

# **CHARTING THE COURSE OF INNOVATION : A STARTUP ANALYSIS**

**CATEGORY : DATA ANALYTICS WITH TABLEAU**

**TEAM ENROLLED FOR PROJECT:**

**TEAM SIZE : 4**

**TEAM LEADER : R. HARI PRITHA.**

**TEAM MEMBER : E. MADHUMITHA.**

**TEAM MEMBER : J. PUVIYA.**

**TEAM MEMBER : V. KANIMOZHI.**

# PROJECT REPORT TEMPLATE

## 1.INTRODUCTION

### 1.1 OVERVIEW

Starting a new company can be an exciting and rewarding experience, but it also requires careful planning and analysis to ensure that the business is viable and successful. There are several key areas that you should focus on when conducting a startup company analysis. Conducting a thorough analysis of these areas can help you identify potential challenges and opportunities, and develop strategies to address them. It is also important to regularly review and update your analysis as the business progresses, in order to adapt to changing market conditions.

### 1.2 PURPOSE

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*Startups find success when they possess information unique to their industry and apply analytics to interpret and deploy that data in strategic ways. Think of analytics as a key to an undiscovered kingdom: Wielded properly, it can unlock new worlds.*

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- **Good data has a personal impact**
- **Good data targets a niche market**
- **Data and analytics should be a top-level function**
- **Common objects make effective data collection tools**
- **Impactful data solves a problem and spurs action**

## 2.1 EMPATHY MAP

Template

## Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

[Share template feedback](#)

### Build empathy

The information you add here should be representative of the observations and research you've done about your users.

#### Says

What have we heard them say?  
What can we imagine them saying?

#### Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

The diagram is a central circle labeled "public" with four quadrants defined by a cross:

- Says (Top Left, Green boxes):**
  - Build trust
  - Update your website
  - Generate referrals
  - Ask for feedback
- Thinks (Top Right, Pink boxes):**
  - Marketing strategies
  - Evidence to suggest
  - Functionality
  - Your company is named what?
- Does (Bottom Left, Yellow boxes):**
  - Focus on why customers buy?
  - upsell on additional service
  - Stop selling and start creating visions
- Feels (Bottom Right, Blue boxes):**
  - Price
  - Performance
  - compatibility

There are also several small icons: a speech bubble, a hand pointing, a heart, and a cloud.

#### Does

What behavior have we observed?  
What can we imagine them doing?

#### Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

#### Need some inspiration?

See a finished version of this template to kickstart your work.

[Open example](#)

[illegible]

## DEFINE YOUR PROBLEM STATEMENT

### Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

 5 minutes

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#### PROBLEM

We are trying to solve...

1. Effective marketing within a limited budget.

2. Hiring suitable candidates for startups.

3. Partnership decision making.

4. Winning trust of customers.

5. Lack of support networks and entrepreneurship ecosystem.

## BRAINSTORM

### R.Hari pritha



### E.Madhumitha



## J.Puviya

<b>A great end-to-end customer experience</b>	<b>Plans for gathering user feedback</b>	<b>An analysis of the market that your targeting</b>
<b>Build your diverse people stack</b>	<b>Democratizing the personal board of advisors for professionals</b>	

## v.kanimozhi

<b>Decide where you want to export</b>	<b>Start small</b>	<b>Encourage regular collaboration and communication</b>
<b>Identify target market</b>	<b>Level up</b>	

## GROUP IDEAS

### Effective marketing

Digital  
marketing

A thorough  
go-to-market  
plan to launch  
your product

An analysis of  
the market  
that your  
targeting

Identify  
target  
market

### Hiring suitable candidates

Connect with  
professionals

start  
small

Encourage  
regular  
collaboration  
and  
communication

Remember  
employee  
wellbeing

### Decision making

Decide  
where you  
want to  
export

Establish  
a pricing  
strategy

Refine your  
value  
proposition

Level  
up

### Winning trust of customers

Plans for  
gathering  
user  
feedback

A great  
end-to-end  
customer  
experience

A quality  
product that  
directly  
addresses  
user needs

Find  
customers

### Support networks

Antidote to  
professional  
networking

Democratizing  
the personal  
board of  
advisors for  
professionals

Get the  
required  
documentation

Build your  
diverse  
people  
stack

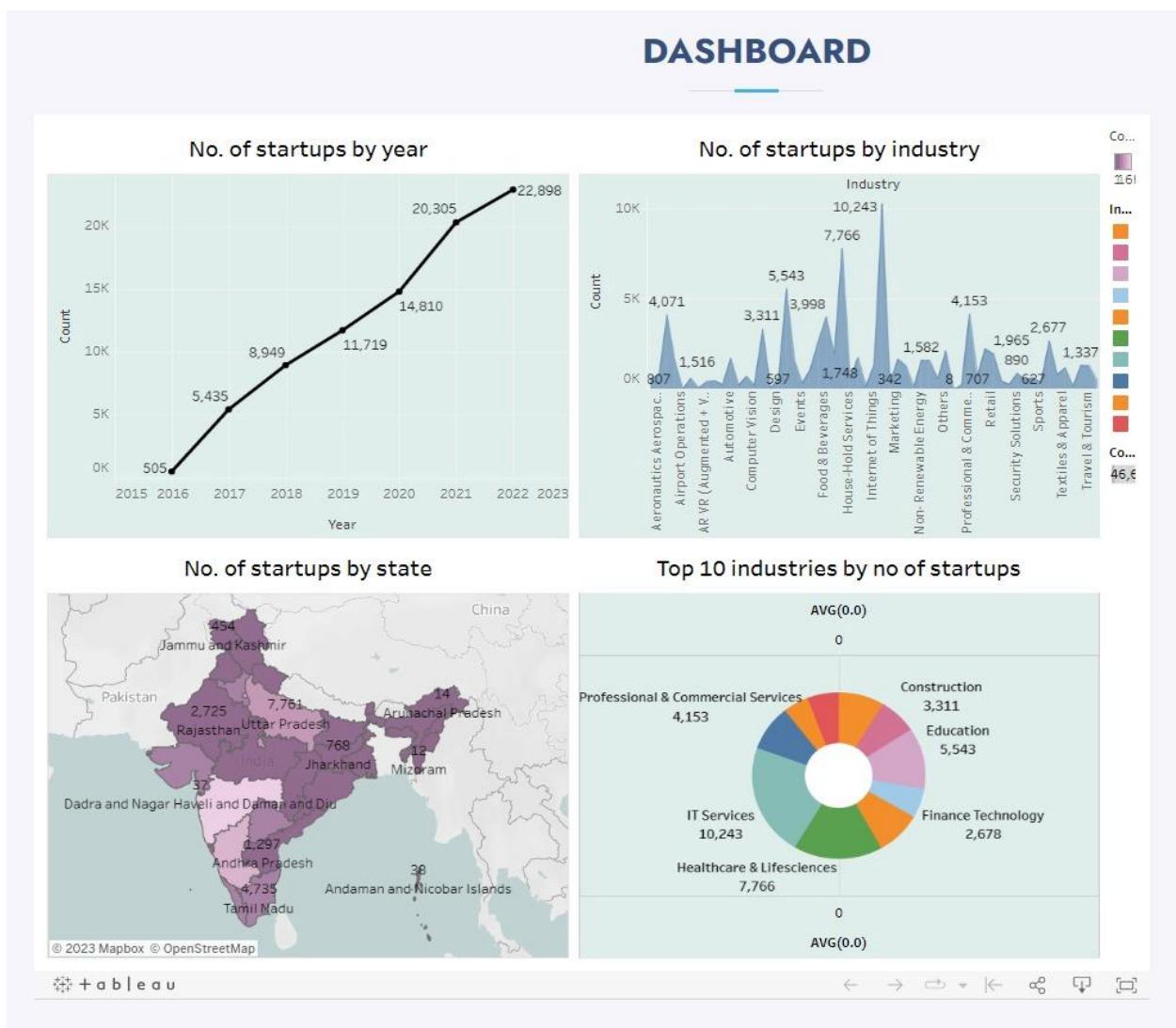


# PRIORITIZE



### 3.RESULT

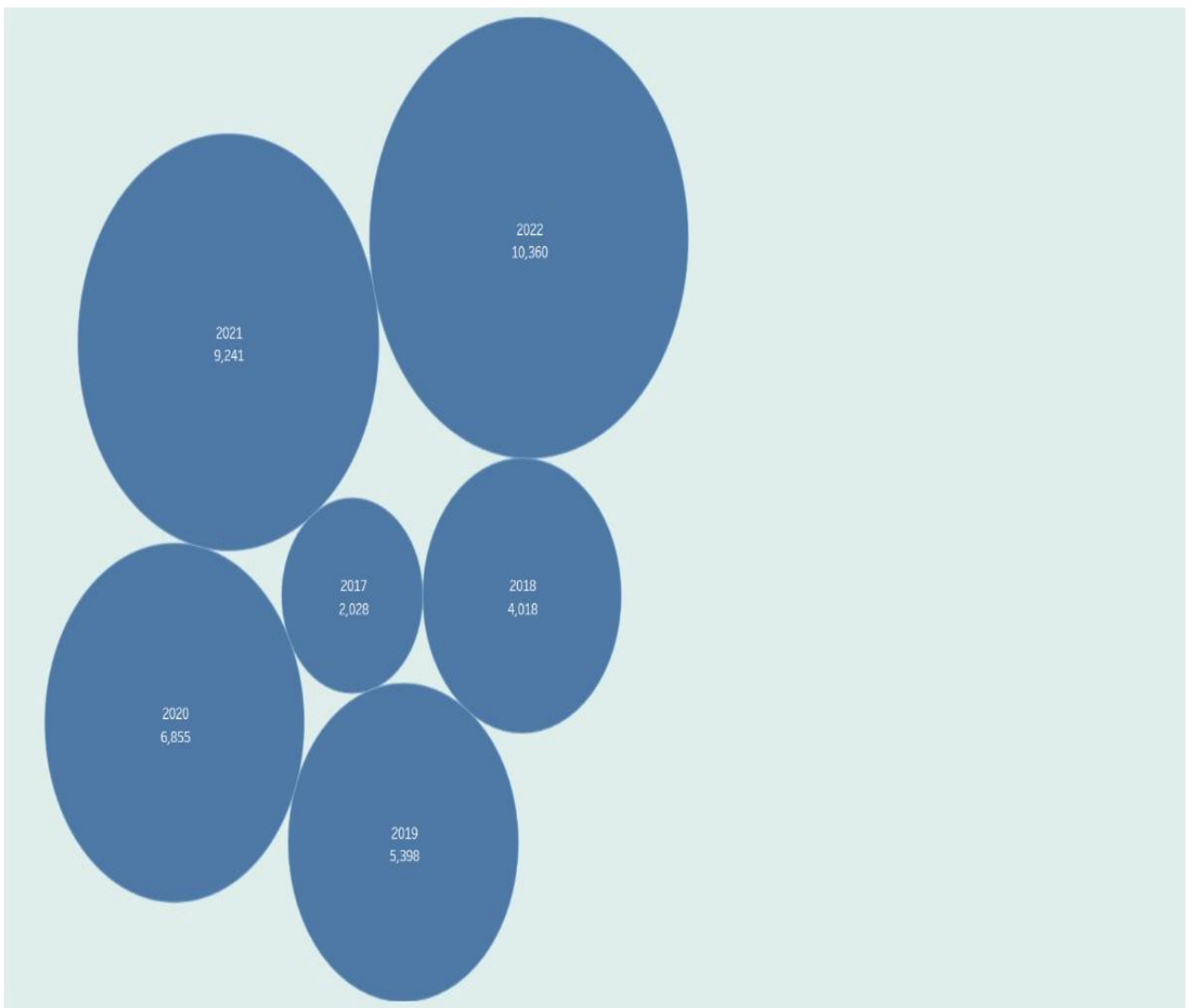
The process next to empathy map and brainstorming map is collection of data. The real time data which is related to our project called startup analysis is collected from sources. Then the collected data is used to make sheets. The final output of project is making dashboard and story using our data.



## STORY

### Story 1

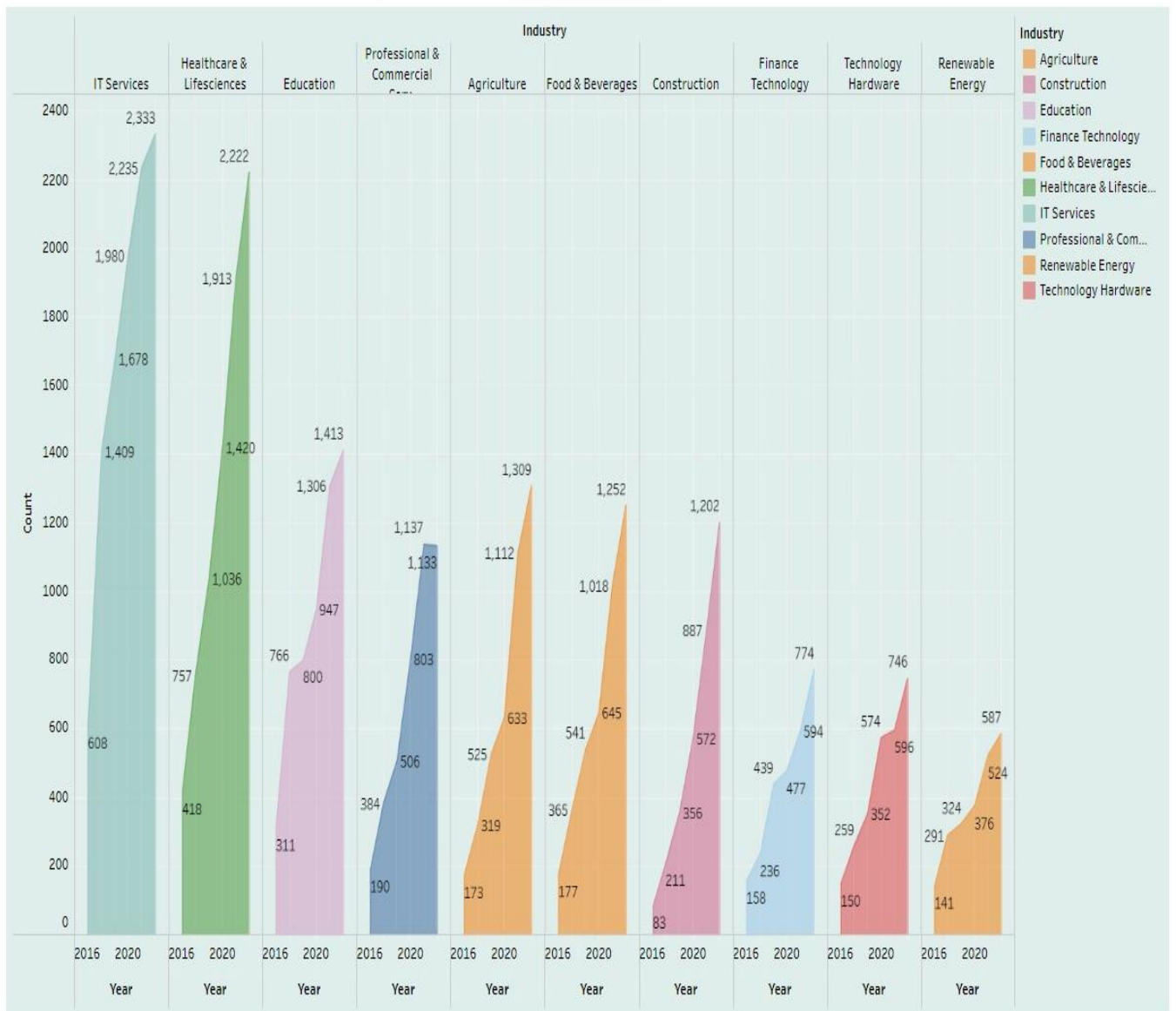
< There is a gradual increase in the number of startups regardless In most of the industries there is a gradual increase in Maharashtra has the more number of startups from the top >



# STORY

## Story 1

< There is a gradual increase in the number of startups regardless In most of the industries there is a gradual increase in Maharashtra has the more number of startups from the top >



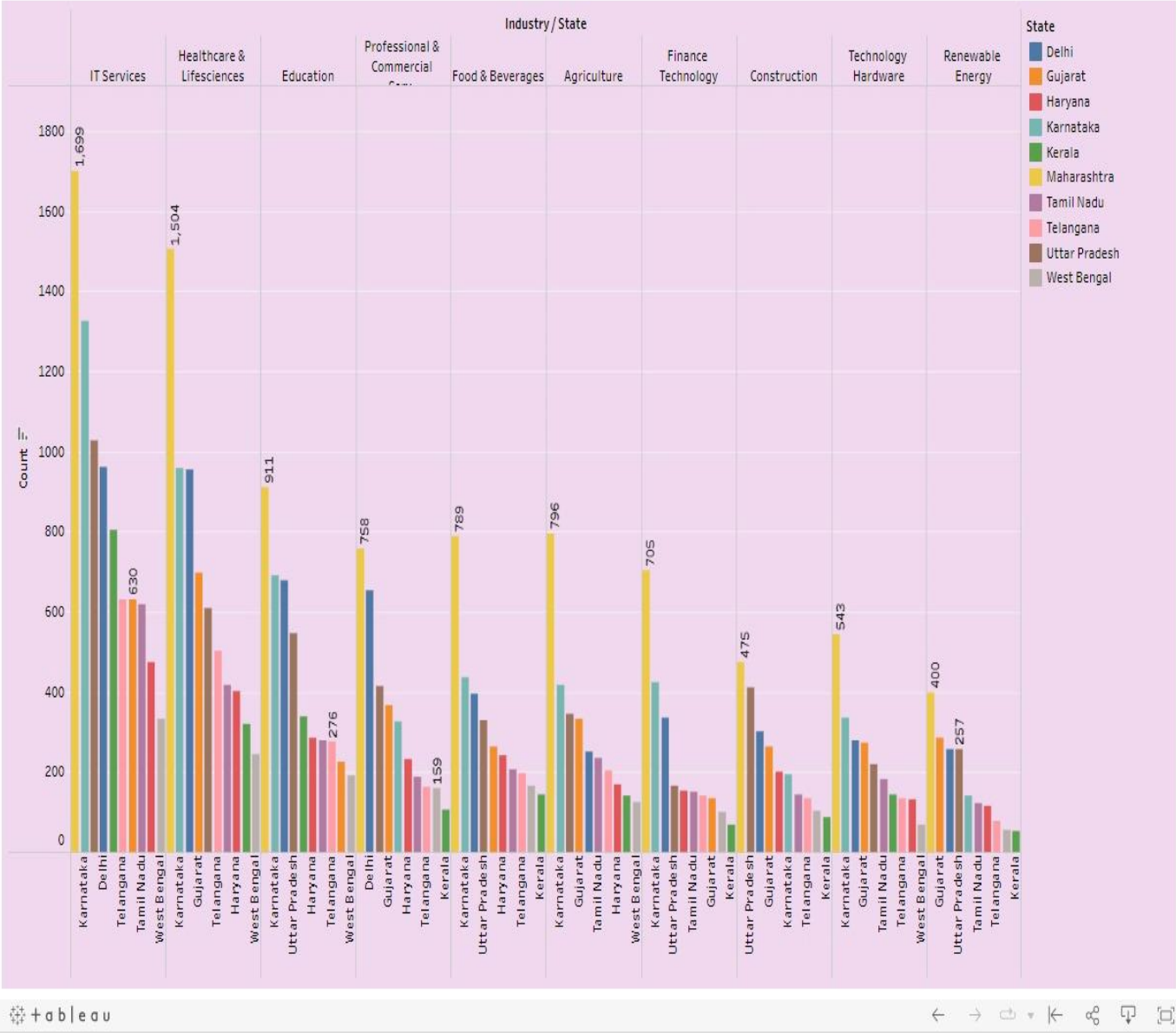
STORY

Story 1

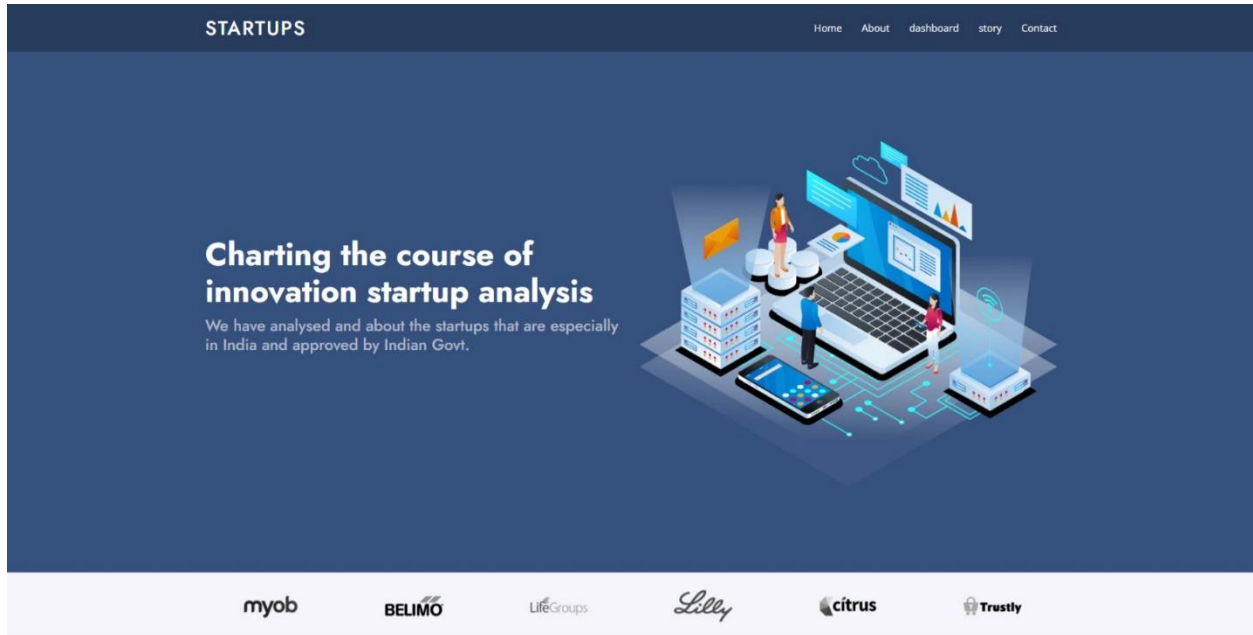
There is a gradual increase in the number of startups regardless

In most of the industries there is a gradual increase in

Maharashtra has the more number of startups from the top



# TEMPLATE



## ABOUT US

India has seen the most number of startups growing year-by-year and still the numbers are going strong.

- ✓ I see a flood of Indian startups emerging from 2022 and beyond.
- ✓ The Indian system is now much more able to support its startups than it was a decade ago.
- ✓ With continued and dedicated support especially, for newer startups from the government of India.

India will soon be on the way to becoming No.1 global startup hub. The figures are pretty promising, with many aspirations for young entrepreneurs and founders.

## Awesome Features

### \* Awesome Design

The Graphs and Charts used in here for visualization will be more understanding at a quick glance.

### \* Easy Customize

The dashboard that is created in the responsive and dynamic dashboard that you can use to analyze and understand more.

### \* Saving Time

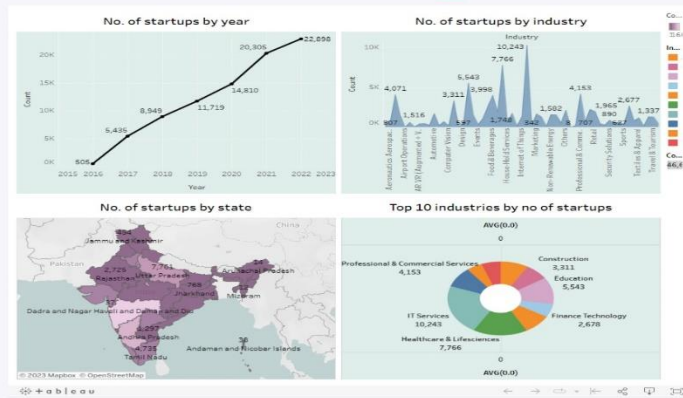
To start your startup, now need to keep hours of your time to just understand what the stage of all startups here you can understand quickly by just looking the visualization.

### \* Story

The Narration of data based the visualization and analysis is super engaging.

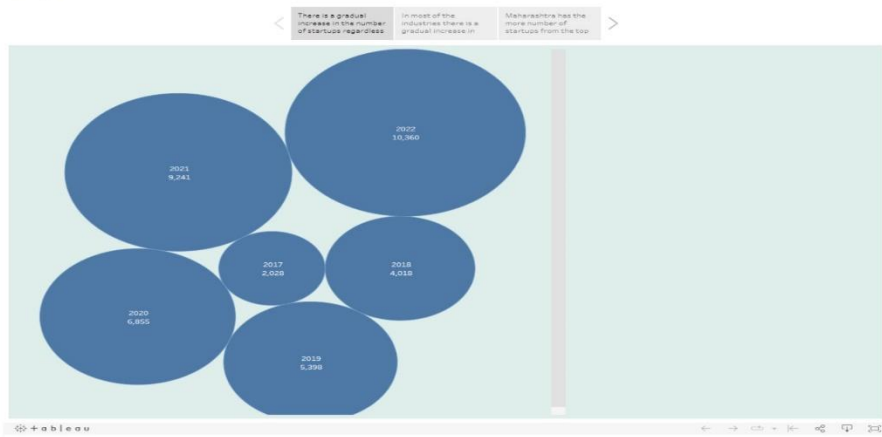


## DASHBOARD



## STORY

## Story 1



## CONTACT

Your Name

Your Email

Subject

Message

[Send Message](#)

## Subscribe to Our Newsletter

Receive updates, news and deals

[Subscribe](#)

## **4.ADVANTAGES AND DISADVANTAGES**

### **ADVANTAGES**

- Understanding the market
- Getting to know your business well
- Weighting your competitor's strength
- Market potential forecasting
- Learning from the mistakes of others
- Advancing your closing techniques
- Getting an awareness of competitor pricing
- Being on a lookout for good ideas
- Choosing the best market entry strategy
- Understanding economic climate tracking
- Defining the best ways to designing your product

### **DISADVANTAGES**

- There is always of plenty of work
- Funding problems
- Inexperienced can be a big trouble
- Uncertainty
- Low income
- Risk of failure



## 5.APPLICATIONS

Startups will create more jobs – If you are going to become an entrepreneur then you can create more jobs. Thus the rate of unemployment in our nation also decreases. So employment creation is one of the main applications from startups.

Creation of wealth – Since entrepreneurs are attracting investors by investing their own resources, the people of the nation would get benefit when startups grow. Since the money is shared with the society, wealth is created within the nation.

Better standard of living – Startups can implement innovations and technologies to improve the living of people. There are many startups who are working for rural areas to develop the community.

Increase in GDP(Gross Domestic Products) – GDP plays a vital role in enhancing the economic growth of a country. World bank says that India will become the fastest growing country as economic growth in the world. By supporting and encouraging more startups, it is possible to generate more revenue domestically and consumer's capital will also flow around the Indian economy.

Vision – The vision of a company is what it wants to become or achieve in the future. It is the driving force of the business. Key questions like these will help you understand your vision better – Who is the customer ? What business are you in ? How do you want to grow? What is your competitive advantage ?

These are the areas where our solutions can be made possible and implemented through ideation. We have to apply our knowledge in these areas.

## 6.CONCLUSION

The first step of our process is define problem statement and making solutions for our problems. Using these solution we made a ideation template. With these ideas we made a Empathy map and Brainstorming template, which is our first milestone Define problem or problem understanding. Secondly, according to our project we collect data sets from sources, and we made that data in SQL to make use of it. After that Tableau software is installed and we connected Tableau desktop to SQL workbench successfully, which is our second milestone Data collection and extraction from database. Thirdly, we prepare the data for visualization, which is our third milestone data preparation. The next step is Number of unique visualization, we made a bar charts, line chart, maps etc., We made visualization for our topics like, Number of startups by year, Number of startups industry wise, Number of startups by state, Top 10 industries by number of startups, Number of startups by year and applying filters of industry and state, Top 10 industries and top 10 states of each industry, which is our fourth milestone data visualization. The next process is responsive and design of dashboard, a dashboard is a graphical user interface(GUI) that displays information and data in an organized, easy-to-read format, which is our fifth milestone dashboard. Further process is number of scenes of story, a data story is a way of presenting data and analysis in a narrative format, intending to make the information more engaging and easier to understand, which is our sixth milestone story. Then, amount of data rendered to DB, utilization of data filters, number of calculation fields, number of visualization or graphs, then save to tableau public, which is our seventh milestone performance testing. The next process is embed dashboard and story with web bootstrap, we made a template of our project using bootstrap templates and we included our dashboard and story with the template, which is our eighth milestone web integration. Project demonstration and documentation is our

ninth milestone. We have nine milestones in our project handbook and we completed our project charting the course of innovation – Startup analysis in Data analytics with Tableau.

## **7.FUTURE SCOPE**

India has the third biggest startup environment on the planet, expected to observe development of steady yearly growth of 12-15% . India has around 50,000 new companies in India in 2018; approximately 8,900 – 9,300 of these are innovation-driven new business 1300 new tech new companies were brought into the world in 2019 alone, suggesting there are 2-3 tech new companies got into the world consistently.

The movement of development in the biological startup system has expanded to 15% year-on-year in 2018, while the improvement of the number of incubators and quickening agents has developed to 11% .Altogether the quantity of ladies business people remained at 14%, up from 10% and 11% in the past two years.

New businesses in the nation have had the option to make an expected 40,000 new openings throughout the year, taking the complete positions in the biological startup system to 1.6-1.7 lakh. Bangalore has been recorded inside the world's 20 driving startup urban communities in the 2019 startup genome project positioning. It is additionally positioned as one of the world's five quickest developing startup urban areas.

The Indian new businesses have proceeded to raise sizeable ticket sizes from different worldwide and homegrown assets. The best 15 arrangements established about 40% of absolute arrangement esteem, showing that most assets are esteeming bargain quality more than amount.

It's not merely individuals approaching having their own startup. However, the public authority is putting forth attempts to inspire specific network which will help them have a protected future. With the intercession of government activities, numerous individuals currently approach and have the guts to hazard it. With "Stand up India", "Make in India", and "Start-up India" appearing, it helped India accomplish new statures regarding the business venture.

Startups are getting more flexible in their business models. The idea of innovative flexibility is growing rapidly because it offers many advantages for both the company and the customer. Startups are the future of employment. The traditional career path has changed, and people are increasingly taking on temporary or freelance work with startups instead. A large number of startups are not just providing jobs for the young generation, but also helping to solve the issues of the world.

As a result, startup jobs have become an important source of employment for recent grads who can't get their foot in the door at large organizations. It's also a great way to break into vital professional networks that could help you land your dream job down the line. Startups are revolutionizing everything ranging from education to agriculture, healthcare, transportation and more.

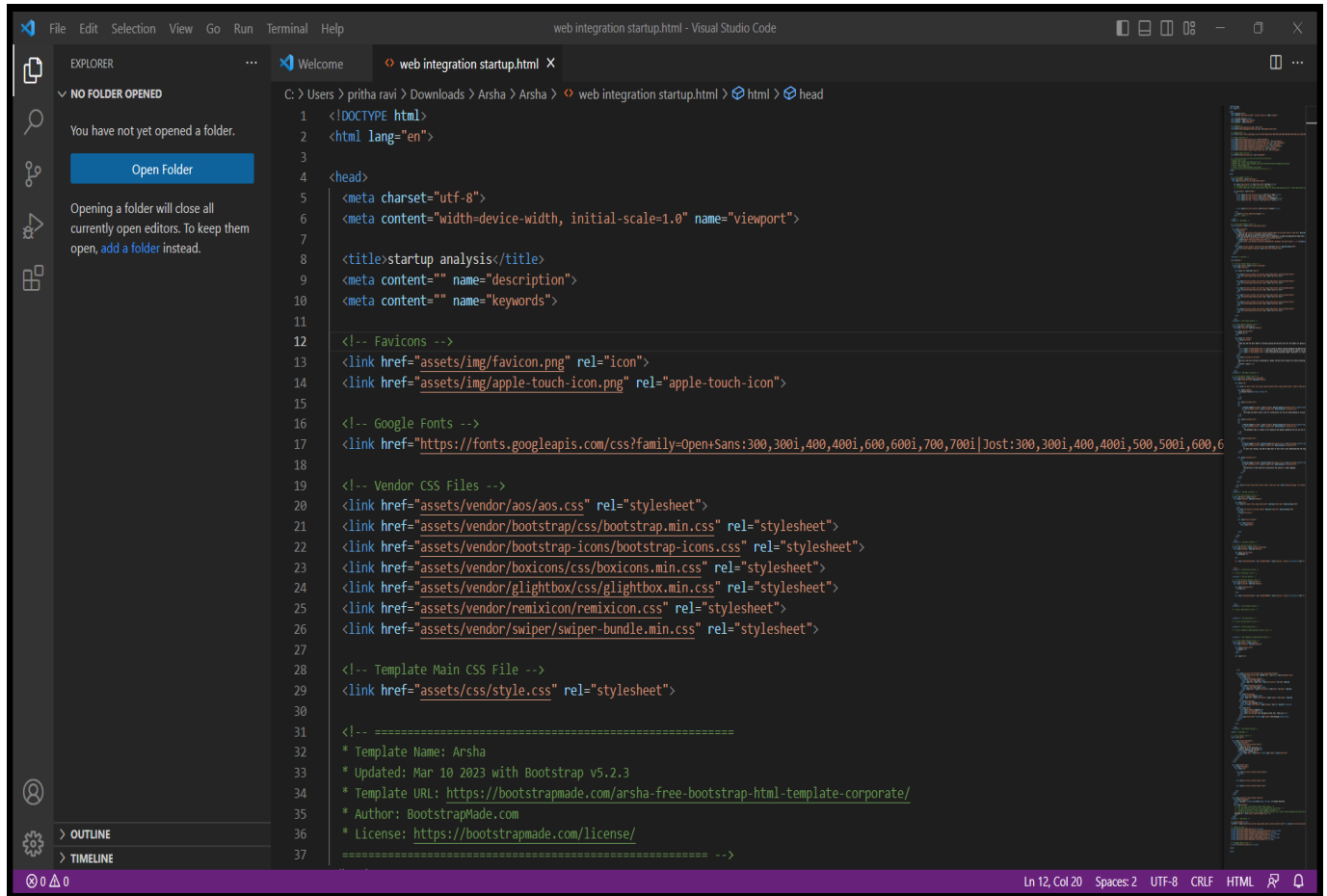
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*"The world is changing at a rapid pace, and as the pace quickens, our creativity becomes more important to us."*

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## 8.APPENDIX

### A. SOURCE CODE



The screenshot shows the Visual Studio Code editor with the file 'web integration startup.html' open. The Explorer sidebar on the left shows 'NO FOLDER OPENED'. The main editor area displays the HTML code for the startup page. The code includes a DOCTYPE declaration, HTML lang attribute, head section with meta tags for charset, viewport, title, description, and keywords, and various links for favicons, Google Fonts, and CSS files. The footer section contains template metadata.

```
1 <!DOCTYPE html>
2 <html lang="en">
3
4 <head>
5   <meta charset="utf-8">
6   <meta content="width=device-width, initial-scale=1.0" name="viewport">
7
8   <title>startup analysis</title>
9   <meta content="" name="description">
10  <meta content="" name="keywords">
11
12  <!-- Favicons -->
13  <link href="assets/img/favicon.png" rel="icon">
14  <link href="assets/img/apple-touch-icon.png" rel="apple-touch-icon">
15
16  <!-- Google Fonts -->
17  <link href="https://fonts.googleapis.com/css?family=Open+Sans:300,300i,400,400i,600,600i,700,700i|Jost:300,300i,400,400i,500,500i,600,600i,700,700i" rel="stylesheet">
18
19  <!-- Vendor CSS Files -->
20  <link href="assets/vendor/aos/aos.css" rel="stylesheet">
21  <link href="assets/vendor/bootstrap/css/bootstrap.min.css" rel="stylesheet">
22  <link href="assets/vendor/bootstrap-icons/bootstrap-icons.css" rel="stylesheet">
23  <link href="assets/vendor/boxicons/css/boxicons.min.css" rel="stylesheet">
24  <link href="assets/vendor/glightbox/css/glightbox.min.css" rel="stylesheet">
25  <link href="assets/vendor/remixicon/remixicon.css" rel="stylesheet">
26  <link href="assets/vendor/swiper/swiper-bundle.min.css" rel="stylesheet">
27
28  <!-- Template Main CSS File -->
29  <link href="assets/css/style.css" rel="stylesheet">
30
31  <!-- =====
32  * Template Name: Arsha
33  * Updated: Mar 10 2023 with Bootstrap v5.2.3
34  * Template URL: https://bootstrapmade.com/arsha-free-bootstrap-html-template-corporate/
35  * Author: BootstrapMade.com
36  * License: https://bootstrapmade.com/license/
37  ===== -->
```

### DASHBOARD EMBED CODE:

```
<div class='tableauPlaceholder' id='viz1681873944415' style='position:
relative'><noscript><a href='#'><img alt='Dashboard 1 '
src='https://public.tableau.com/static/images/Bo&
#47;Book1_16814789869170&47;Dashboard1&47;1_rss.png' style='border:
none' /></a></noscript><object class='tableauViz'
style='display:none;'><param name='host_url'
value='https%3A%2F%2Fpublic.tableau.com%2F' /> <param
name='embed_code_version' value='3' /> <param name='site_root' value=''
```

```

/><param name='name' value='Book1_16814789869170&#47;Dashboard1'
/><param name='tabs' value='no' /><param name='toolbar' value='yes'
/><param name='static_image'
value='https:&#47;&#47;public.tableau.com&#47;static&#47;images&#47;Bo
o&#47;Book1_16814789869170&#47;Dashboard1&#47;1.png' /> <param
name='animate_transition' value='yes' /><param
name='display_static_image' value='yes' /><param name='display_spinner'
value='yes' /><param name='display_overlay' value='yes' /><param
name='display_count' value='yes' /><param name='language' value='en-US'
/></object></div>
<script type='text/javascript'>
var
divElement = document.getElementById('viz1681873944415');
var
vizElement = divElement.getElementsByTagName('object')[0];
if (
divElement.offsetWidth > 800 ) {
vizElement.style.width='1000px';vizElement.style.height='827px';} else if (
divElement.offsetWidth > 500 ) {
vizElement.style.width='1000px';vizElement.style.height='827px';} else {
vizElement.style.width='100%';vizElement.style.height='1427px';}
var scriptElement = document.createElement('script');
scriptElement.src = 'https://public.tableau.com/javascripts/api/viz_v1.js';
vizElement.parentNode.insertBefore(scriptElement, vizElement);
</script>

```

## LINK

[https://public.tableau.com/views/Book1\\_16814789869170/Dashboard1?:language=en-US&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/Book1_16814789869170/Dashboard1?:language=en-US&:display_count=n&:origin=viz_share_link)

## STORY EMBED CODE:

```

<div class='tableauPlaceholder' id='viz1681874386427' style='position:
relative'><noscript><a href='#'><img alt='Story 1 '
src='https:&#47;&#47;public.tableau.com&#47;static&#47;images&#47;Bo&

```

```

#47;Book1_16814789869170&#47;Story1&#47;1_rss.png' style='border:
none' /></a></noscript><object class='tableauViz'
style='display:none;'><param name='host_url'
value='https%3A%2F%2Fpublic.tableau.com%2F' /> <param
name='embed_code_version' value='3' /> <param name='site_root' value=''
/><param name='name' value='Book1_16814789869170&#47;Story1'
/><param name='tabs' value='no' /><param name='toolbar' value='yes'
/><param name='static_image'
value='https:&#47;&#47;public.tableau.com&#47;static&#47;images&#47;B
o&#47;Book1_16814789869170&#47;Story1&#47;1.png' /> <param
name='animate_transition' value='yes' /><param
name='display_static_image' value='yes' /><param name='display_spinner'
value='yes' /><param name='display_overlay' value='yes' /><param
name='display_count' value='yes' /><param name='language' value='en-US'
/></object></div>
<script type='text/javascript'>
var
divElement = document.getElementById('viz1681874386427');
var
vizElement = divElement.getElementsByTagName('object')[0];
vizElement.style.width='100%';vizElement.style.height=(divElement.offsetWi
dth*0.75)+'px';
var scriptElement =
document.createElement('script');
scriptElement.src =
'https://public.tableau.com/javascripts/api/viz_v1.js';
vizElement.parentNode.insertBefore(scriptElement, vizElement);
</script>

```

**LINK**

[https://public.tableau.com/views/Book1\\_16814789869170/Story1?:language=en-US&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/Book1_16814789869170/Story1?:language=en-US&:display_count=n&:origin=viz_share_link)