Data Analytics Portfolio

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Project: Startup Analytics – Power BI Dashboard

Domain: Business Analytics | Tools: Power BI

Problem Statement

Analyzed a dataset of 1000 startups with information on industries, revenue, expenses, and growth. The goal was to uncover key insights into revenue distribution, profitability, and growth potential using Power BI.

Approach & Methodology

- Merged and cleaned queries to prepare the dataset.

- Created a column chart showing 2015 revenue by industry.

- Built a revenue vs expenses comparison chart for all startups.

- Calculated Growth % = ((Revenue – Expenses) / Expenses) × 100 and identified top 5 startups by growth.

- Developed an interactive Power BI dashboard to present insights.

Key Insights

- Industries with highest 2015 revenue were [Fill with your result, e.g. Technology and Healthcare].

- Revenue vs Expenses analysis revealed [e.g. 60% of startups operating at a loss].

- Top 5 startups by growth % achieved [e.g. over 200% growth rate].

Outcome

The Power BI dashboard provided a clear visualization of revenue, expenses, and growth trends, helping identify high-performing industries and startups for potential investment and growth strategies.

Skills & Tools

- Power BI (Data Modeling, DAX, Dashboarding)

- Data Cleaning & Transformation (Merge Queries)

- Business Analytics & Visualization