

Tableau or Power BI Dashboarding project proposal

1. Executive Summary:

The project 'StartupLens' aims to develop interactive and insightful dashboards using Tableau/Power BI to visualize and analyze the Indian startup ecosystem. The dashboards will focus on key metrics such as funding trends, industry verticals, geographic distribution, and growth patterns, providing a visual representation of the dynamic Indian startup landscape.

2. Problem Statement:

Background: The Indian startup ecosystem has seen significant growth, attracting funding from diverse investors. However, understanding investment trends, active sectors, and funding disparities remains a challenge.

Objective: Develop dashboards to monitor and analyze funding trends, identify active sectors, understand regional startup activity, and examine investor behavior across different funding rounds.

Scope: The focus will be on analyzing funding amounts, industries, investor participation, and geographical distribution of funded startups.

3. Data Sources:

Primary Data: Indian startup funding data, containing details of startups, funding rounds, investors, and geographic locations.

4. Methodology:

Data Integration: Extract, preprocess data to ensure consistency and integrate into Tableau/Power BI.

Dashboard Design: Identify key performance metrics and create meaningful visualizations.

Interactivity: Implement interactive features for drill-down analysis, trend exploration, and filtering by year, sector, region, and funding round.

5. Expected Outcomes:

- Interactive dashboards providing real-time insights into funding trends in the Indian startup ecosystem.
- Identification of the most active sectors and regions for startup funding.
- Enhanced understanding of investor behavior across different funding rounds.
- Improved data accessibility for investors, entrepreneurs, and researchers.

6. Tools and Technologies:

- Power BI for data visualization and dashboard creation.
- DAX Query for data transformation within Power BI.

7. Risks and Challenges:

- Data accuracy and completeness due to reliance on diverse sources.
- Data standardization challenges due to varying reporting practices.
- Handling multi-valued data columns.
- Some startups operate in multiple industries, making classification complex.

8. Conclusion:

Through interactive visualizations of Indian startup funding, the project aims to demystify complex data for entrepreneurs, investors, and policymakers. By illuminating growth trajectories, investor participation, and regional dynamics, it facilitates data-driven insights into the startup ecosystem.