

THE INDIAN STARTUP ECOSYSTEM

HYPOTHESIS

1. Indian Pharmaceutical and cosmetics startups receive most funds from foreign investors
2. Receiving more funds in india as a startup depends on the location and how long it has lasted

PROJECT QUESTIONS FOR ANALYSIS

1. What sectors access most funds as startups in India?
2. How has funding of startups improved overtime?
3. Does the location of the startup influence the funding it receives?
4. Who are the highest investors in the various sectors?The purpose of this question is to help my team identify which investors to poach when we decide on what we want to venture into.
5. Do Indian Startups receive funds from foreign investors and which sector receives most of these funds?

ANALYSIS

DATA PROCESSING PROCEDURE

For the data cleaning, these are the various steps I took:

- Deleted founders and About columns in 2021,2020 and added the years funding was received.The purpose of this is because Founders and About Column are not required in my analysis and the year funding is received is required.
- The stage column was removed because it has lots of missing data and I also do not to require that information given my project questions
- The headquarters of Vidyakul from the 29th row in the Headquarters column of the 2021.From my research, the headquarter of the startup is in Gurugram,Haryana
- Columns such as the headquarters and the founded columns were converted into their appropriate data types.
- Reason for using unknown to fill investor ,sector columns is because the column has enough data provided answers to questions without being biased. 2020 ;38 missing values in the investor column in 2020 which is less than 5% of the data and that chance of error is allowed statistically
- 0 was replace for the 3 null values and the undisclosed values in the amount column in 2020
- The sector column had 5 missing values in 2019 and they were replaced with the mode of the column. After clearing duplicates and filling in for the sector column headquarters had 29 missing values and 29 years founded had 19 missing and founded section had 19 missing values.

ANALYSIS

After my analysis, the retail sector was noticed to have received the most funds as startups, followed by the Information, Technology and Services in India.

Startups in Mumbai received most funds and also ,funds received by the startup was at it peak in 2021

Venture Catalyst followed by Inflection point ventures and Y Combinator are the top investors in the Indian Startup Ecosystem.

40% of the investment into the Indian Ecosystem is done by Foreign Investors and 60% from its domestic investors.

The Fintech Sector receives most funds from these foreign investors followed by E-Commerce and AR

ANSWERS TO HYPOTHESIS

1. With enough evidence from analyzing our data, we reject the hypothesis; Indian Pharmaceutical and cosmetics startups receive most funds from foreign investors.
2. With enough evidence , we conclude that the location as a startup influences its funding.