

PREDICTIVE ANALYSIS OF ACQUISITIONS

PRESENTED BY TEAM 14

The analysis provides insights which will be helpful in for New tech companies and economic growth of the country

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ABSTRACT

The process of mergers and acquisitions has gained substantial importance in today's corporate world. This process is extensively used for restructuring business organizations. In India, the concept of mergers and acquisitions was initiated by government bodies. Some well-known financial organizations also took the necessary initiatives to restructure the corporate sector of India by adopting the mergers and acquisitions policies.

PROBLEM STATEMENT

Over the period of time, every tech company present in the world has started to acquire smaller companies with potential for their own gain, These smaller acquisitions have proven to be a game changer both to the company and also to the origin country's economic growth,

As India is one of the fastest developing countries, it is also the homeland for various startups and innovations,

Our main motto is to study and understand the trends of the different acquisitions over a period of time and then generate the insights which can be used by different startups in India by promoting their growth at the global level and in doing so promoting the economic growth of our country too.



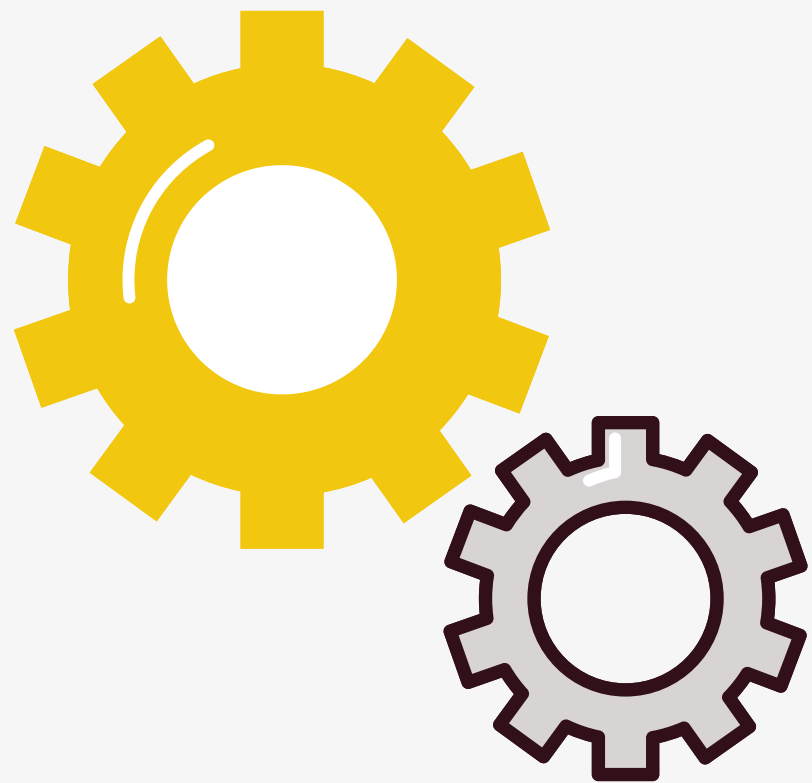


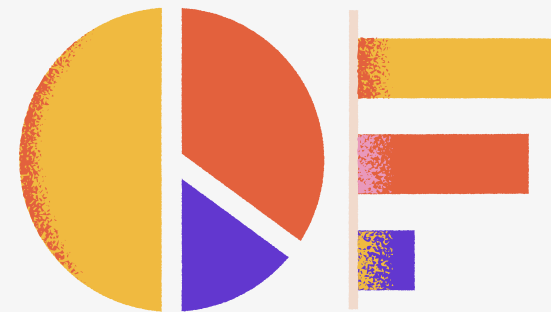
PROJECT AREA

Our Project Deals with Visualizing the enormous DataSet which contains Data regarding all the giant acquisitions made by tech giants and Generating value insights that can be used to make critical business Decisions. Major Sector which we influence with this research is the corporate and economic sector of the country.



TOOLS USED

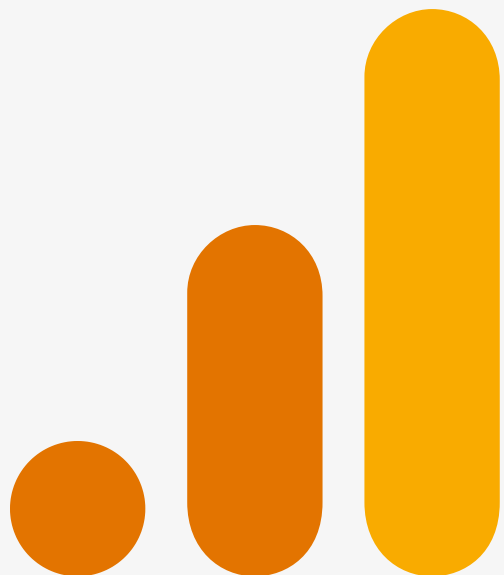




POWER BI

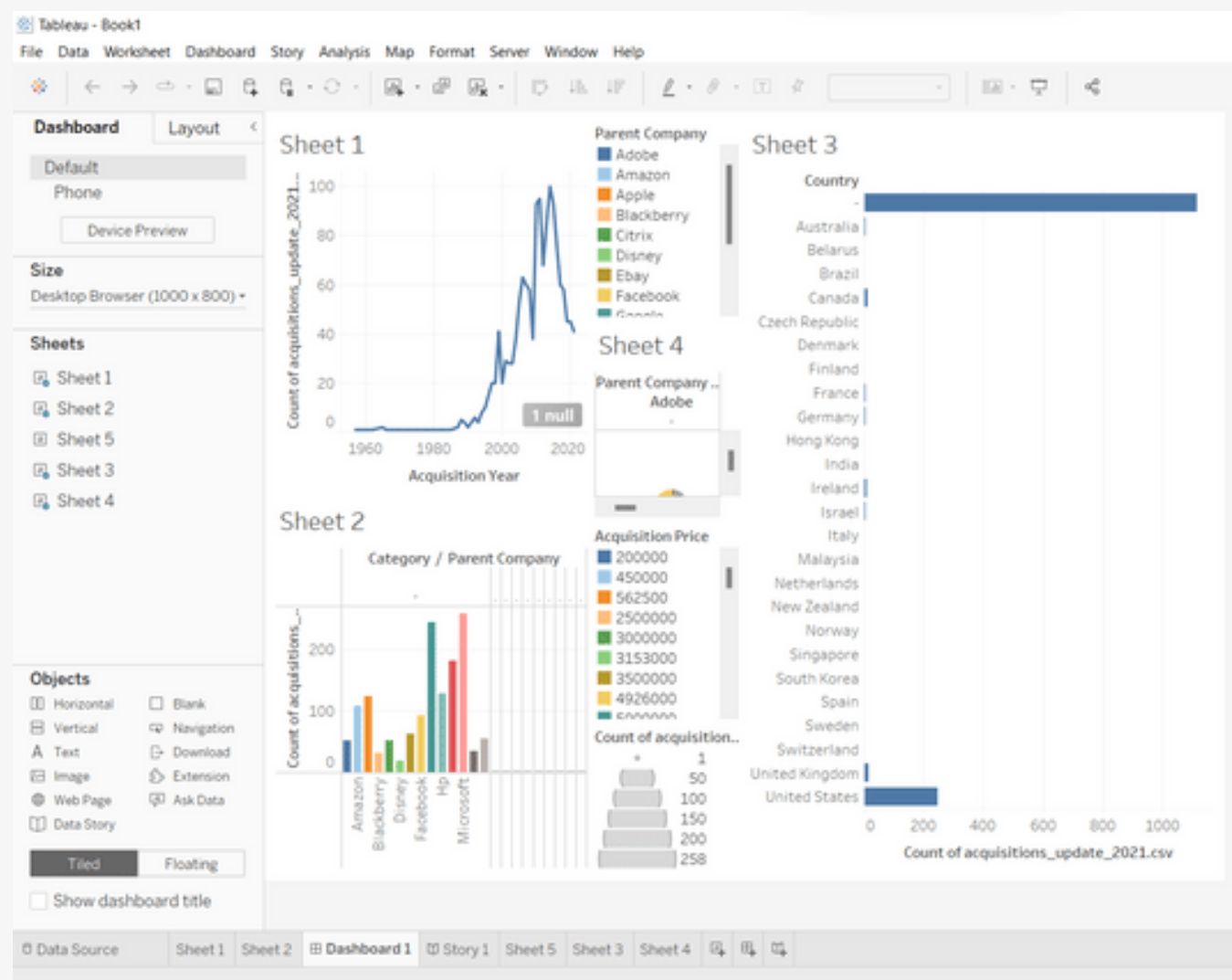
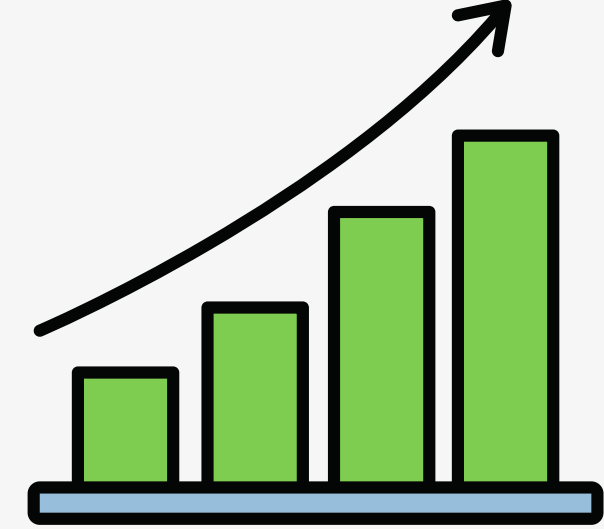
Power BI is a cloud-based tool that requires no capital expenditure or infrastructure support regardless of the size of a business. The modern iteration of the tool is free from legacy software constraints and its users do not need any specialised training in order to generate business intelligence insights. Typical of all Microsoft cloud services, implementation of Power BI embedded is rapid and trouble-free

We are using this tool mainly to format data and to filter Data for our usage and also to integrate a machine learning algorithm which will do predictive analysis using regression techniques .



ID	Parent Company	Acquisition Year	Acquisition Month	Acquired Company	Business	Country	Acquisition Price	Category	Derived Products
672	Microsoft	1992	Mar	Consumers Software	Software	-	-	-	-
672	Microsoft	1992	Jun	Fox Software	PC database software	-	-	-	-
674	Microsoft	1994	Sep	Altamira Software	Software	-	-	-	-
675	Microsoft	1994	Nov	NextBase	Software	-	-	-	-
676	Microsoft	1994	Nov	One Tree Software	Software	-	-	-	-
677	Microsoft	1995	Feb	RenderMorphics	3D graphics hardware	-	-	-	-
678	Microsoft	1995	Jul	Network Managers	Systems design	-	-	-	-
679	Microsoft	1995	Oct	The Blue Ribbon SoundWorks	Software	-	-	-	-
680	Microsoft	1995	Nov	Netwise	Computer Software	-	-	-	-
682	Microsoft	1995	Dec	Bruce Artwick Organization	Programming	-	-	-	-
683	Microsoft	1996	Mar	VGA-Animation Software Div	Software	-	-	-	-
684	Microsoft	1996	Mar	Colusa Software	Software	-	-	-	-
685	Microsoft	1996	Apr	Exos	Video game controllers	-	-	-	-
688	Microsoft	1996	Jun	Electric Gravity	Electronic games	-	-	-	-
689	Microsoft	1996	Nov	Panorama Software Sys-On-Line	Software	-	-	-	-
692	Microsoft	1997	Mar	Intense	Internet software	-	-	-	-
693	Microsoft	1997	May	Dimension X	Java-based platforms	-	-	-	-
694	Microsoft	1997	Jun	Cooper & Peters	Programming	-	-	-	-
695	Microsoft	1997	Jun	LinkAge Software	Internet software development	-	-	-	-
696	Microsoft	1997	Aug	Vixtreme	Internet video software	-	-	-	-
698	Microsoft	1998	Feb	Flash Communications	Enterprise instant messaging software	-	-	-	-
700	Microsoft	1998	Apr	MESA Group	Data sharing software	-	-	-	-
702	Microsoft	1998	Aug	Valence Research	Internet software	-	-	-	-
703	Microsoft	1999	Jan	FASA Interactive	Video games	-	-	-	-
704	Microsoft	1999	Mar	CompareNet	Shopping online	-	-	-	-
705	Microsoft	1999	Mar	Numinous Technologies	Software	-	-	-	-
706	Microsoft	1999	Apr	Access Software	Video games	-	-	-	-

TABLEAU



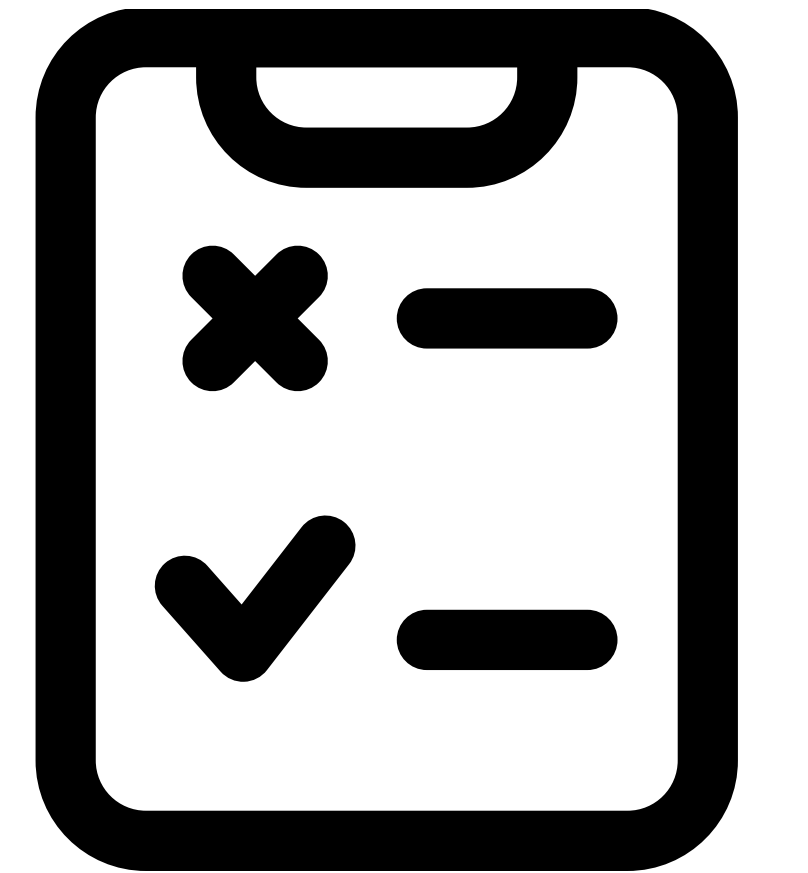
What is Tableau?

Tableau is a powerful and fastest-growing data visualization tool used in the Business Intelligence Industry. It helps in simplifying raw data in a very easily understandable format. Tableau helps create data that can be understood by professionals at any level in an organization. It also allows non-technical users to create customized dashboards. Data analysis is very fast with the Tableau tool and the visualizations created are in the form of dashboards and worksheets.

We are using Tableau for visualizing the Data acquired after the filtering and turning them into graphs that the stakeholders could use to take critical decisions.

LITERATURE SURVEY

S. No.	Authors	Title	Publishing	Insights
1	Matteo Rossi, Shlomo Yedidia Tarba, Amos Raviv	Mergers and acquisitions in the high-tech industry	March 2013- Published by International Journal of Organizational Analysis	<ul style="list-style-type: none">- Due to impressive wave of M&A's in recent years, extraordinary traditional methods have become common business development options.- This paper presents a review of the existing literature.- This review of literature is carried out on technology-driven sectors.- Current executives gain new perspectives from the critical analysis of the innovation and value creation processes in M&As in the high-tech sector, which helps them plan and carry out M&A transactions more effectively.
2	John Hagedoorn, Geert Duysters	The effect of mergers and acquisitions on the technological performance of companies in a high-tech environment	February 2000	<ul style="list-style-type: none">- According to a significant portion of the literature on industrial organization and management, related M&As perform better economically than unrelated M&As because of the synergistic effects that result from economies of scale and scope.- The computer industry is a high-tech industry that is related to the study of technological performance of M&As.- The key finding of this study is that organizations' so-called organizational and strategic fit during mergers and acquisitions appears to have a significant impact on how well they function technologically.





3	Xiaohui Liu, Huan Zou	The impact of greenfield FDI and M&A's on innovation in Chinese high- tech industries	July 2008 – Published by Elsevier	<ul style="list-style-type: none">- This study uses panel data analysis to examine how foreign direct investment, cross-border mergers and acquisitions, and trade affect innovation in China's high-tech industries because of global technological spillovers.- It is discovered that the performance of domestic businesses in terms of innovation is significantly impacted by both intra-industry and inter-industry spillovers from overseas greenfield R&D operations by multinational corporations in a host country.- Importing foreign tech and investing in domestic R&D have positive impact on domestic innovation
4	Massimo Motta, Martin Peitz	Biggest Tech Mergers	May 25, 2020	<ul style="list-style-type: none">- A simple model is used to identify the acquisition of potential competitors as a pressing issue for merger control in digital industries.- A sketch on theories of harm of horizontal and conglomerate mergers that are potentially relevant in digital industries.- Policy recommendations on how to deal with mergers in such industries.

CONCLUSION



M&A executives are sending clear and strong signals that deal-making activity—acquisitions, divestitures, and alternative M&A strategies—will provide important levers for businesses as they continue to navigate regulatory tightening and an evolving economic environment.

"Adapting, anticipating, and innovating"

This is the motto followed by the Different Tech Giants, to keep their business up and running
Government's support!

The Indian economic reform since 1991 has opened up a whole lot of challenges both in the domestic and international spheres. The increased competition in the global market has prompted Indian companies to go for mergers and acquisitions as an important strategic choice. The trends of mergers and acquisitions in India have changed over the years.

THANK YOU

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