

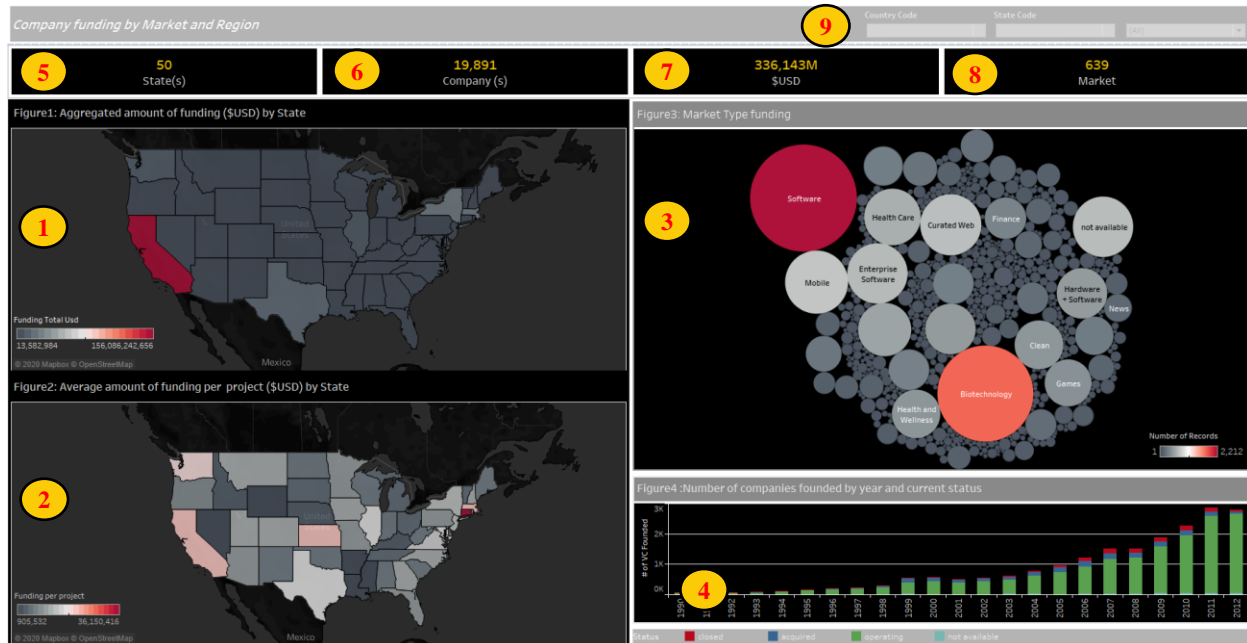
Dashboard Design Document

Story View – Fund Raising

MGTA457 Business Intelligence System

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1. Dashboard: Company funding by Market and Region

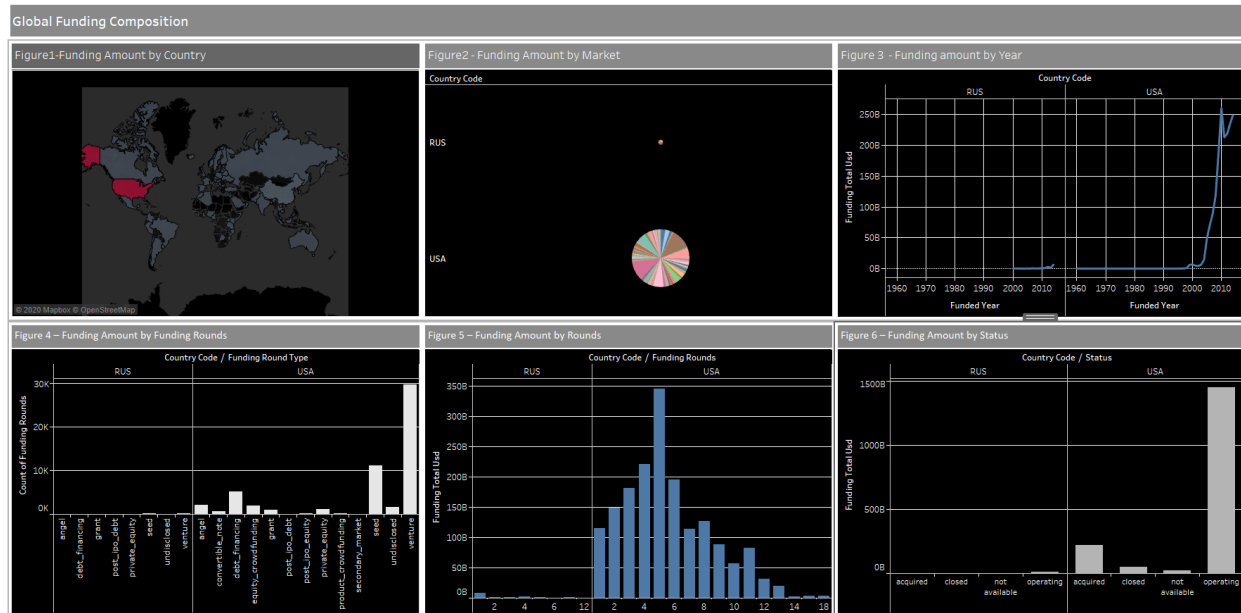


Design Concept: The dashboard aims to visualize the amount of funding in USD to startup firm. The visualization has been shown in various granular aspects including by geographical location, market type, period and status. Dashboard consists of 8 sheets. Interactive features include, figures 1, figures 2, figures 3 and figures 4 could be used as filter by clicking the element in the sheet, while, figures 5, figures 6, figures 7 and figures 8 illustrate number with respect to filter selection. The inclusion of filter groups on the top right allows user to alternative select from manually input and list of dropdowns.

Node reference	Description	Clicked as filter	Remark
1	Figure1 illustrates aggregated amount of company funding (\$USD) by State. The color from ranging from grey to red shows the amount of fund, relative to other states.	✓	Filter country code "US" and data between 1990 to 2012 for visualization purpose
2	Figure2 illustrates average amount of company funding per project (\$USD) by State. The color ranging from grey to red shows the amount of fund, relative to other states.	✓	
3	Figure3 illustrates aggregated amount of company funding (\$USD) by market type. The size of the circle in the bubble chart presents the aggregated amount of company funding (\$USD) while the color ranging from grey to red shows the number of firms, relative to other market types.	✓	
4	Figure4 illustrates aggregated amount of company funding (\$USD) across time. A color in each stack reveals company status.	✓	
5	Text box reveals number of states with respect to filter in the dashboard.	-	
6	Text box reveals number of companies with respect to filter in the dashboard.	-	
7	Text box reveals total amount funding in USD with respect to filter in the dashboard.	-	

Node reference	Description	Clicked as filter	Remark
8	Text box reveals number of markets with respect to filter in the dashboard.	-	
9	Customization filter, work similar with click filter in each sheet	✓	

2. Dashboard: Global funding composition

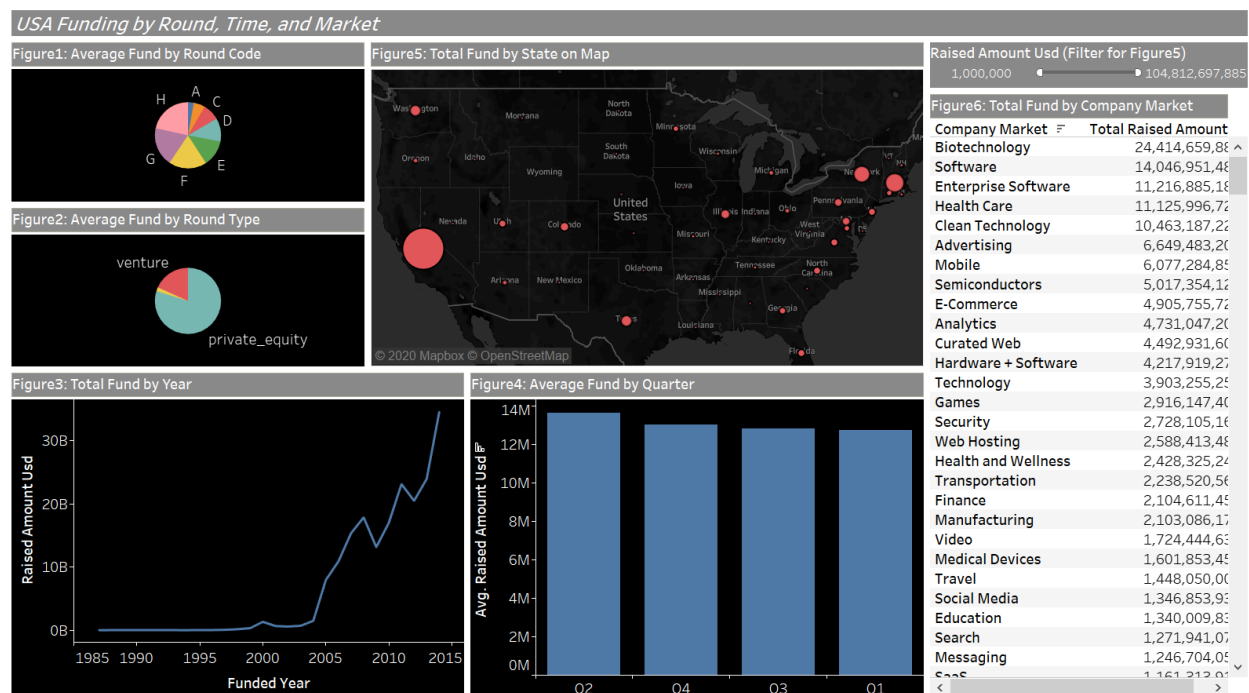


Design Concept: The dashboard is built to help audience have a better understanding of the funding status of the start-ups around the globe. It mainly created for cross-sectional comparison in various aspects among selected countries. The first figure (Funding Amount by Country) is the start point of the dashboard. When audience click on the country that one is interested in, the dashboard will visualize the corresponding details of the funding amount for that country in the rest of the figures. The audience can also click on more than one country and see the comparison of the funding details in the rest if the figures. Detail of dashboard components listed below.

Reference	Description	Clicked as filter	Remark
1	Figure 1 – Funding Amount by Country: each dot on the map represent the funding amount of that country. The range of the color corresponds to the amount of the funding.	✓	Filter country code “US” and “RUS” for visualization purpose
2	Figure 2 – Funding Amount by Market: the pie chart is used to show the component of the funding by market type. Again, the size of one portion of the pie chart represent the amount of the funding for that market.	-	
3	Figure 3 – Funding Amount by Year: a line chart is used here to show the trend of funding amount from 1998 to 2014 for each country.	-	

Reference	Description	Clicked as filter	Remark
4	Figure 4 – Funding Amount by Funding Rounds: a bar chart is used to illustrate how the funding amount are divided up by the funding rounds.	-	
5	Figure 5 – Funding Amount by Rounds: a bar chart is used again to show how the funding amount falls into the different rounds of funding.	-	
6	Figure 6 – a bar chart is used to show how much of the funding is operating, how much is closed and how much is acquired.	-	

3. USA Funding by Round, Time, and Market



Design Concept: This dashboard aims to visualize the aggregate information about the amount of funding in USD with a focus on the United State of America. The visualization has been shown in various granular aspects including by round code, round type, time periods of year and quarter, states of USA, and market type. The dashboard consists of 6 sheets, where figure 1 and 2 are used as interactive filters. By clicking the element in these two figures, we can see the corresponding information in other figures. The inclusion of a filter on the top right allows users to see the change in figure 5.

Reference	Description	Clicked as filter	Remark
1	Figure 1 - Average Fund by Round Code: (1) Pie chart. (2) KPI: Round codes F, G, and H have higher fund amounts on average. (3) Used as a filter. By clicking one round code in this figure, we can see the corresponding information shown in the other 5 figures.	✓	Data for country code "US"
2	Figure 2 - Average Fund by Round Type: (1) Pie chart. (2) KPI: Round type of private equity has the highest fund amount on average. (3) Used as a filter. By clicking one round type in this figure, we can see the corresponding information shown in the other 5 figures.	✓	
3	Figure 3 - Total Fund by Year: (1) Line chart. (2) KPI: General trend is that the total raised fund amount has increased annually. (3) Not used as a filter. By clicking the element in figure 1 or/and 2, we can see the corresponding change in this figure.	-	
4	Figure 4 - Average Fund by Quarter: (1) Bar chart. (2) KPI: On average, the fund amount is highest for the second quarter each year. (3) Not used as a filter. By clicking the element in figure 1 or/and 2, we can see the corresponding change in this figure.	-	
5	Figure 5 - Total Fund by State on Map: (1) Map chart. (2) KPI: Obviously, California has the highest total fund amount in the USA. If we slide the filter for figure 5, we change the range of total fund amount, and we can see that the leader changes. (3) Not used as a filter. By clicking the element in figure 1 or/and 2, we can see the corresponding change in this figure.	-	
6	Figure 6 - Total Fund by C8sompany Market: (1) Table chart. (2) KPI: The top 5 markets/fields with the highest total fund are biotechnology, software/enterprise software, health care, clean technology, and advertising. (3) Not used as a filter. By clicking the element in figure 1 or/and 2, we can see the corresponding change in this figure.	-	