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Name- Vivek Upadhyay

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College- Welingkar Institute of Management, Mumbai

Data Overview:

This dataset has funding information for the Indian startups from January 2015 to August 2017. It includes columns with the date funded, the city the startup is based out of, the names of the funders, and the amount invested (in USD).

- Date: Date of funding
- Startup Name: Name of the start-up company
- Industry Vertical: Industrial vertical of the company
- City Location: Location where the company belongs to
- Investors Name: Name of the investors who invested funds
- Investment Type: Type of the investments made.
- Amount In USD: Amount invested for funding.

Tool used:

IBM Cognos Analytics

KPI's:

1. How Does The Funding Ecosystem Change With Time?

If we look overall monthly funding data then most of the funds have been raised in the month of August, and the year-wise data shows that highest funding given in the year 2017 and the least is in 2020.

2. Top 5 Investment Types.

- Private equity
- Series B
- Series C
- Series D
- Funding Round

3. Top 5 states for Startup

- New delhi
- Gurgaon
- Noida
- Mumbai

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- Bangalore

4. How Much Funds Do Startups Generally Get In India?

18.5 million dollars

5. Which Industries Are Favored By Investors For Funding?

- Finance
- E-commerce
- Transportation
- Consumer Internet
- Technology

6. Who Are The Important Investors In The Indian Ecosystem?

- Westbridge Capital
- Softbank
- Microsoft, ebay
- Vijay Shekhar sharma

7. Summary Of Data

Flipkart, Rapido, and Paytm are the top companies with more than 400 billion dollars in fundraising. However, the funding pattern over the last six years is not as apparent to get to a firm conclusion. Since 2020 has been designated as a pandemic year, there will be fewer businesses and therefore less funds has been generated.