



SRI KANYAKA PARAMESWARI
ARTS & SCIENCE COLLEGE FOR WOMEN
Affiliated to University of Madras
Chennai – 600 001



Department of Mathematics

Course Enrolled: Data Analytic with Tableau

Project Title: Charting the Course of Innovation A Startup Analysis

Team Leader:

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Team Members:

G.Kowsalya

B.Sudha

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Project Report

1. INTRODUCTION:

Our Project is about " Innovative Startups Analysis ". I am A.Monisha team lead and my team members are G.Hemavathi, B.Sudha,G.Kowsalya . We are currently pursuing our B.Sc Mathematics in Sri Kanyaka Parameswari Arts and Science college for Women.

1.1 Overview

The term startup refers to a company in the first stages of operations. Startups are founded by one or more entrepreneurs who want to develop a product or service for which they believe there is demand.

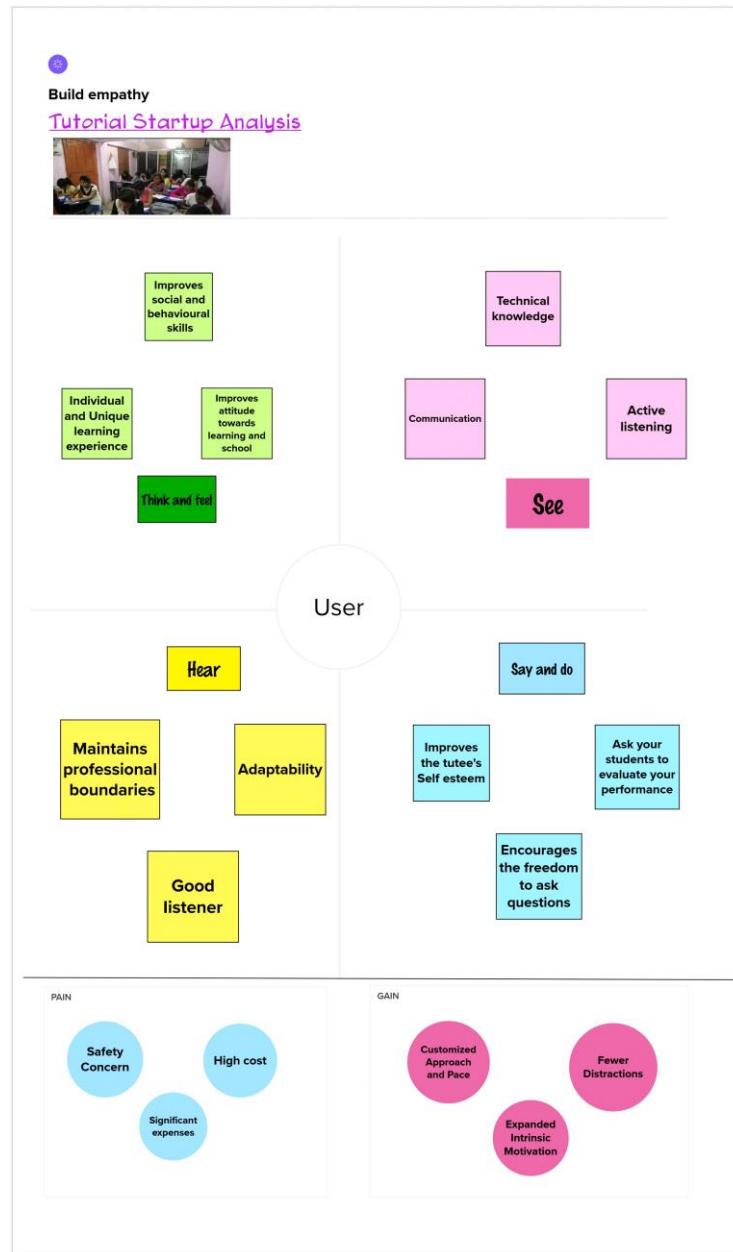
Initially we started the project by downloading the Tableau software and SQL Workbench. The dataset was downloaded and the data is extracted and refined. We created dashboards and stories with the help of the software downloaded.

1.2 Purpose

The reason we took up this project is to gain knowledge and improve creativity. The techniques gained from this project would become a key to success to run a platform. By participating in this project and creating dashboard, we get to know the various fields which has high scopes.

2. PROBLEM DEFINITION & DESIGN THINKING

2.1 Empathy Map

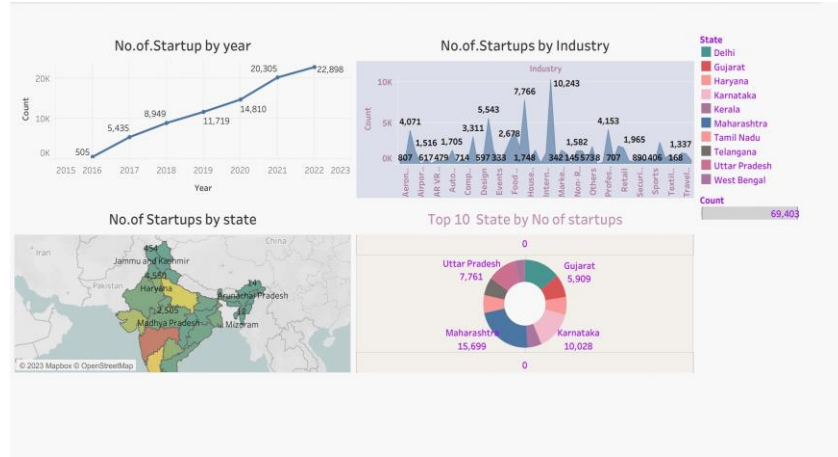


2.2 Ideation & Brainstorming Map

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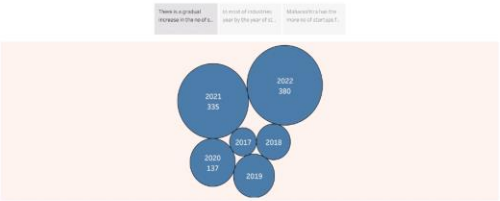
3. RESULT

Dashboard



Story

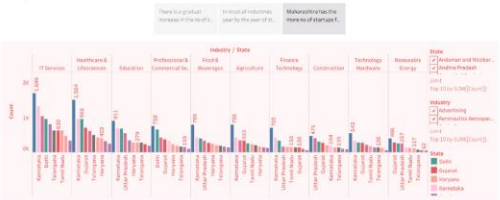
Story 1



Story 1



Story 1



4. ADVANTAGES & DISADVANTAGES

4.1 Advantages

1. Agility

Startups are smaller and less structured. Startups are innovative and helps to improve business models, processes, and portfolio.

2. Efficiency (Lean and Mean)

Established companies have high administrative overheads. Startups offer their services in a more efficient, cost-effective and competitive manner.

3. Team Culture

Employees of large corporations get attracted by prestige and big salaries. They easily lose sight of the company's vision, mission and values and the success of its customers.

4. Personalization

Startups deliver their products and services with a personal touch. This creates a uniquely personal experience for their customers.

5. Versatility

Startup employees multitask and the salesperson could double up as the relationship manager. This adds continuity to customer relationships and enables startups to respond to emergencies.

6. Flexibility

An organization could have rather unique needs and demands for products and services. These might not be met by established service providers operating in a rigid manner.

7. Fun

Last but not least, working with a startup could be a lot more fun. A startup doesn't have to please everyone and may decide to select clients that are fun to work with.

4.2 Disadvantages

1.Risk

Most startups fail within their first year of operations, so the risk of failure is high. Working under such high risk can blur a startup's strategic vision.

2.Compensation

It takes blood, sweat, and tears to build a company, and long working hours are the norm for startups. The rewards might be low since it takes time to generate revenue and make profits.

3.Market Access

Many customers prefer a business that they have worked with over a new startup. Besides it is more expensive to acquire new customers than to retain old ones.

4.Team Composition

Some startups are born out of desperation since the founder could not find or hold on to a job. Such founders often struggle to build a team that the business needs to succeed.

5.Resources

Growth hacking, cloud computing, and venture capitalism allow startups to gain market entry. Most startups operate on a shoestring budget, against competitors that are well-resourced.

6.Processes

Startups are flat organizations that lack defined business processes and operational procedures. This exposes them to poor customer service, legal liability, and financial losses.

7.Stress

We did mention that working for a startup is fun, but it could also become very stressful. Low compensation, many responsibilities and long working hours are more or less expected.

5. APPLICATIONS

A startup company is a newly formed business with the particular momentum behind it based on perceived demand for its product or service. The intention of a startup is to grow rapidly as a result of offering something that addresses a particular market gap.

6. CONCLUSION

This project has enabled us to download a dataset for the startups and extract and refine the data using Tableau and SQL Workbench. The data has been analyzed using this software, and various components of startups are examined. A favorable environment for start-ups has been created, which should maintain itself and produce significant rewards in the future. This environment has been created by lowering the requirements needed to launch a firm and by offering programs for start-ups to access bank financing.

7. FUTURE SCOPE

India can be considered a youthful country as it has been 65 years of its Independence. The population growth and shortage of skilled workers have been the two main variables influencing the employment market situation nowadays. These days, businesses are searching for experts that are qualified and can provide outcomes for the individuals who desire to pursue independent company. Below is the 3 primary scope of Start-Up Companies in Modern India.

1. Increase in Globalization

A lot of factors, including globalization and the rise of the IT industry were majorly responsible for the rise of entrepreneurship in India. Higher pay scales with good designations offered by several private sectors or multinational companies encouraged the people.

2. Startup Ecosystem

The startup ecosystem is receiving a lot of support from international and Indian investors, who have increased trust in the sector and have committed funding to enable these businesses to develop. Today, the Indian economy is undergoing an immense makeover with new strategies rolling into the market emphasizing and enhancing the role and contribution of startups.

3. Make In India initiative

The government of India launched the “Make in India” project to encourage businesses to create, produce, and assemble goods in India and to encourage targeted investments in manufacturing. The goal of the strategy was to create a business-friendly atmosphere, build up an effective infrastructure, and open up new markets to foreign investment.