STARTUP VENTURE FUNDING

Project Description

TEAM 5

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Introduction

A startup is a young company founded by one or more entrepreneurs in order to develop a unique product or service and bring it to market. By its nature, the typical startup tends to be a shoestring operation, with initial funding from the founders or their families. This is where venture capital plays a major role. Venture capital is a form of private equity financing that is provided by venture capital firms or funds to startups, early-stage, and emerging companies that have been deemed to have high growth potential or which have demonstrated high growth.

Intended Outcome

The project aims to create an interactive visualization platform, using Tableau that allows users to learn and obtain insights regarding the fund-raising activity of startup firms. The granularity of data and advanced dashboard features will help users to see different aspects of fundraising including location, market type, amount, and funding round. We intend to create three extensive dashboards for comprehensive data visualization on the startup venture funding.

Data

The data was sourced from the Tableau Public Resources platform. The data contains information about startup companies, investment and acquisitions via Crunchbase. The relevant tables are Companies, Rounds, Investments, and Acquisitions. The tables considered for the dashboards are Companies and Rounds. The Companies table chronicles the company name, the market it caters to, its total funding, and the funding geographical and calendrical details. The Rounds table chronicles the financing the company got at each funding round. Three dashboards respectively use the Company table, the Rounds table, and the union of both two tables.

Data Cleaning

The data tables were cleaned on the Tableau Prep software. For the Rounds table, null exclusion was done to avoid null values in our visualizations. We also wanted to geographically focus on the US and its funding capital. Also, certain company markets were grouped by their pronunciation to avoid repetition which brought down the unique market values from 503 to 365. For the Company table, the roles of certain fields were changed as it was of the incorrect data type which allowed erroneous values to exist, for example, homepage variable was changed to type URL and state variable was changed to type state code. Two fields, founded_at and City, had many null values were removed. Moreover, certain countries had multiple values pertaining to the same country which were grouped and replaced accordingly. Also, instead of removing null values, we've replaced it with "not provided" to not lose relevant data. For the third dashboard, the cleaned Company and Rounds tables were joined and used to further insights.

Data Visualization

After cleaning, we then use Tableau Desktop to create three dashboards and a story view.
The story view consists of three dashboards. The first dashboard focuses mainly on global scale, where it allows users to compare cross country regarding various aspects of fundraising activity. The second and third dashboard will focus more on deep dive into one particular country but visualizing a wide range of information at a more granular level. The number of companies and the amount of fundraising are visualized in many dimensions including market type(s), state(s) and status. A number of filter options includes, offering users flexibility. Multiple elements in each dashboard enabling users to see interaction between fields and obtain patterns of funding. Please look into the "*Dashboard Design document*" for more details on each dashboard.