**🚀 Startup Investment Analysis Report**

**📊 Overview**

* **Total Funding:** $36 billion
* **Total Startups:** 1,518
* **Total Investors:** 1,547

**📅 Funding Trends**

**Funding by Year**

* **2015:** $7.3B
* **2016:** $3.8B
* **2017:** $10.4B *(Highest funding year)*
* **2018:** $4.5B
* **2019:** $9.5B
* **2020:** $0.4B *(Lowest funding year)*

**Funding by Month *(Peak to Low)***

* **Highest Funding Month:** $9.1B
* Funding gradually declined from $9.1B to $1.3B.

**🏢 Top 5 Startups by Funding**

1. **Flipkart** - $4.1B
2. **Rapido** - $3.9B
3. **Paytm** - $3.1B
4. **Ola** - $1.0B
5. **Udaan** - $0.9B

**🌍 Top 10 Cities by Funding**

1. **Bangalore** - $11.4B
2. **Bengaluru** - $7.1B
3. **Mumbai** - $4.3B
4. **New Delhi** - $3.0B
5. **Gurgaon** - $1.3B
6. **Noida** - $1.3B
7. **Chennai** - $0.7B
8. **Pune** - $0.7B
9. **Menlo Park** - $0.5B

*Note: Bangalore and Bengaluru might be duplicate entries due to naming inconsistencies.*

**💼 Funding by Investment Type**

* **Private Equity:** $25B *(68.95%)*
* **Series B:** $5B (13.35%)
* **Series D:** $1B (4.1%)
* **Series C:** $1B (2.78%)
* **Funding Round & Seed Funding:** $1B (2.78%)

**🏭 Funding by Industrial Vertical**

* **Ecommerce:** $7B (19.92%)
* **Consumer Internet:** $6B (17.36%)
* **Transportation:** $4B (10.89%)
* **Technology:** $3B (8.62%)
* **Finance:** $2B (6.2%)
* **Fintech:** $1B (3.4%)
* Others are minor contributors below 1% each.

**🏷️ Count of Sub-verticals by Industry**

* **Most Common:** Consumer Internet
* Followed by: Technology, Ecommerce, Finance, Healthcare, E-Commerce (again - possible data duplication), Logistics.

**📌 Key Insights**

* **Investment is heavily concentrated** in a few sectors and cities, particularly Bangalore.
* **Private Equity** dominates the investment types.
* **Funding peaked in 2017** and significantly dropped by 2020.
* **Flipkart, Rapido, and Paytm** lead startup funding.
* **Ecommerce and Consumer Internet** are the top-funded industries.