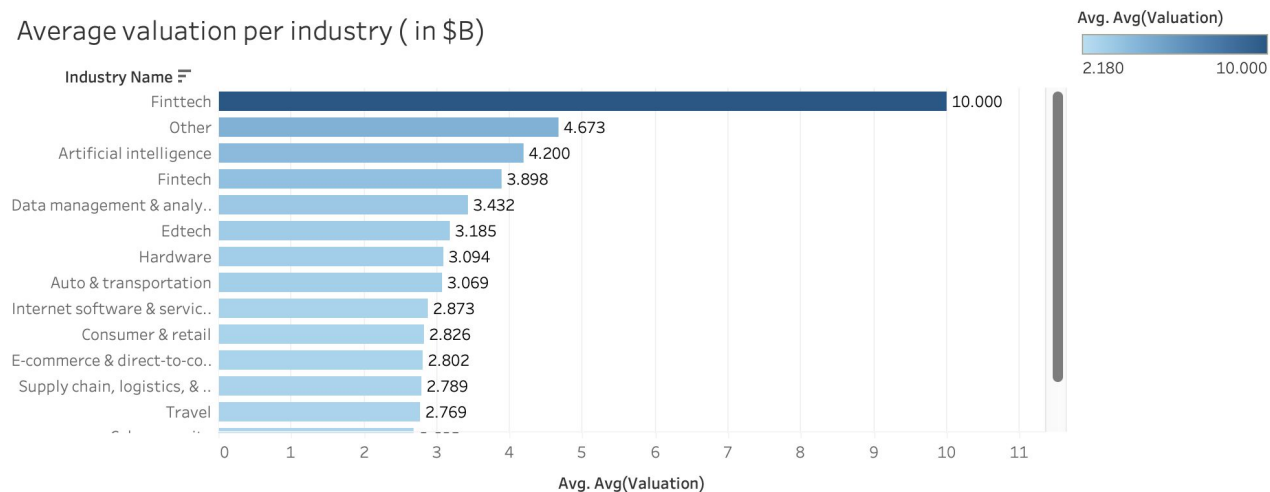
H3

The highest valued startups are in AI or data industries

Startups per industry



Average valuation per industry (in \$B)



Conclusion

Better quality than quantity.

And in Fintech.



Thank you!

Do you have any questions?

