# Executive Summary: Startup Funding Analysis (SQL + Power BI)

## Introduction

This project provides a comprehensive analysis of startup funding trends using SQL for data exploration and Power BI for visualization. The dataset consists of 550 funding records, capturing details such as date, startup, industry, location, investor, funding type, and amount. The combined use of SQL and Power BI offers both detailed query-based insights and high-level visual storytelling for decision-makers.

## SQL Analysis

SQL was used to extract insights and answer key business questions from the dataset.

The following analyses were performed:

* • Top 10 startups by total funding received
* • Top 10 investors by total investment amount
* • Monthly and yearly funding trends
* • Funding distribution across industries and locations
* • Most frequent investors and their deal activity
* • Average and median deal sizes by industry
* • Year-over-year funding growth by industry (advanced analysis)
* • Top investor per industry (advanced analysis)

The SQL analysis provided detailed insights into the performance of startups, investor behavior, and industry-level funding trends.

## Power BI Dashboard

An interactive Power BI dashboard was developed to visualize funding data and support executive decision-making. It highlights key performance indicators (KPIs), industry distributions, and investment trends in a visually intuitive manner.

The dashboard tracks the following KPIs:

* • Total Funding
* • Total Startups Funded
* • Total Investors
* • Average Deal Size
* • Total Funding Rounds

Key dashboard visuals include:

* • Funding trends over time
* • Top startups by funding
* • Top investors by total investments
* • Funding distribution by industry
* • Funding by location
* • Funding rounds distribution
* • Industry vs. Top Investor analysis

The Power BI dashboard enables stakeholders to track capital flows across industries, locations, and investors, providing both a macro-level and micro-level perspective of startup investments.

## Conclusion

Together, SQL and Power BI offer a powerful toolkit for analyzing and visualizing startup funding. While SQL provides granular control for detailed data exploration, Power BI delivers executive-level insights through interactive dashboards. This dual approach ensures both operational clarity and strategic foresight.