

Case Study Questions and Answers

Startup Funding

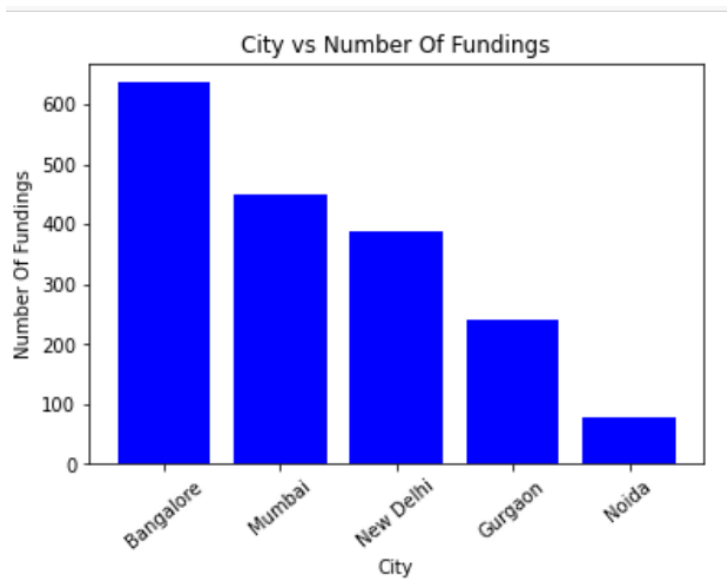
Question 1 :

Your Friend has developed the Product and he wants to establish the product startup and he is searching for a perfect location where getting the investment has a high chance. But due to its financial restriction, he can choose only between three locations - Bangalore, Mumbai, and NCR. As a friend, you want to help your friend decide the location. NCR includes Gurgaon, Noida and New Delhi. Find the location where the most number of funding is done. That means, find the location where startups have received funding maximum number of times. Plot the bar graph between location and number of funding. Take the city name "Delhi" as "New Delhi". Check the case-sensitiveness of cities also. That means, at some place instead of "Bangalore", "bangalore" is given. Take the city name as "Bangalore". For a few startups multiple locations are given, one Indian and one Foreign. Consider the startup if any one of the cities lies in given locations.

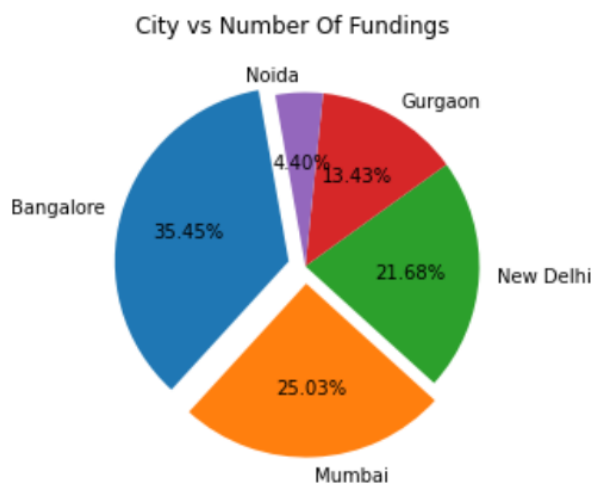
Answer -

I would suggest to my friend that he should establish his startup in Bangalore on the basis of data collected from startup funding. From the data it is clear that among Bangalore, Mumbai and NCR , Bangalore received the most funding . The table below shows the number of funding received by each state. We can see this through the bar graph plotted between the city and the number of funding received by them.

	Name Of City	Number Of Fundings
0	Bangalore	636
1	Mumbai	449
2	New Delhi	389
3	Gurgaon	241
4	Noida	79



We can also see that Bangalore received 35.45% of total number of funding done in the given locations through the pie chart shown below.



***The above mentioned data , graphs and plots are done through the analysis of the file "startup_funding" attach within this folder .

Question 2 :

Even after trying so many times, your friend's startup could not find the investment. So you decided to take this matter in your hand and try to find the list of investors who probably can invest in your friend's startup. Your list will increase the chance of your friend startup getting some initial investment by contacting these investors. Find the top 5 investors who have invested maximum number of times (consider repeat investments in one company also). In a startup, multiple investors might have invested. So consider each investor for that startup. Ignore undisclosed investors.

Answer -

Given below is the list of investors who invested maximum number of times in any startup neglecting the undisclosed investors.

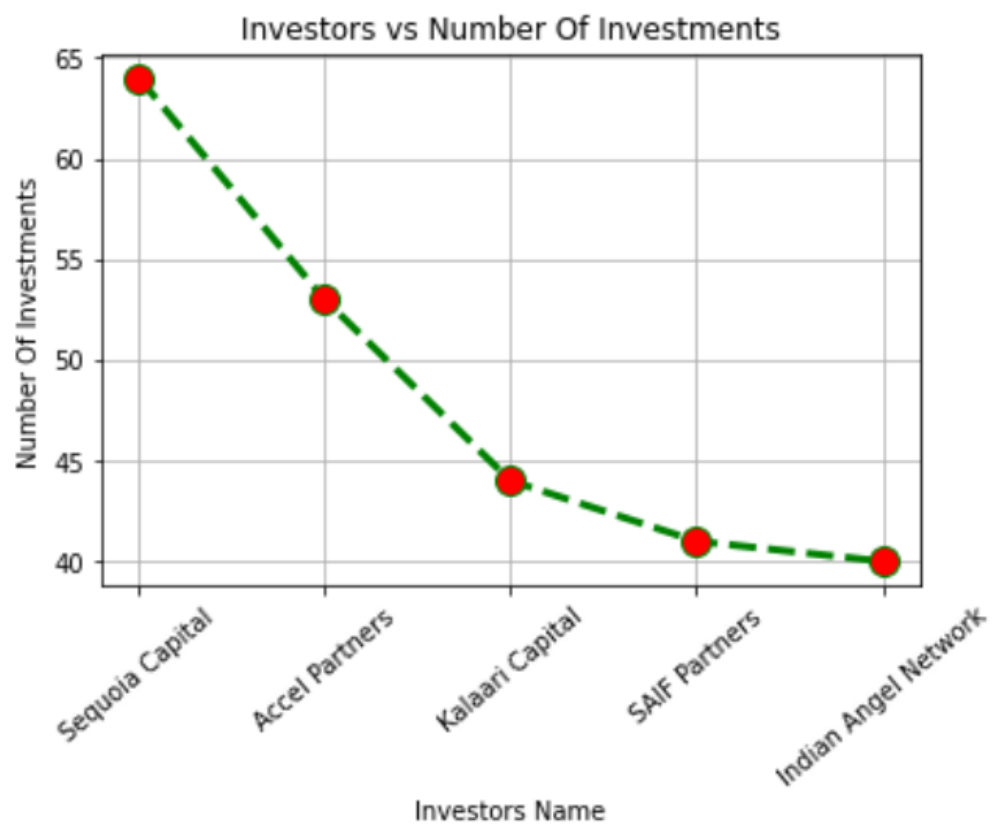
List Of Top 5 Investors who Invested maximum number of times :

1. Sequoia Capital
2. Accel Partners
3. Kalaari Capital
4. SAIF Partners
5. Indian Angel Network

This data is calculated by considering the multiple investment in one startup multiple times. The Sequoia Capital invest 64 times in startups which is highest among all. The data list of top 5 is shown below which indicates which investor invests how many times in startups.

	Name Of Investors	Total Number Of Investments
0	Sequoia Capital	64
1	Accel Partners	53
2	Kalaari Capital	44
3	SAIF Partners	41
4	Indian Angel Network	40

Plotting the graph of the above data



The all mentioned data , graphs and plots are done through the analysis of the file "startup_funding" attach within this folder.

Question 3 :

After re-analysing the dataset you found out that some investors have invested in the same startup at different number of funding rounds. So before finalising the previous list, you want to improve it by finding the top 5 investors who have invested in a different number of startups. This list will be more helpful than your previous list in finding the investment for your friend's startup. Find the top 5 investors who have invested a maximum number of times in different companies. That means, if one investor has invested multiple times in one startup, count one for that company.

There are many errors in startup names. Ignore correcting all, just handle the important ones - Ola, Flipkart, Oyo and Paytm.

Answer -

In the previous list we count the number of investments by investors in same startup multiple times but now we will count them only once as it can be the reason that investor invested multiple times in a startup because they get profit but since our startup is just started so it needs investment first time. So we will count the number of investments made by investors in different startups. Given below is the list of investors who invested maximum number of times in any startup neglecting the undisclosed investors.

List Of Top 5 Investors who Invested most number of times in different startups :

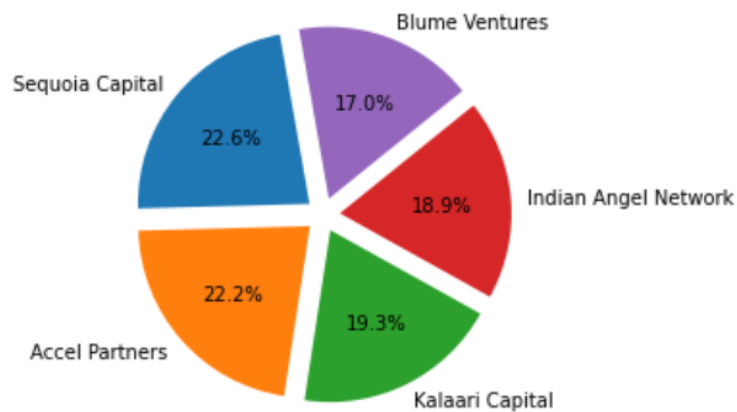
1. Sequoia Capital
2. Accel Partners
3. Kalaari Capital
4. Indian Angel Network
5. Blume Ventures

The data list of top 5 is shown below which indicates that which investor invest how many numbers of time in different startups.

	Name Of Investors	Total Number Of Investments
0	Sequoia Capital	48
1	Accel Partners	47
2	Kalaari Capital	41
3	Indian Angel Network	40
4	Blume Ventures	36

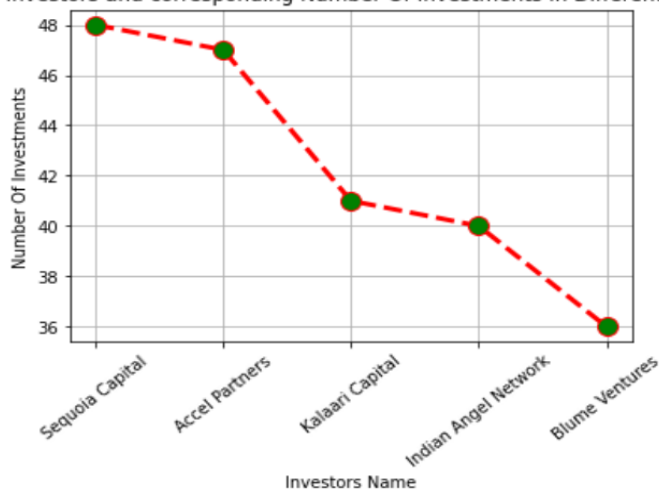
If we look at the percentage share of top 5 among themselves then we will find that all share a considerable amount.

Top 5 Investors and corresponding Number Of Investments In Different Startups



The plot graph also shows that there is not much difference in the number of investments made by the top 2 investors but after that there is a difference.

Top 5 Investors and corresponding Number Of Investments In Different Startups



Question 4 :

Even after putting so much effort in finding the probable investors, it didn't turn out to be helpful for your friend. So you went to your investor friend to understand the situation better and your investor friend explained to you about the different Investment Types and their features. This new information will be helpful in finding the right investor. Since your friend's startup is at an early stage startup, the best-suited investment type would be - Seed Funding and Crowdfunding. Find the top 5 investors who have invested in a different number of startups and their investment type is Crowdfunding or Seed Funding. Correct spelling of investment types are - "Private Equity", "Seed Funding", "Debt Funding", and "Crowd Funding". Keep an eye for any spelling mistakes. You can find this by printing unique values from this column. There are many errors in startup names. Ignore correcting all, just handle the important ones - Ola, Flipkart, Oyo and Paytm.

Answer -

In the above list we find the top 5 investors who invested maximum number of times in different startups considering all types of investment . But our friend startup is at an early stage , so it will need only seed or crowd funding . Given below is the list of investors who invested maximum number of times in any startup of investment type either seed or crowd funding neglecting the undisclosed investors.

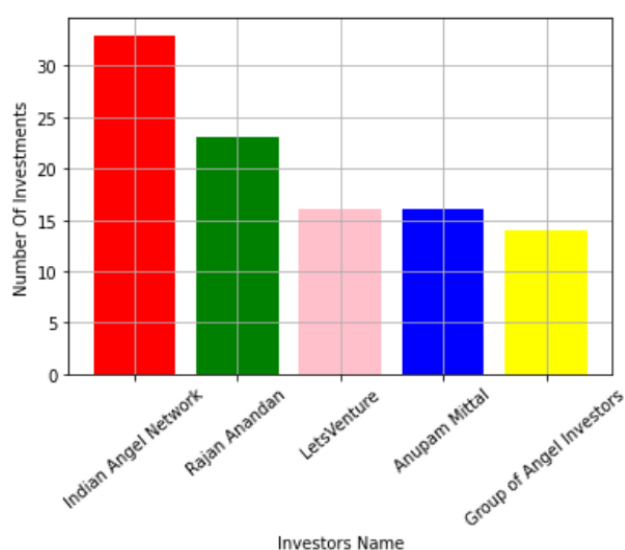
List Of Top 5 Investors who Invested most number of times of investment type is Seed or Crowd funding :

1. Indian Angel Network
2. Rajan Anandan
3. LetsVenture
4. Anupam Mittal
5. Group of Angel Investors

The data list is given below:

	Name Of Investors	Total Number Of Investments of type Seed funding or Crowd funding
0	Indian Angel Network	33
1	Rajan Anandan	23
2	LetsVenture	16
3	Anupam Mittal	16
4	Group of Angel Investors	14

Top 5 Investors and corresponding Number of Investments In Different Startups of Investment type Crown Funding or Seed Funding



It is clear from the bar graph also that Indian Angel Network does the most number of investments in different startups of type seed funding and crowdfunding. Anupam Mittal and LetsVenture invested the same number of times.

One more thing which has to be noted is that crowdfunding occurs only two times which are done by Indian Angel Network and Rajan Anandan. The majority is done of type seed funding.

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Question 5 :

Due to your immense help, your friend startup successfully got seed funding and it is on the operational mode. Now your friend wants to expand his startup and he is looking for new investors for his startup. Now you again come as a saviour to help your friend and want to create a list of probable new investors. Before moving forward you remember your investor friend's advice to find the investors by analysing the investment type. Since your friend's startup is not in the early phase it is in a growth stage so the best-suited investment type is Private Equity. Find the top 5 investors who have invested in a different number of startups and their investment type is Private Equity. Correct spelling of investment types are - "Private Equity", "Seed Funding", "Debt Funding", and "Crowd Funding". Keep an eye for any spelling mistakes. You can find this by printing unique values from this column. There are many errors in startup names. Ignore correcting all, just handle the important ones - Ola, Flipkart, Oyo and Paytm.

Answer -

Now our friend startup is successfully established and now we want to expand it. Our friend startup is in growth stage so the best suited investment type is Private Equity. So we will filter the list obtained in third question to the investors list who invested maximum number of times in different startups of investment type Private Equity. Given below is the list of investors who invested maximum number of times in any startup of investment type Private Equity neglecting the undisclosed investors.

List Of Top 5 Investors who Invested most number of times of type Private Equity in different startups:

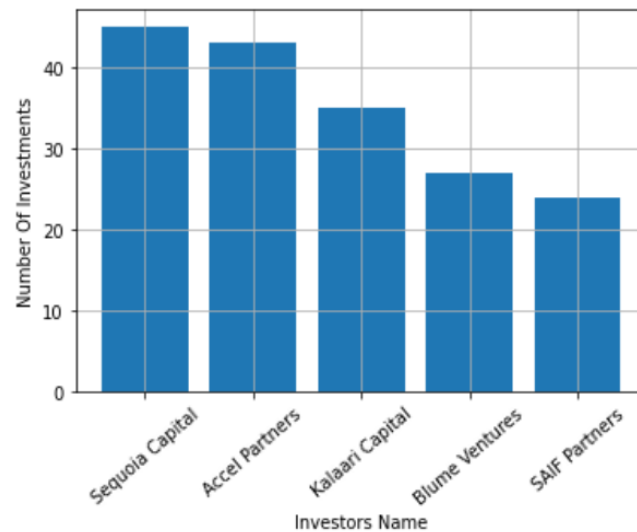
1. Sequoia Capital
2. Accel Partners
3. Kalaari Capital
4. Blume Ventures
5. SAIF Partners

The data list is below:

	Name Of Investors	Total Number Of Investments of type Seed funding or Crowd funding
0	Sequoia Capital	45
1	Accel Partners	43
2	Kalaari Capital	35
3	Blume Ventures	27
4	SAIF Partners	24

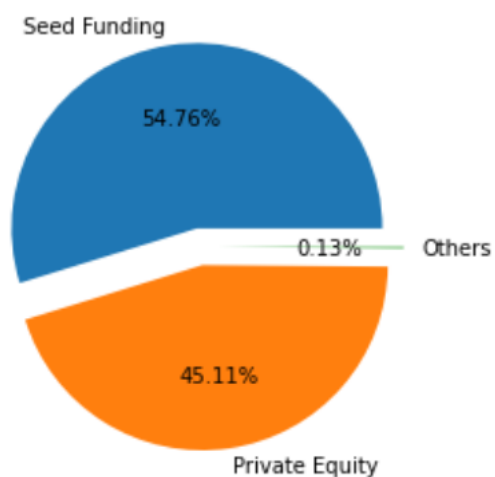
The Bar graph is given below :

Top 5 Investors and corresponding Number Of Investments In Different Startups of Investment type Private Equity



Also the pie chart represented below indicates that seed funding and Private Equity are priority of Investors to invest with. Here Others show the Crowd Funding and Debt Funding which is almost negligible in comparison to the other two.

Variation Of Different Investment Type



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