Startup Ecosystem Unlocked: Analyzing Global Tech Funding Trends (2000–2022)"

📍 Phase 1: ASK

Business Goal:
Acting as a Data Analyst for a VC firm or consulting team (like Deloitte), the objective was to explore public startup funding data to uncover global tech trends and key investment insights.

Key Questions:

- 🌍 Which countries or cities host the most startups?

- 🏭 Which industries attract the highest number of startups?

- 💰 Which funding stages dominate the ecosystem (Seed, Series A/B/C, IPO)?

- 💸 Which stages receive the highest total and average funding?

Summary (for Docs/LinkedIn):

> "In the Ask phase, I defined the goal to analyze the startup funding landscape from 2000–2022. The aim was to uncover geographic hubs, identify high-funded industries, and observe funding stage trends using cleaned real-world data."

📍 Phase 2: PREPARE

Dataset Used:

- **Name:** Global Startup Success Dataset

- **Source:** Kaggle (5,000 startups across 10 countries)

- **File:** `global_startup_success.csv`

Metadata Overview:

Column Name	Description

`startup_name`	Name of the startup
`industry`	Primary industry (e.g., FinTech, AI)
`country`	Country of origin
`founded_year`	Year the company was founded
`funding_amount`	Total funding received (USD)
`funding_type`	Stage of funding (Seed, Series A, etc.)
`status`	Operating or Closed
`valuation`	Latest known valuation (if applicable)

Data Quality Notes:

- Minimal missing values (<5%)

- Inconsistent naming across industries and countries (e.g., "usa", "Usa")

- Funding amounts include symbols and commas → cleaned to numeric

- Some missing or invalid years → filtered for plausible range (1990–2024)

Ethical Review Summary:
 This dataset is publicly available for educational use and contains no personal or sensitive information. Some country/industry bias may exist due to sample limitations and will be acknowledged during interpretation.

📍 Phase 3: PROCESS – Data Cleaning

In this phase, I cleaned and standardized the dataset for accurate and consistent analysis.

Cleaning Steps:

- **Industry Standardization:** Corrected spellings, merged similar names (e.g., "Fin tech" → FinTech)

- **Funding Amount Cleanup:** Removed $, , , and converted values to float

- **Country Normalization:** Standardized variations (e.g., "Usa", "US" → "USA")

- **Founded Year Filtering:** Removed startups founded before 1990 or after 2024

- **Funding Stage Cleaning:** Consolidated into standard labels (Seed, Series A/B/C, IPO)

Outcome:
The dataset was successfully cleaned and validated, allowing for reliable visual analysis.

📍 Phase 4: ANALYZE – Generating Insights

Using **BigQuery** and custom SQL queries, I extracted answers to the original business questions:

✅ 1. Most Active Startup Countries

Country	Startup Count
Germany	539
Brazil	519
Japan	502
USA	501
UK	501
Canada	498
France	491
China	491
Australia	480
India	478

Insight:
Germany and Brazil surprisingly top the list, showing strong ecosystems outside traditional hotspots like the U.S. and U.K. India, while globally recognized, ranks lowest among the top 10.

✅ 2. Top Startup Industries

Industry	Startup Count
Tech	524
Gaming	520
EdTech	518
Energy	510
Logistics	509
AI	501
FinTech	496
E-commere	483
Healthcare	474
FoodTech	465

Insight:
Tech, Gaming, and EdTech dominate globally, while AI and FinTech are rising fast, attracting major investor attention.

✅ 3. Most Popular Funding Stages

Stage	Startups
IPO	1,037
Seed	1,008
SeriesA	1,003
SeriesB	983
SeriesC	969

Insight:

IPO is the most common stage showing ecosystem maturity. Early-stage activity (Seed/Series A) remains strong, feeding the next generation of high-growth startups.

✅ 4. Average Funding by Stage

Stage	Avg. Funding ($M)
SeriesC	257.92
IPO	253.14
SeriesB	252.52
SeriesA	250.70
Seed	242.99

Insight:
Series C surprisingly exceeds IPO in average funding signaling that many companies raise large rounds before going public. This trend has strategic implications for VC portfolio planning.

📍 Phase 5: SHARE – Communicating Insights Through Visuals

To clearly present the findings, I developed four Tableau dashboards that bring the insights to life:

📈 Chart 1: Startup Formation Over Time (2000–2022)

Line Chart

Startup activity surged post-2010 and remained strong through global downturns indicating long-term resilience.

🌎 Chart 2: Startup Density by Country

Geo Map

Germany and Brazil lead in startup count. India ranks lowest among the top 10, highlighting regional differences in startup emergence.

🏢 Chart 3: Most Crowded Funding Stages

Vertical Bar Chart

IPO is the most populated stage, but early-stage rounds (Seed, Series A) remain vibrant, suggesting healthy innovation pipelines.

💰 **Chart 4: Average Funding by Stage**

Vertical Bar Chart

Series C tops the chart in average funding, even over IPOs. This highlights the growing trend of late-stage private capital fueling scale before exit.

Design Features:

- Color-coded by type: Blue (counts), Green (funding)

- Filters: Year, Country, Industry

- Interactive tooltips for additional drill-down insights

- Story-style layout: flows from global → specific

📍 **Phase 6: ACT – Turning Insights into Action**

This analysis doesn't just highlight trends it helps guide smart decisions.

As funding shifts toward late-stage rounds, investors should reevaluate where real value lies. Countries like Germany and Brazil are growing faster than expected, and emerging sectors like AI, Gaming, and EdTech deserve special attention.

Whether you're a policymaker, startup founder, or VC the message is clear:
The global startup landscape is changing fast. Stay ahead. Act accordingly.