

**ELEVATE LABS DATA ANALYST INTERNSHIP
CAPSTONE PROJECT:
STARTUP GROWTH
ANALYSIS**

WITH AN EMPHASIS ON ED-TECH AND HEALTH-TECH

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Project Overview

In this project it will be focused on startup investments and growths. HealthTech and EdTech will be selected as example industries, and it will be looked after relationships between features like investment amount, number of investors, foundation year of the company, growth rate, industries and countries.

We will see different industries and countries and their correlations with growth and investments.

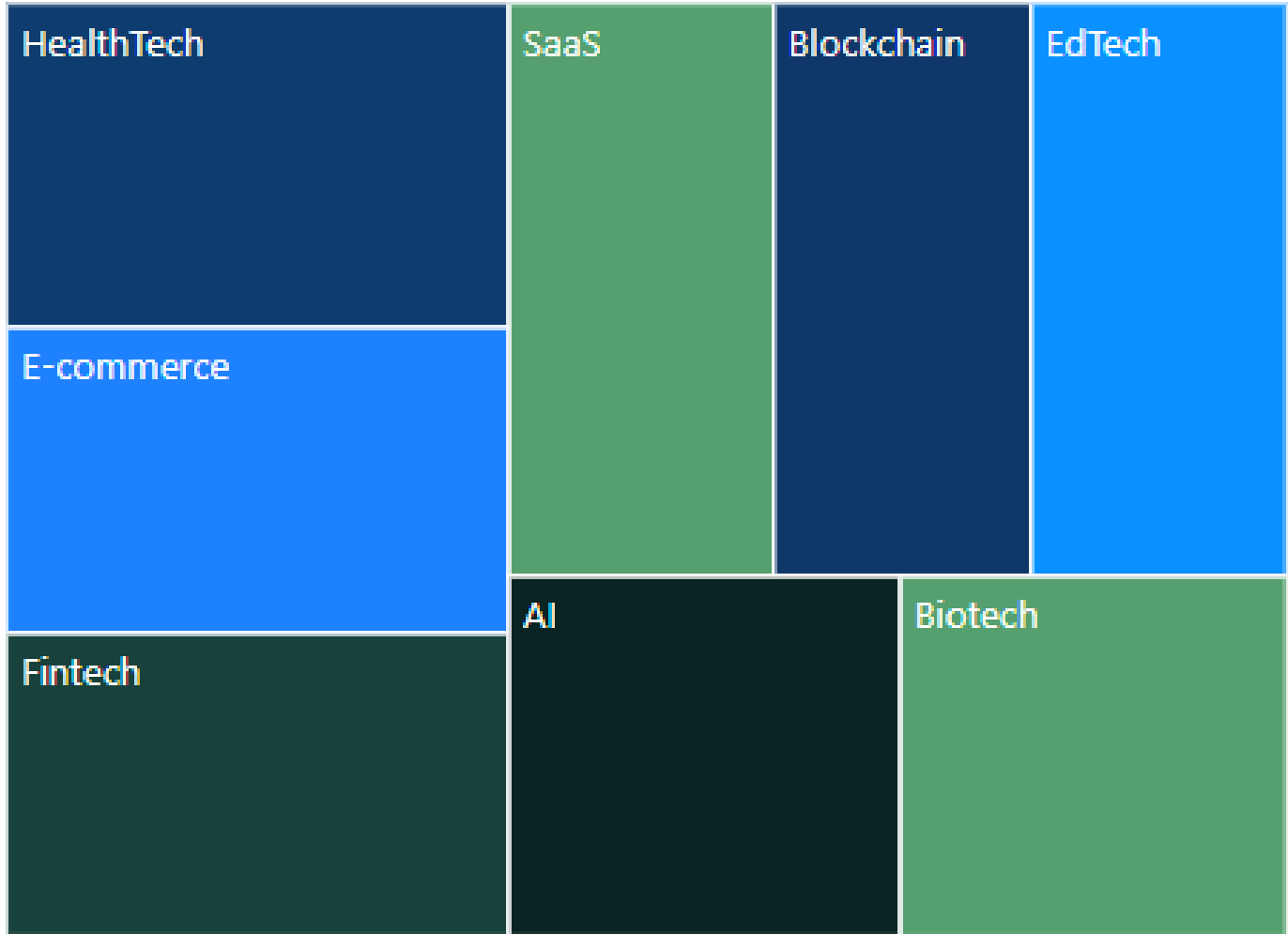
AGENDA

1. General analysis (EDA and Power BI Dashboard Creation)
2. Analysis of ED-TECH
3. ANALYSIS OF GERMANY with an emphasis on HEALTH-TECH
4. ANALYSIS OF HEALTH-TECH startups
5. Conclusions and Insights, recommendations

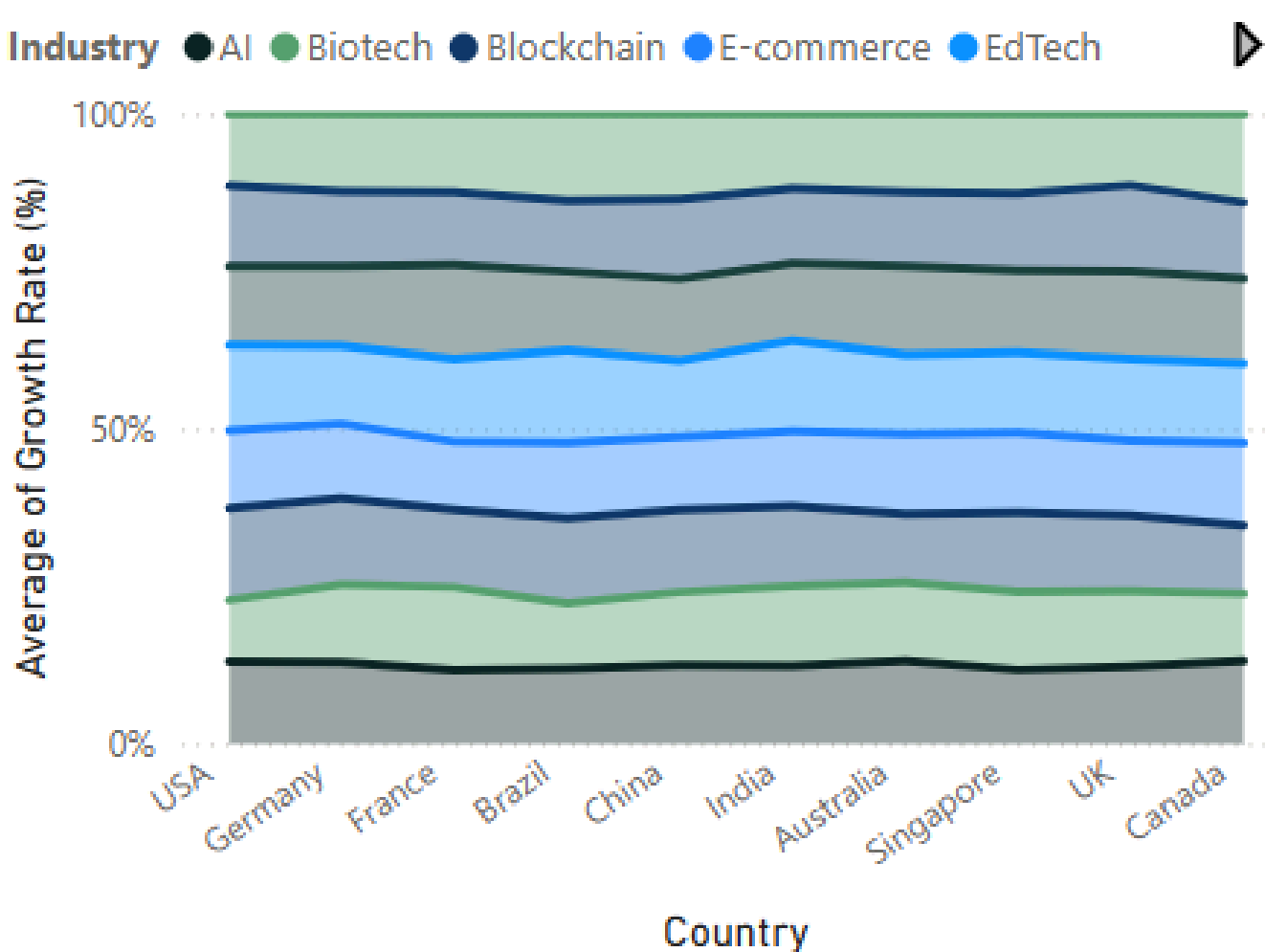
GENERAL ANALYSIS

**Power BI Dashboard and
Exploratory Data Analysis with
Python**

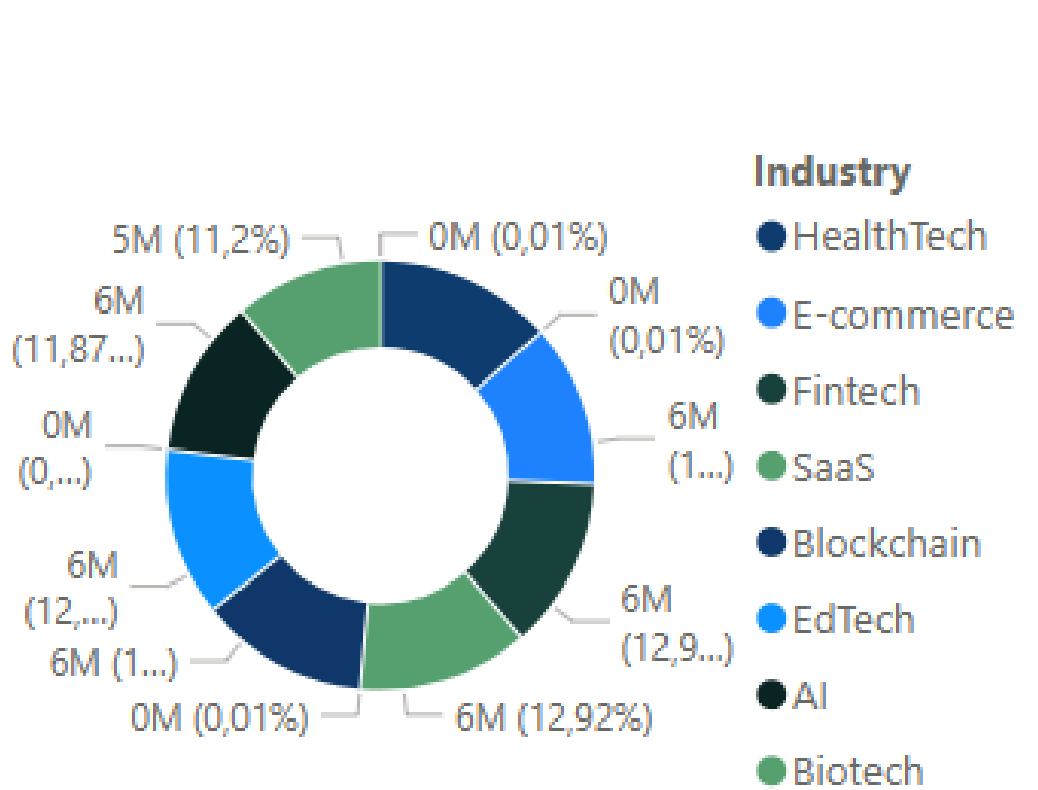
Sum of Funding Rounds by Industry



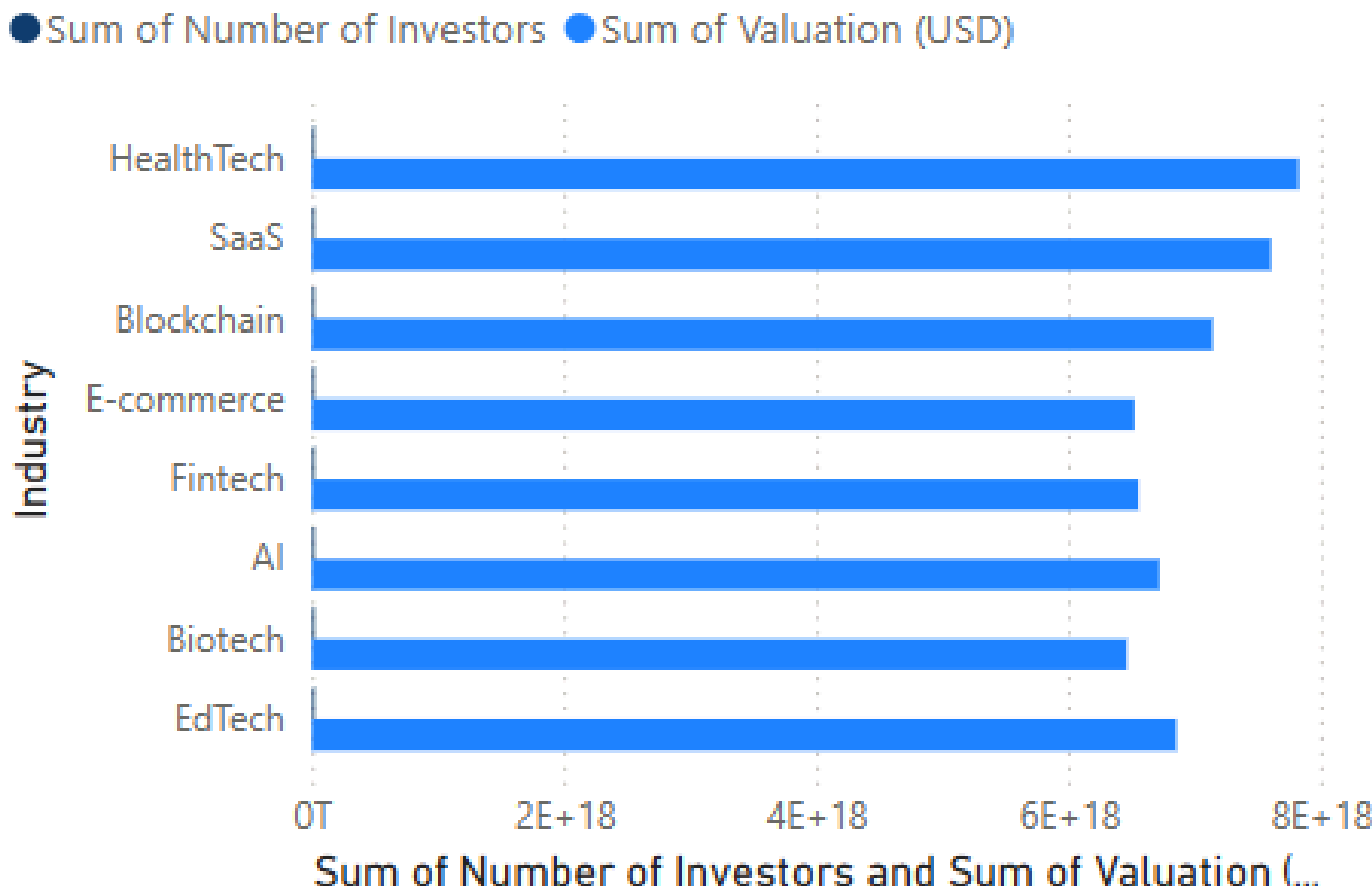
Average of Growth Rate (%) by Country and Industry



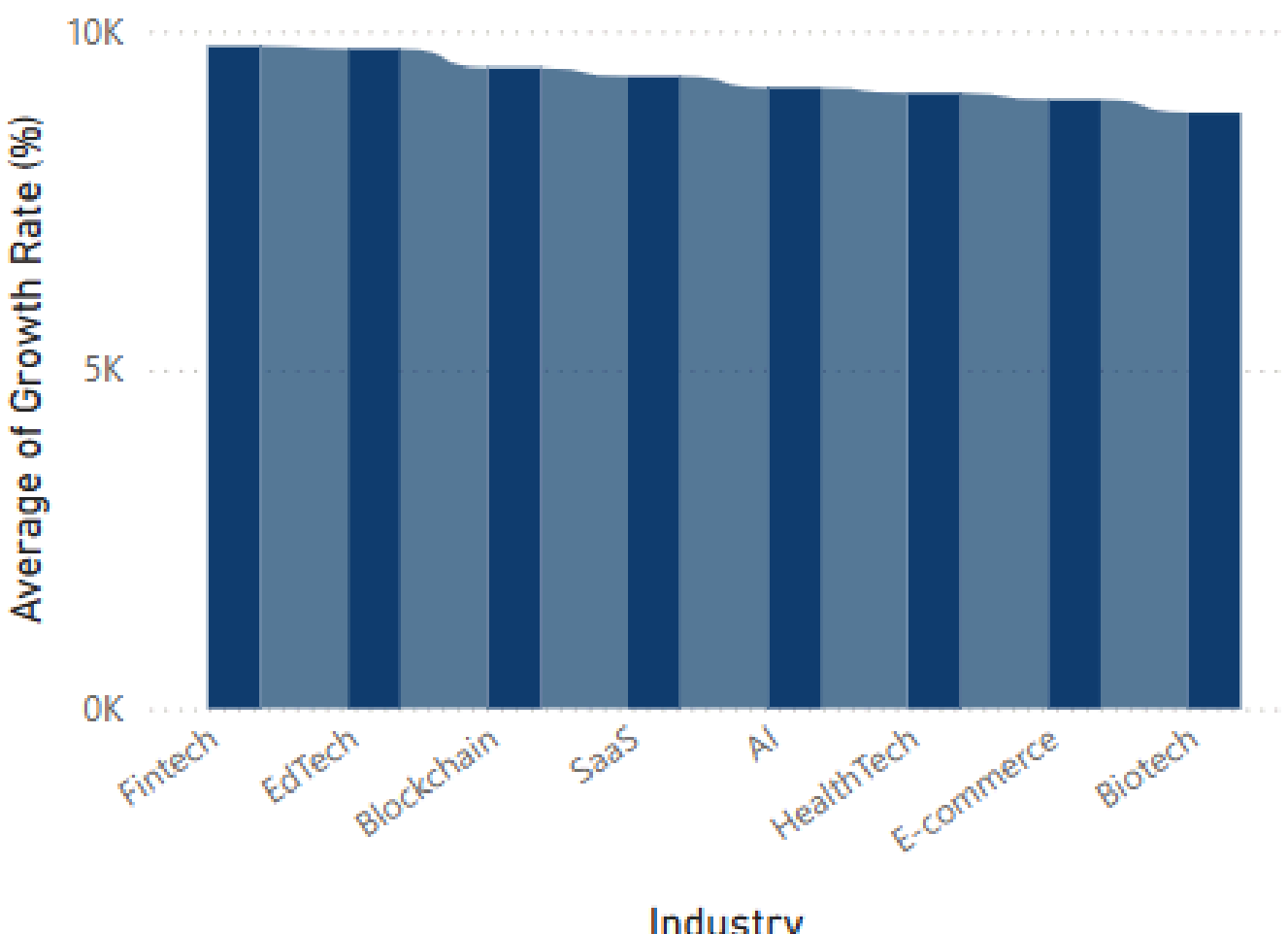
Sum of Funding Rounds and Sum of Growth Rate (%) by Industry



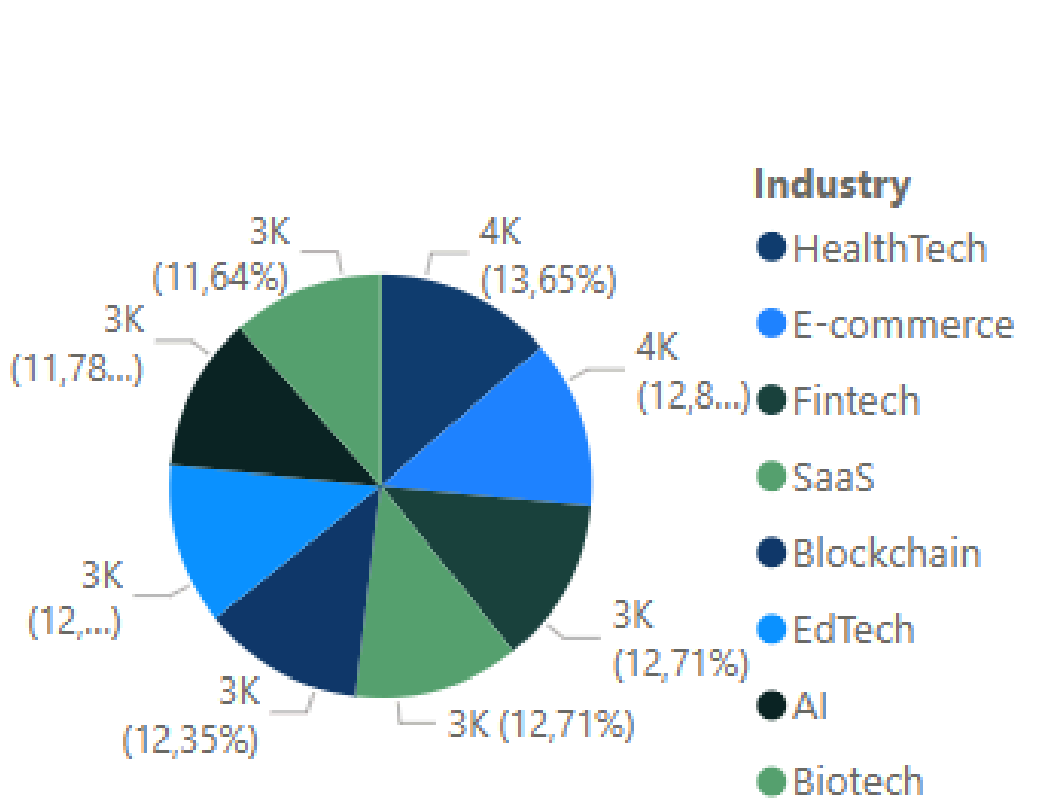
Sum of Number of Investors and Sum of Valuation (USD) by Industry



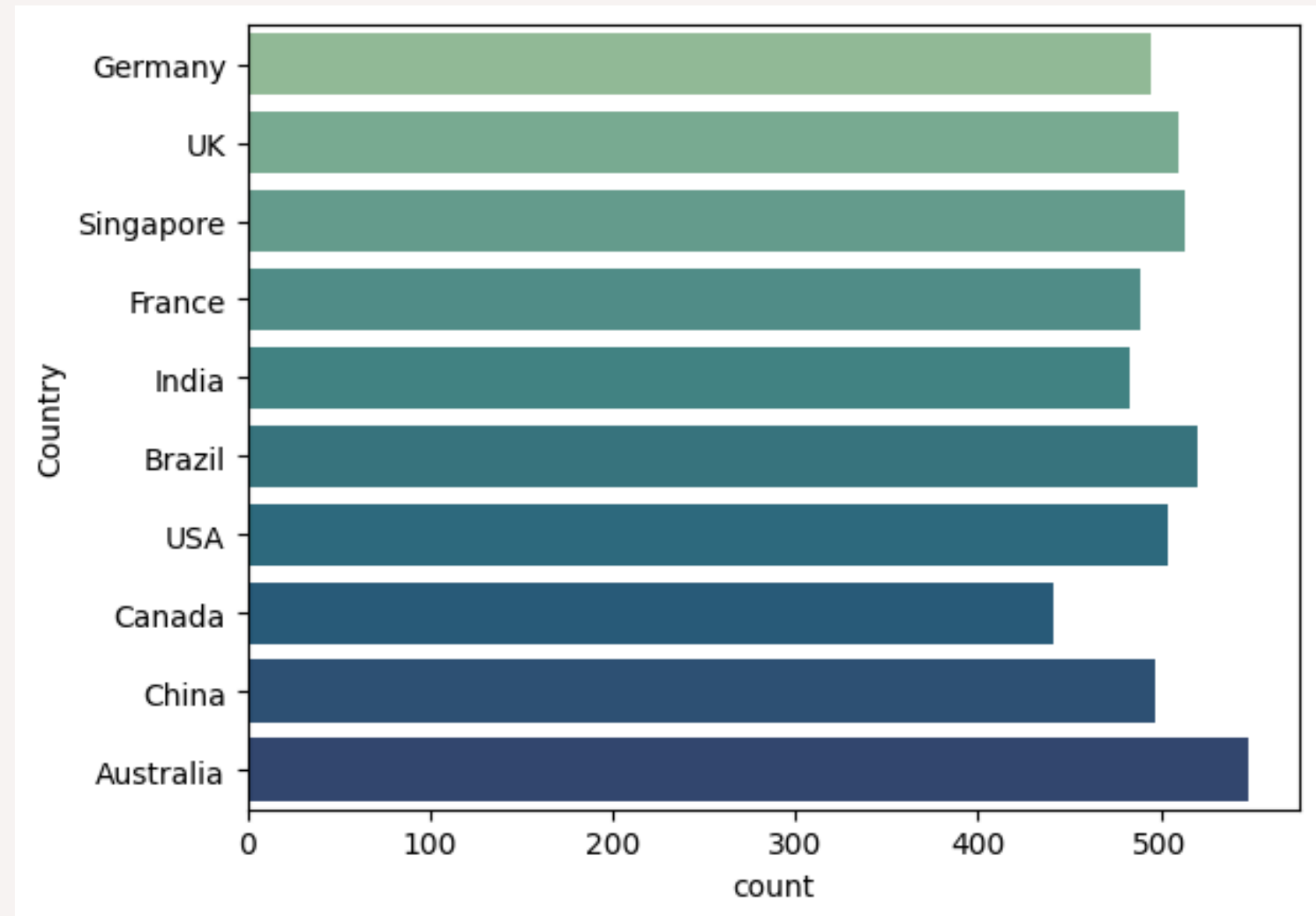
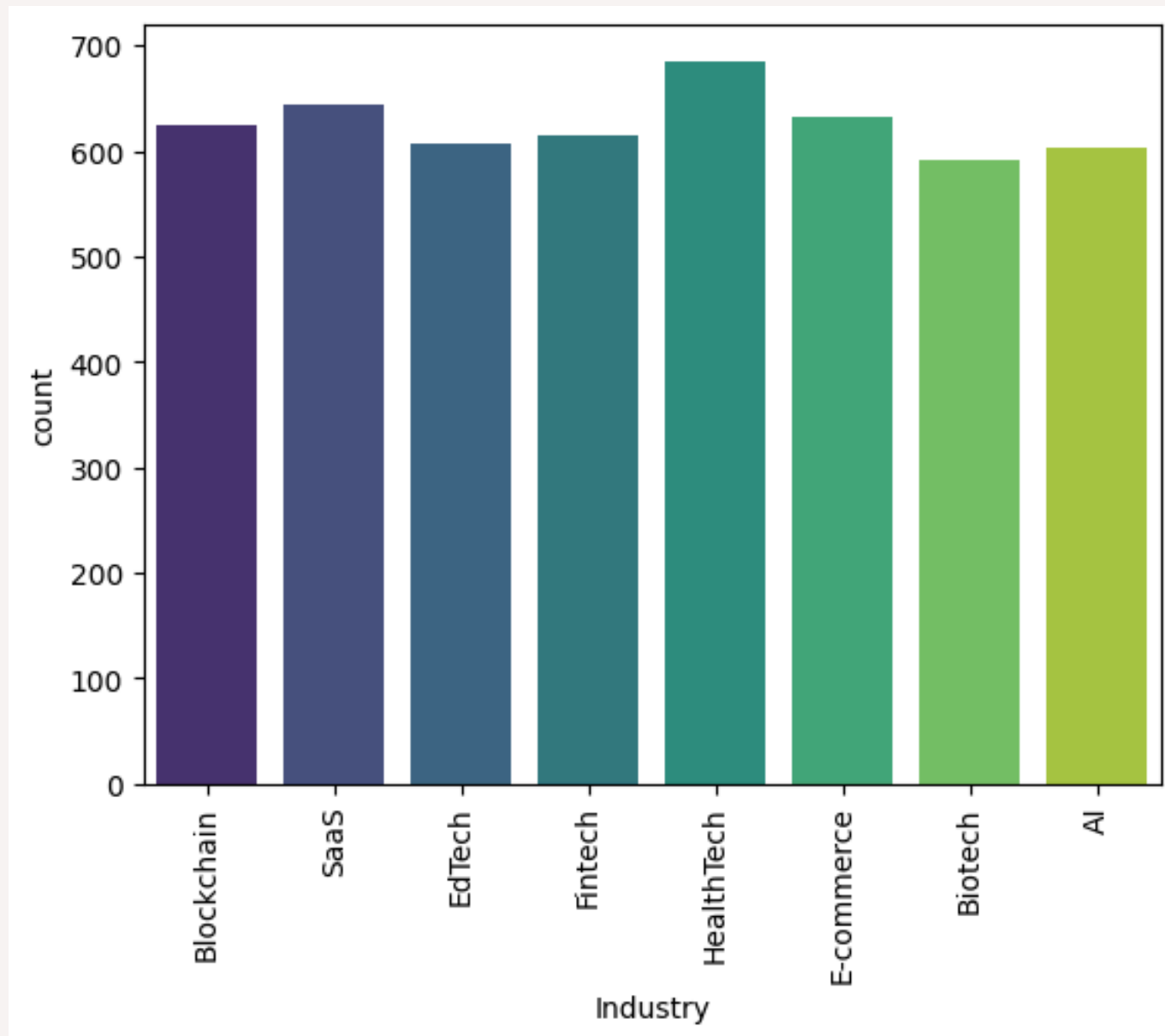
Average of Growth Rate (%) by Industry



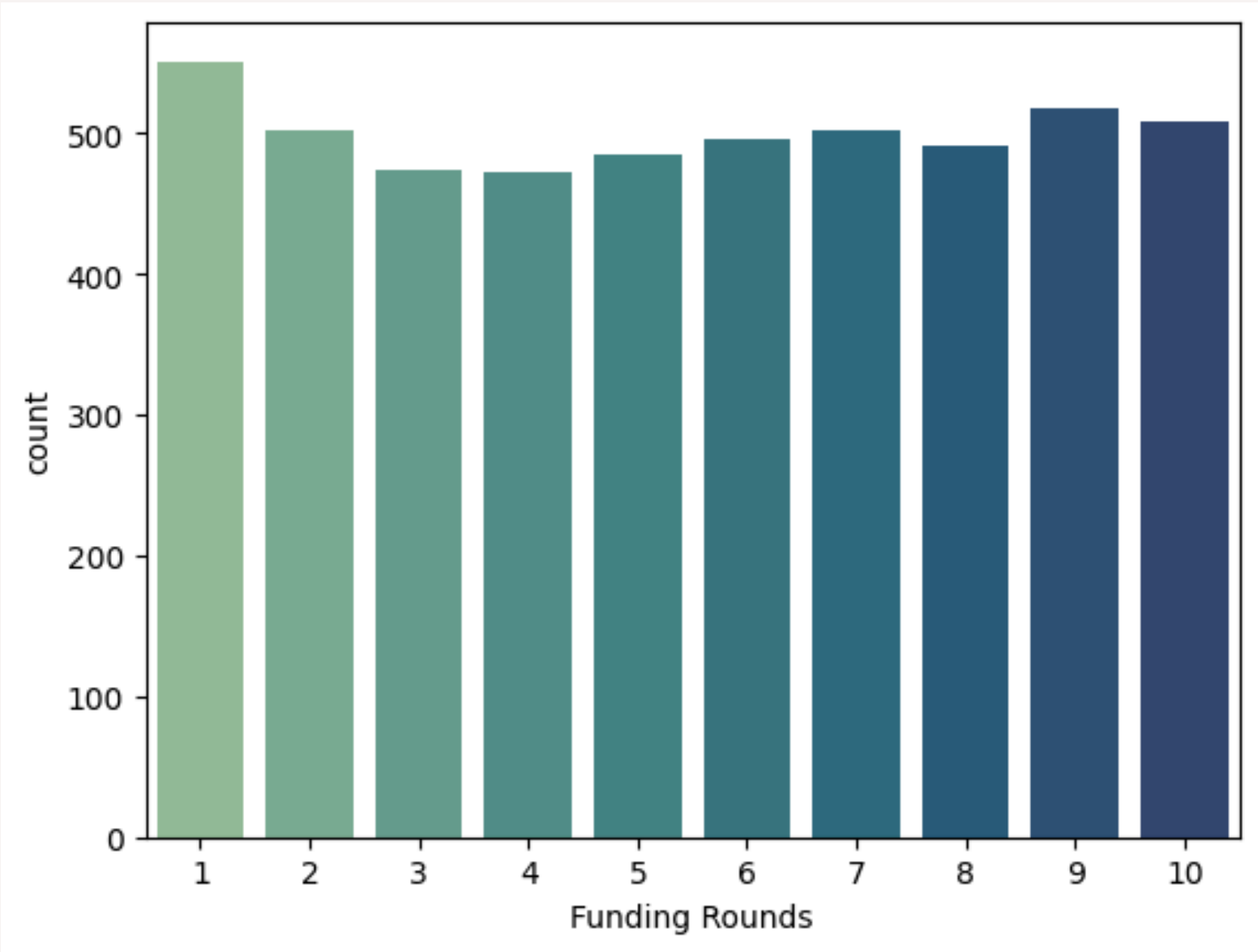
Sum of Funding Rounds by Industry



INDUSTRY AND COUNTRY

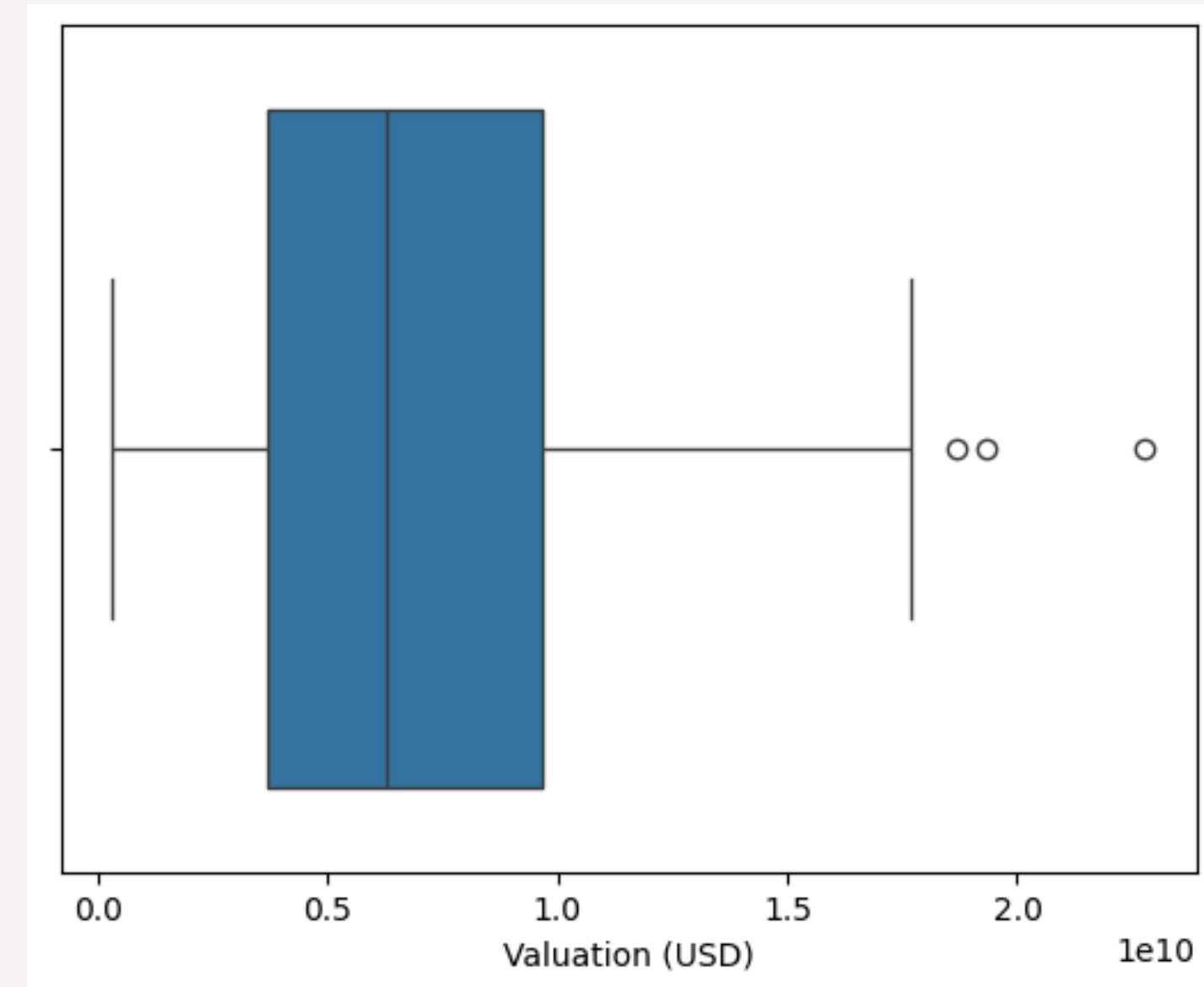
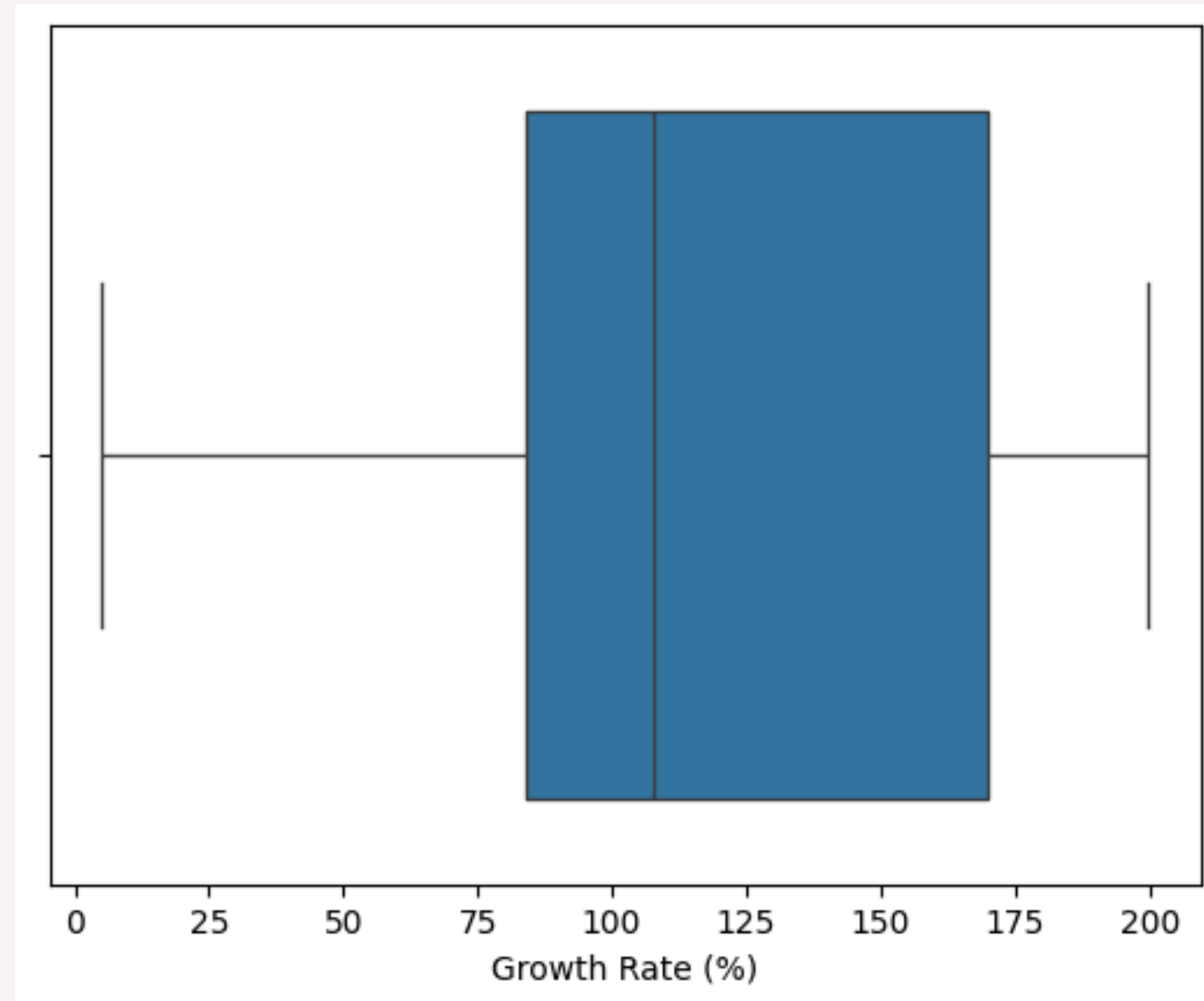


FUNDING ROUNDS

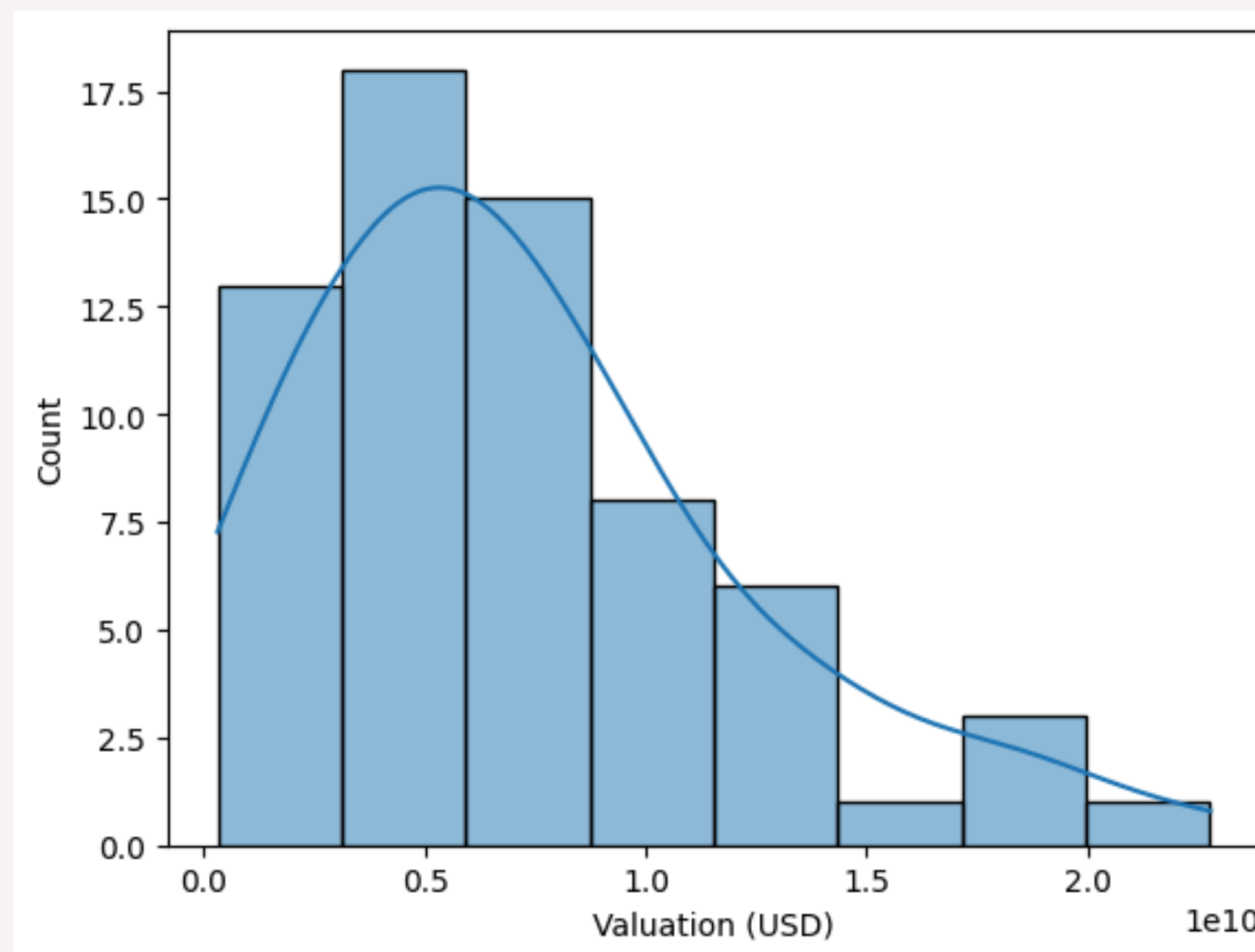
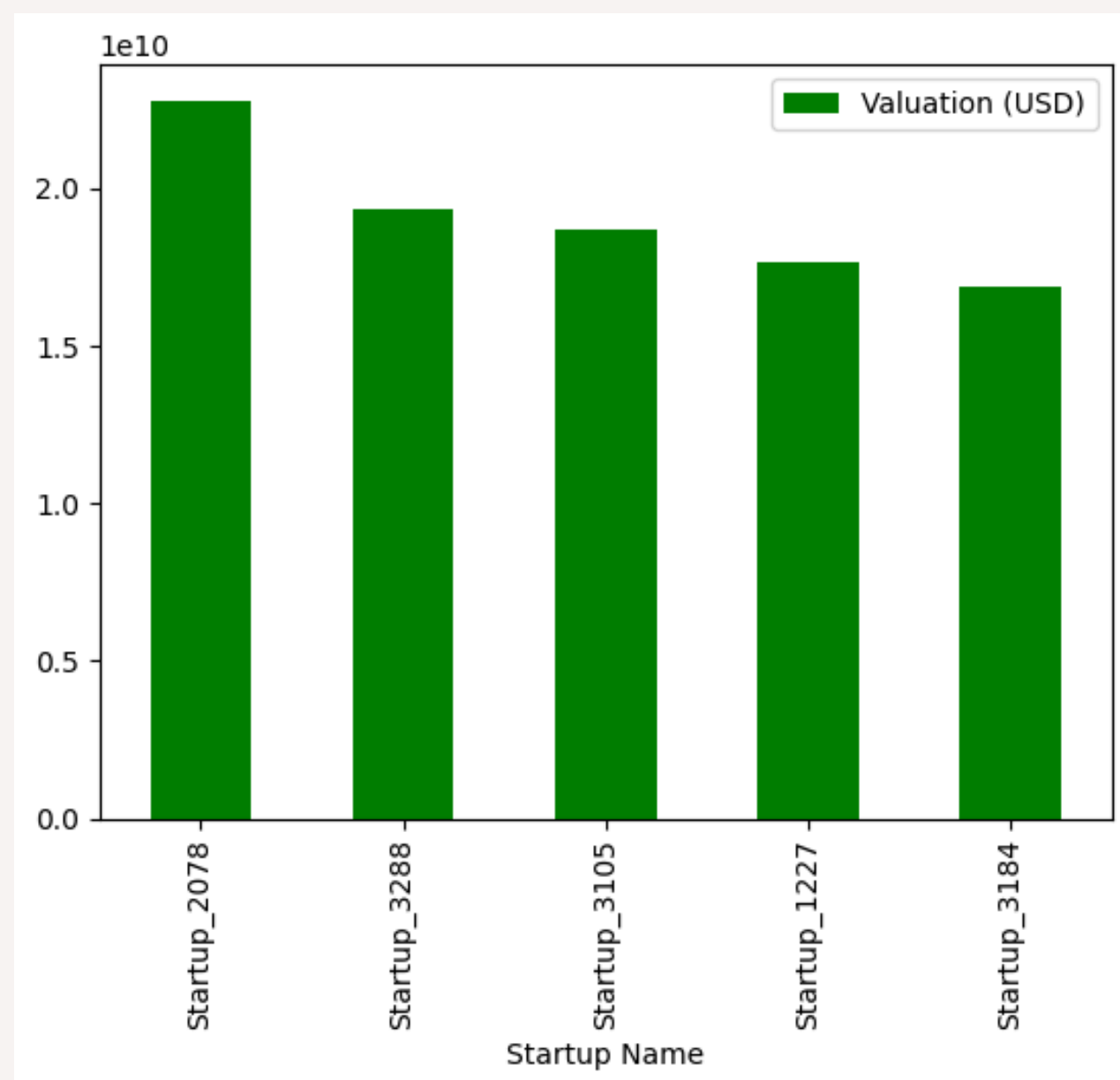


Funding round	Typical funding amount (USD)	Investor types	Main purpose
Pre-Seed	\$100,000 – \$250,000	Founders, friends and family, angel investors, incubators	Validate business idea, conduct initial market research, develop a minimum viable product (MVP)
Seed	\$1 million – \$4 million	Angel investors, early-stage venture capital firms, crowdfunding platforms	Product development, market testing, hiring key team members
Series A	\$2 million – \$15 million	Venture capital firms	Optimize product, expand user base, establish a scalable business model
Series B	\$15 million – \$25 million	Venture capital firms, private equity firms	Scale operations, enter new markets, increase market share
Series C	\$25 million – \$100 million	Late-stage venture capital firms, private equity firms, hedge funds, investment banks	Develop new products, expand globally, prepare for potential IPO or acquisition

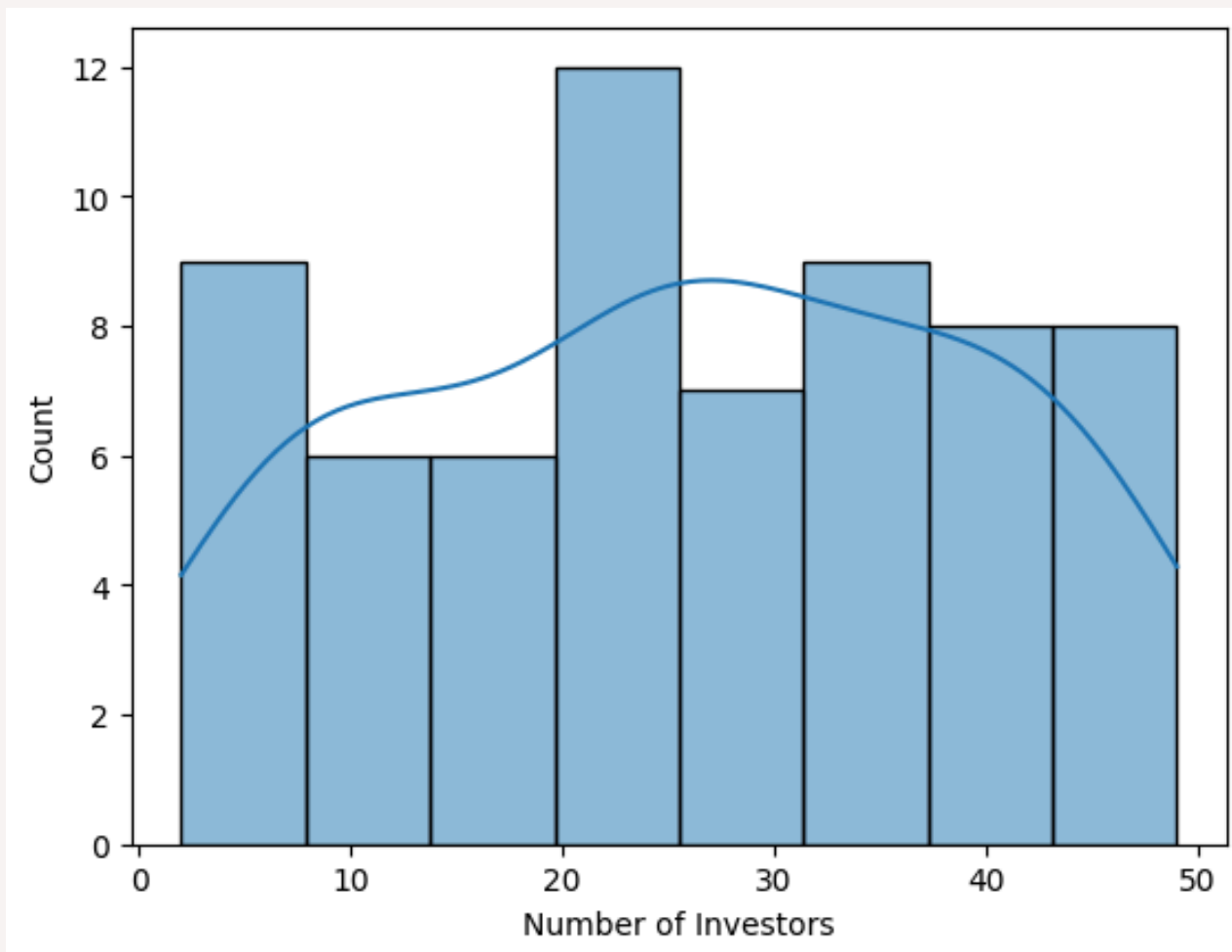
GROWTH RATE AND VALUATION



TOP STARTUPS AND GENERAL VALUATION



NUMBER OF INVESTORS



- **Angel investors** – High-net-worth individuals who invest their personal money in early-stage startups in exchange for equity.
- **Venture Capital (VC) firms** – Institutional investors that specialize in funding high-potential startups. Many VC firms have dedicated seed funds to invest in promising early-stage businesses
- **Startup accelerators and incubators** – Programs like Y Combinator and Techstars provide funding, mentorship, and resources in exchange for equity.
- **Corporate investors** – Some large corporations invest in startups that align with their industry or technology strategy.

ED-TECH STARTUPS

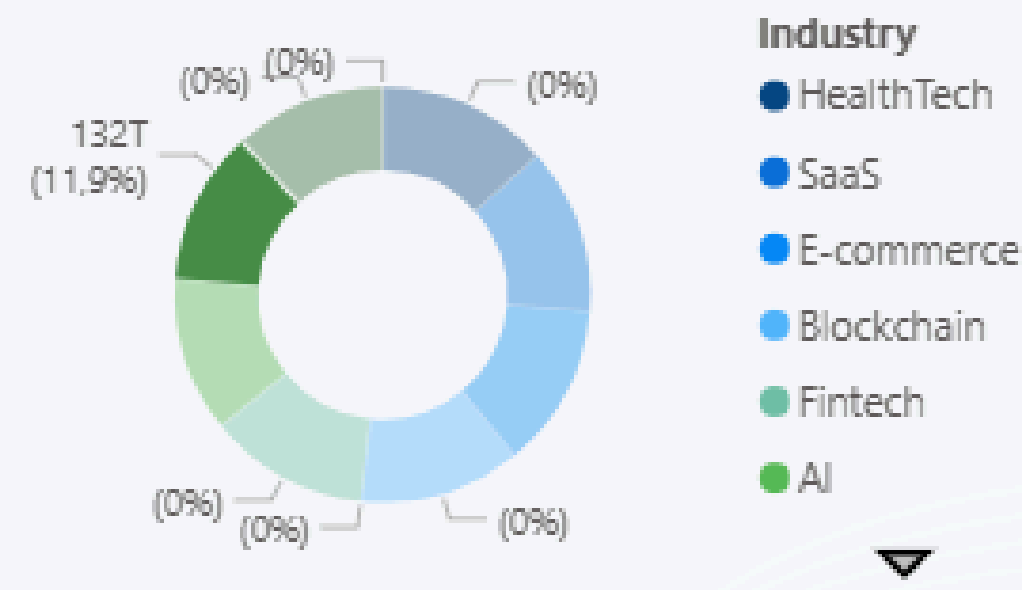
Sum of Valuation (USD) and Average of Growth Rate (%) by Country



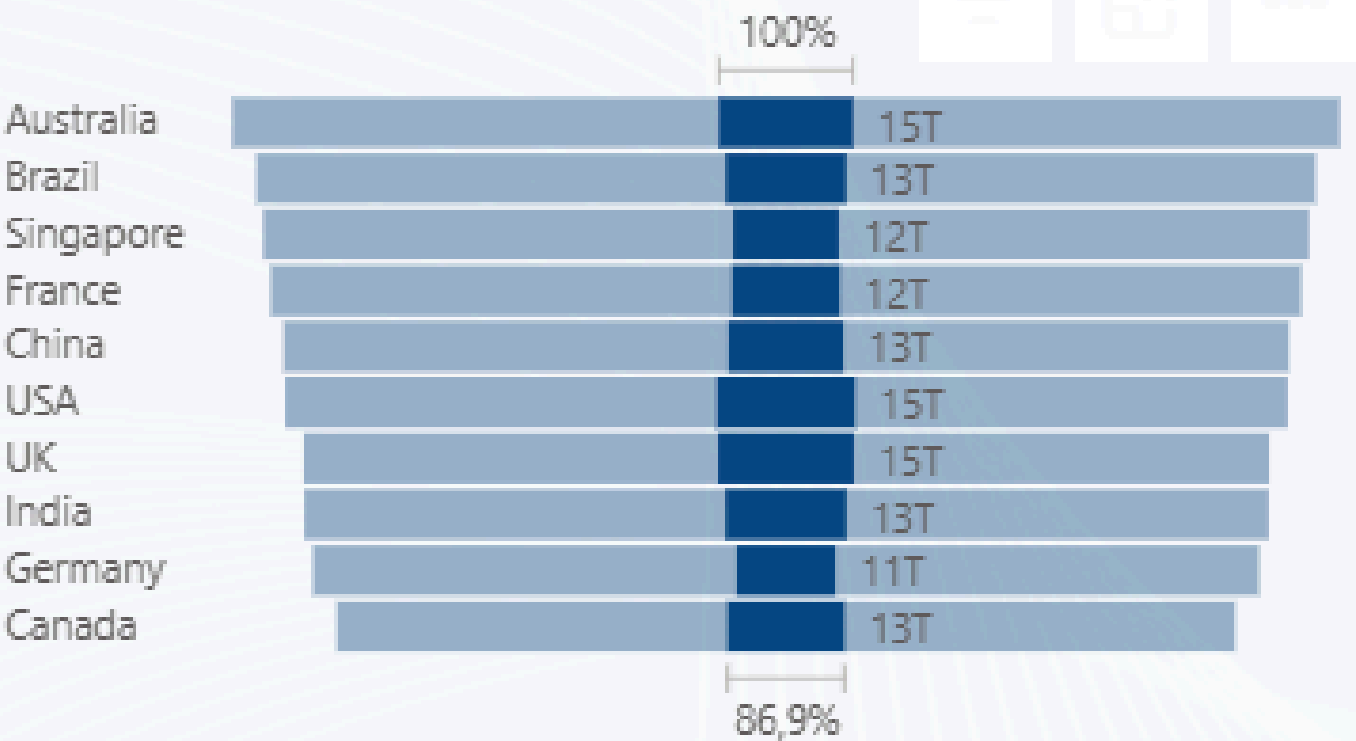
Sum of Growth Rate (%) by Industry



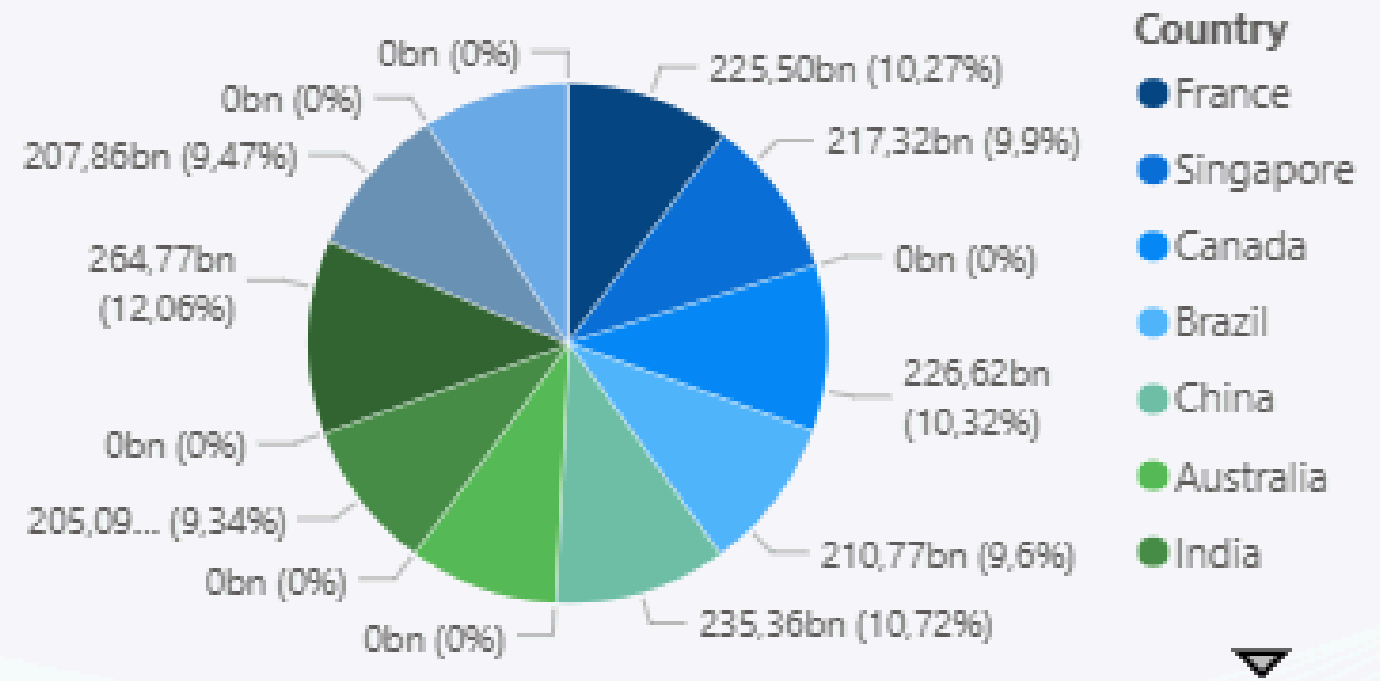
Sum of Investment Amount (USD) and Sum of Number of Investors by Industry



Sum of Investment Amount (USD) by Country



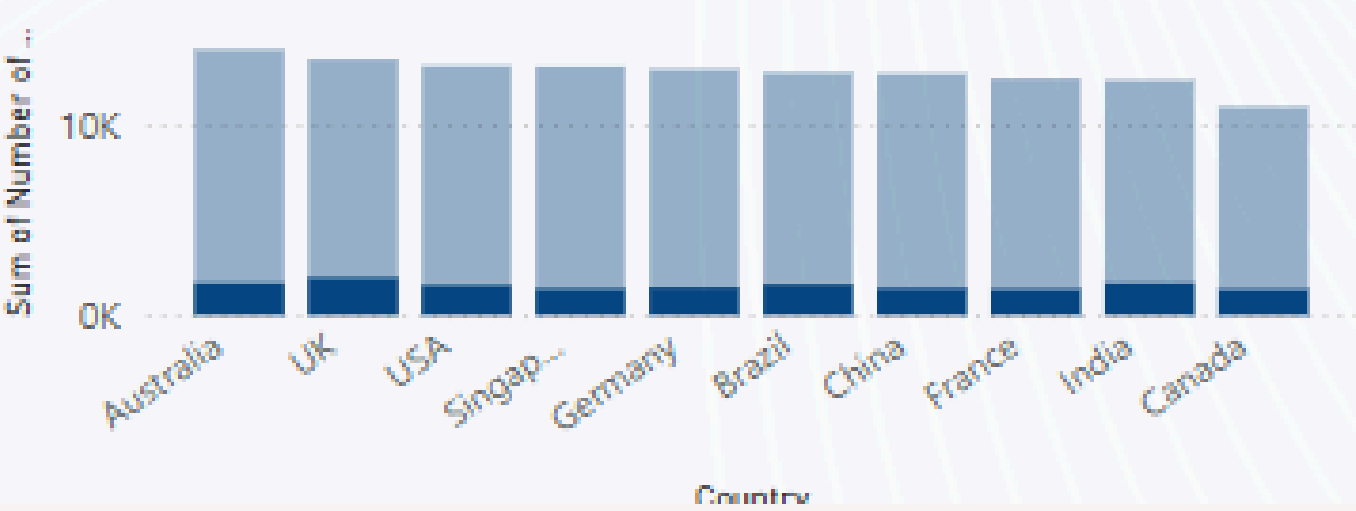
Average of Investment Amount (USD) and Sum of Number of Investors by Country



9400,70	Average of Growth Rate (%)	
E-commerce	8986,67	Average of Growth Rate (%)
EdTech	9733,73	Average of Growth Rate (%)
Fintech	9771,93	Average of Growth Rate (%)
HealthTech	9084,10	Average of Growth Rate (%)
SaaS	9335,13	Average of Growth Rate (%)

12

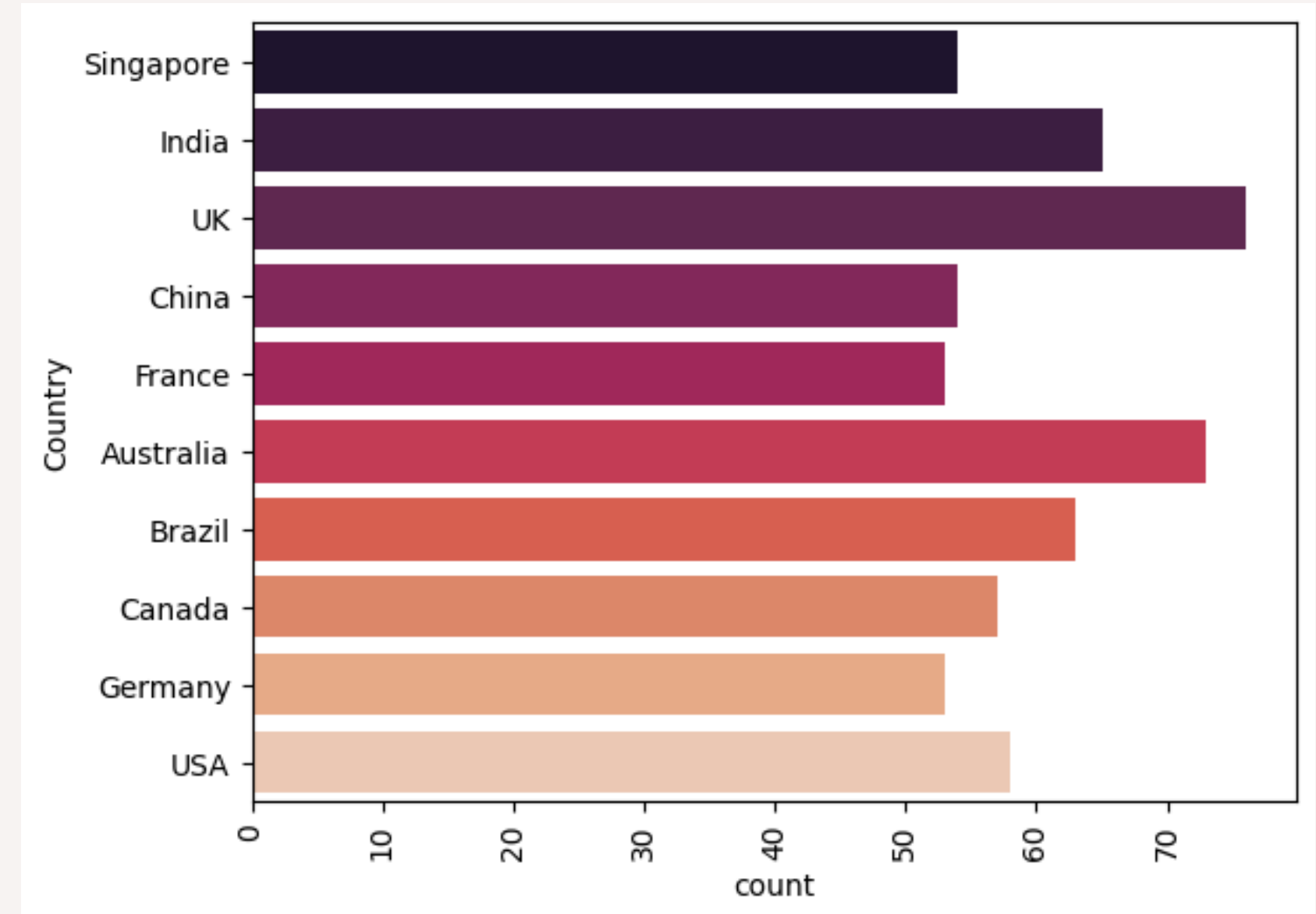
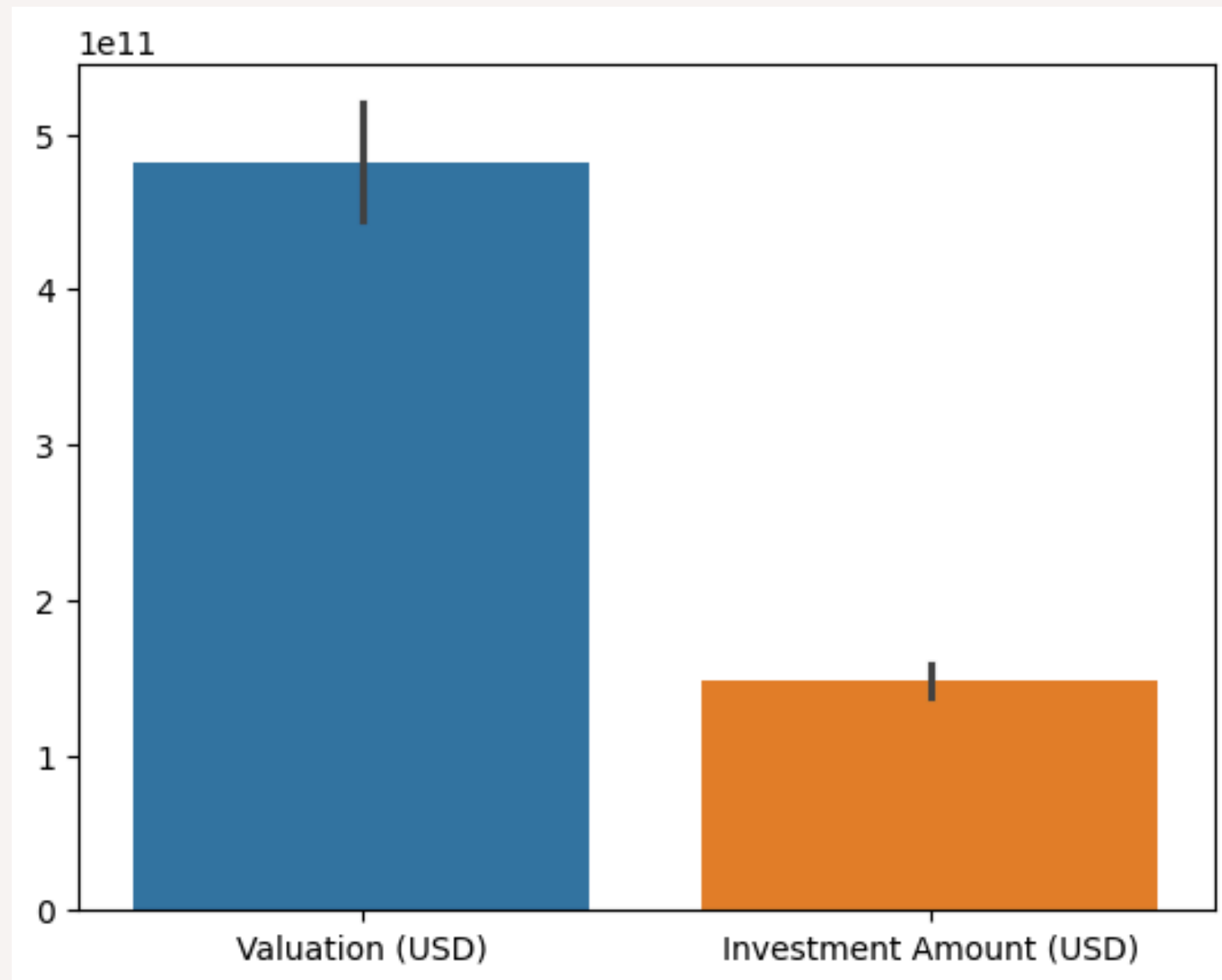
Sum of Number of Investors by Country



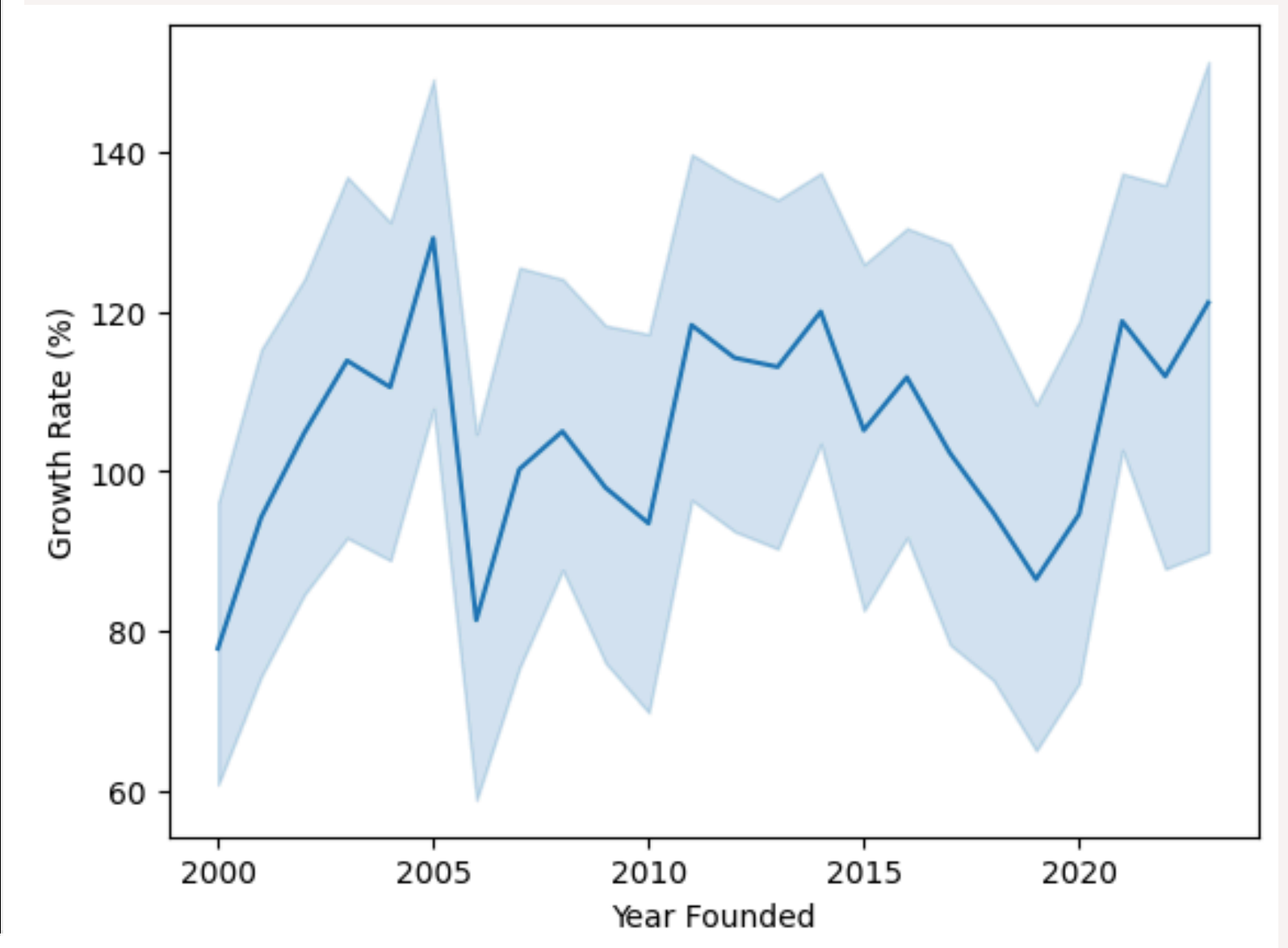
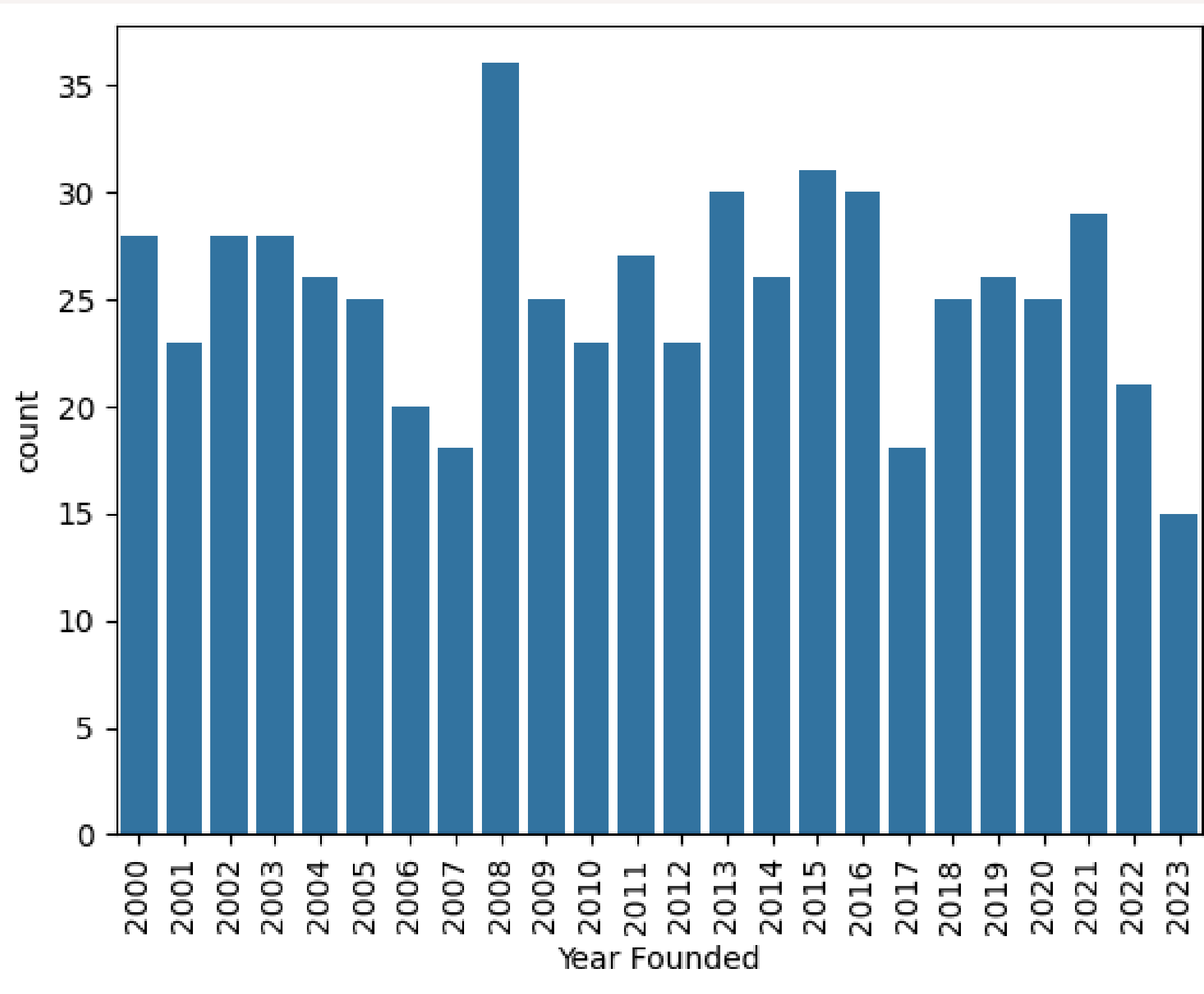
Sum of Growth Rate (%) by Year Founded



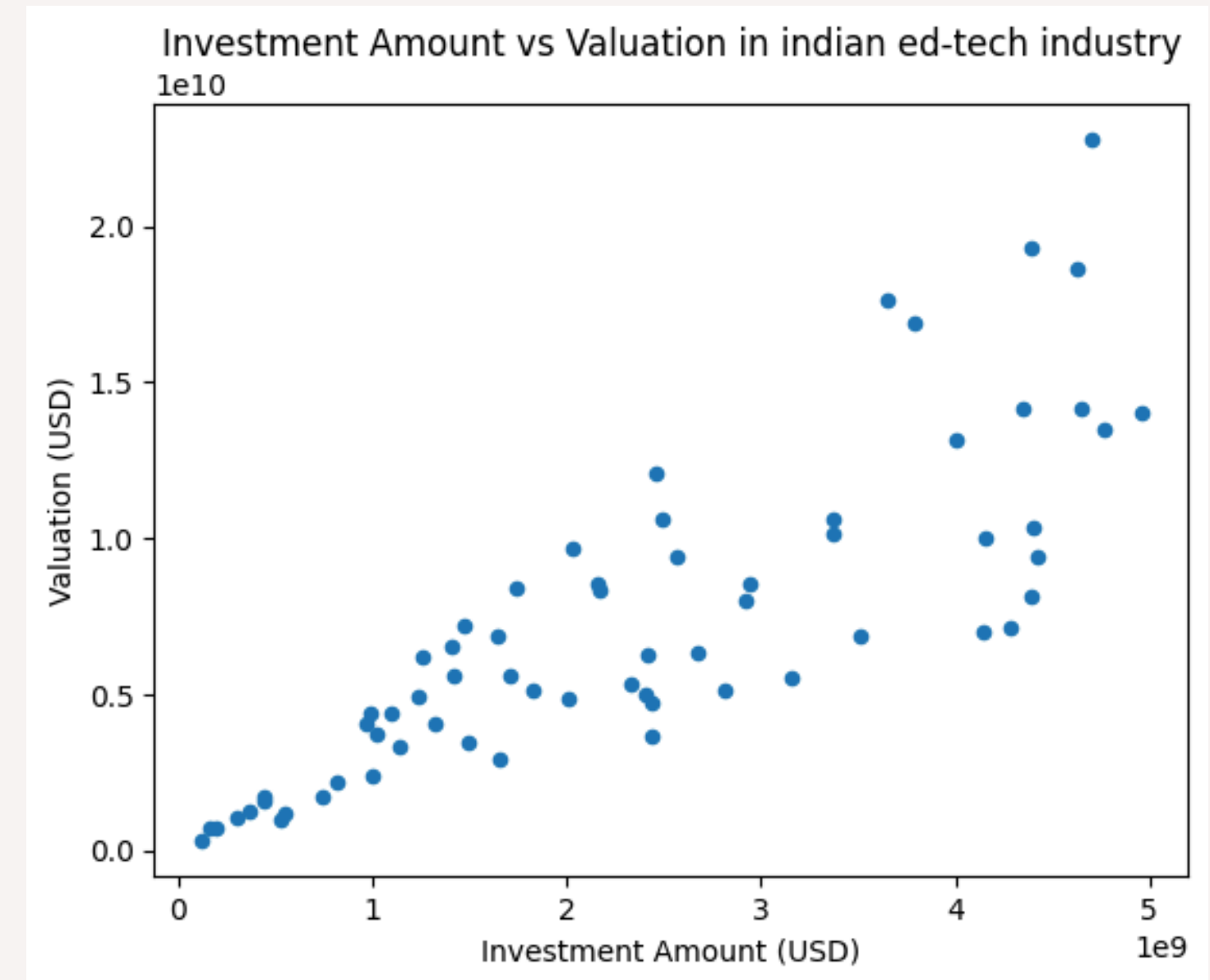
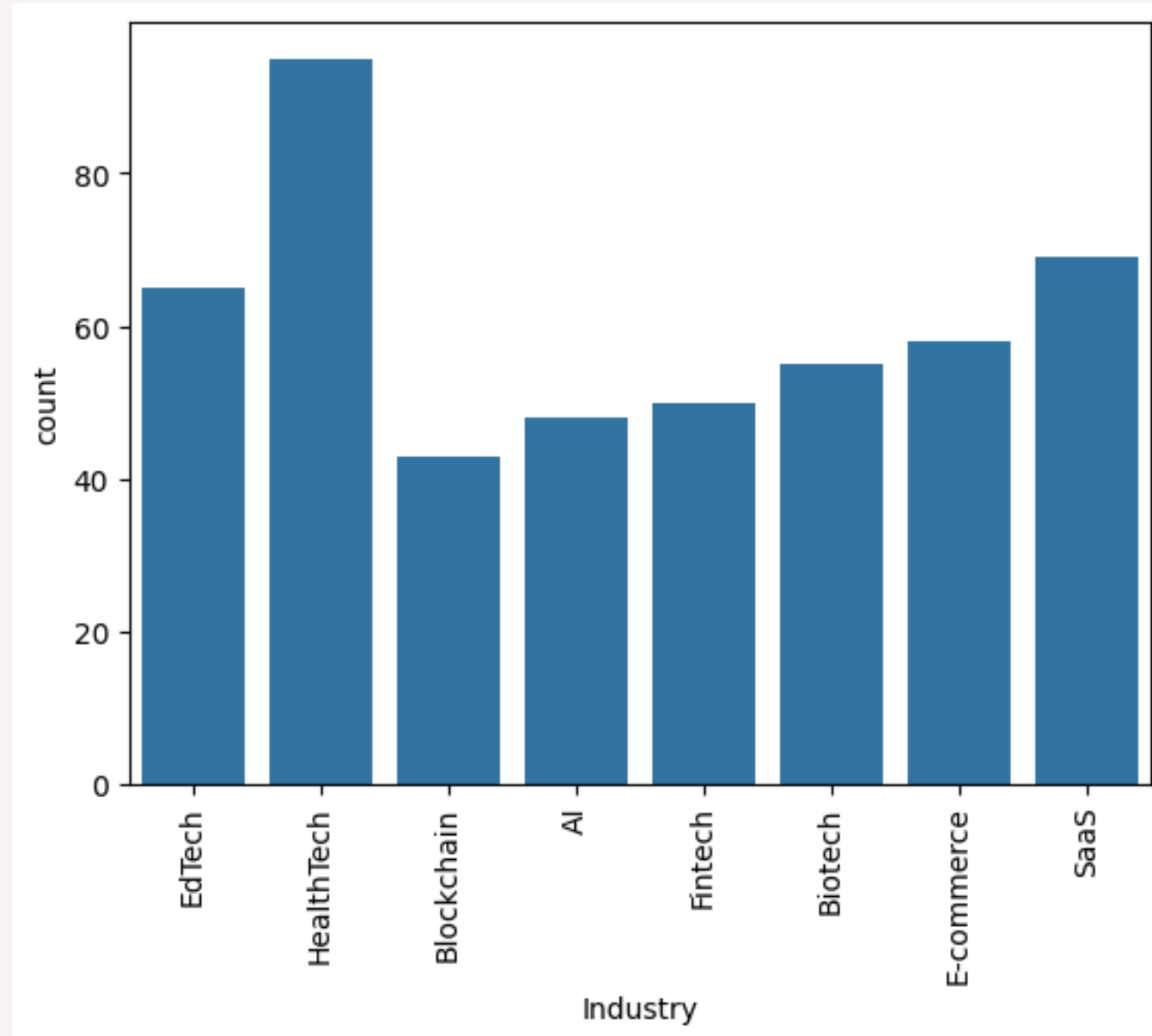
Valuation, Investment Amount, and count per country



YEAR FOUNDED



INDIAN ED-TECH



Indian Ed-Tech

	Funding Rounds	Investment Amount (USD)	Valuation (USD)	Number of Investors	Year Founded	Growth Rate (%)
count	65.000000	6.500000e+01	6.500000e+01	65.000000	65.000000	65.000000
mean	5.369231	2.328630e+09	7.205402e+09	25.923077	2011.938462	116.780308
std	3.105284	1.436880e+09	5.018298e+09	13.840958	6.816517	52.811459
min	1.000000	1.169058e+08	3.134750e+08	2.000000	2000.000000	5.140000
25%	3.000000	1.142746e+09	3.688922e+09	15.000000	2008.000000	84.000000
50%	5.000000	2.167353e+09	6.279825e+09	25.000000	2012.000000	107.700000
75%	8.000000	3.505496e+09	9.660626e+09	37.000000	2018.000000	170.020000
max	10.000000	4.956248e+09	2.278211e+10	49.000000	2022.000000	199.860000

Correlation Matrix of Edtech

	Funding Rounds	Investment Amount (USD)	Valuation (USD)	Number of Investors	Year Founded	Growth Rate (%)
Funding Rounds	1.000000	0.068566	0.059160	-0.008379	0.028558	0.034864
Investment Amount (USD)	0.068566	1.000000	0.843300	-0.018394	0.050286	0.038771
Valuation (USD)	0.059160	0.843300	1.000000	-0.052447	0.045508	-0.005908
Number of Investors	-0.008379	-0.018394	-0.052447	1.000000	-0.071855	-0.037833
Year Founded	0.028558	0.050286	0.045508	-0.071855	1.000000	0.046124
Growth Rate (%)	0.034864	0.038771	-0.005908	-0.037833	0.046124	1.000000

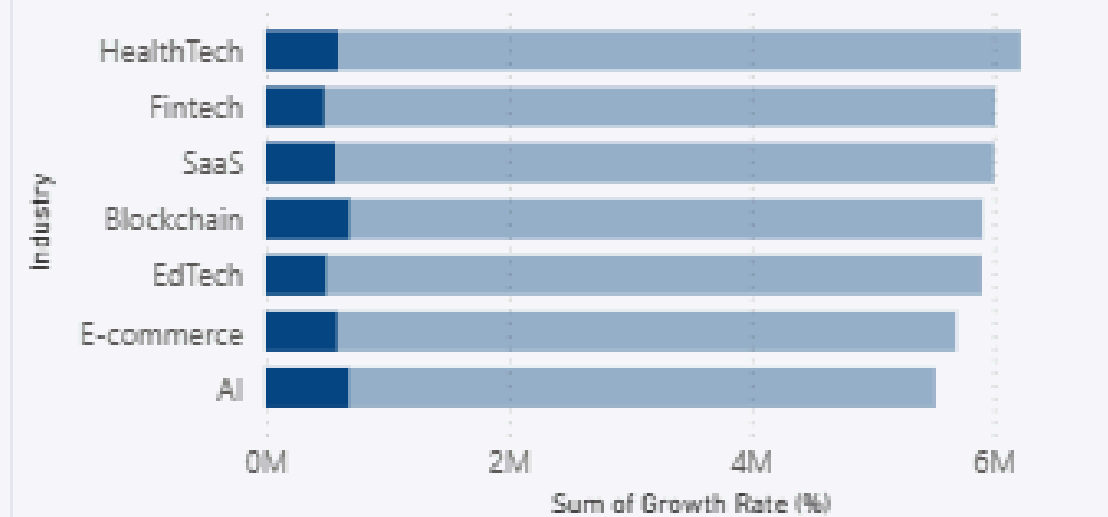
GENERAL ANALYSIS OF GERMANY

GERMANY

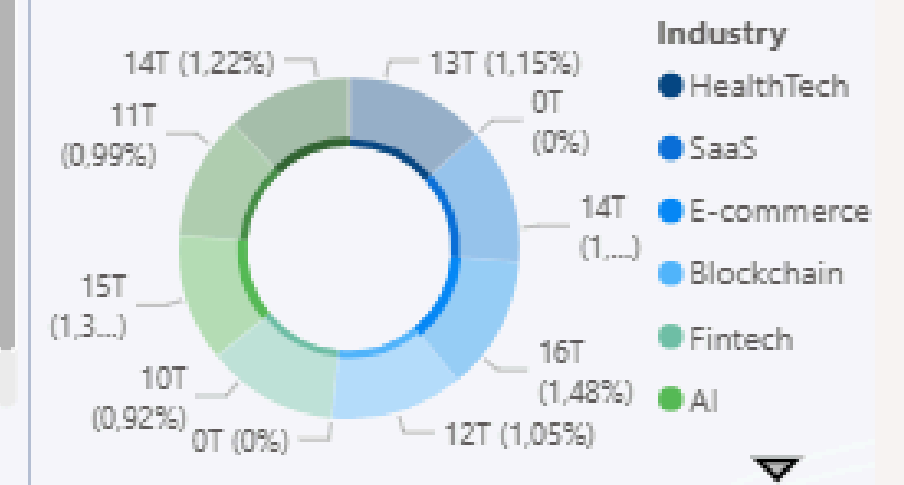
Sum of Valuation (USD) and Sum of Growth Rate (%) by Country



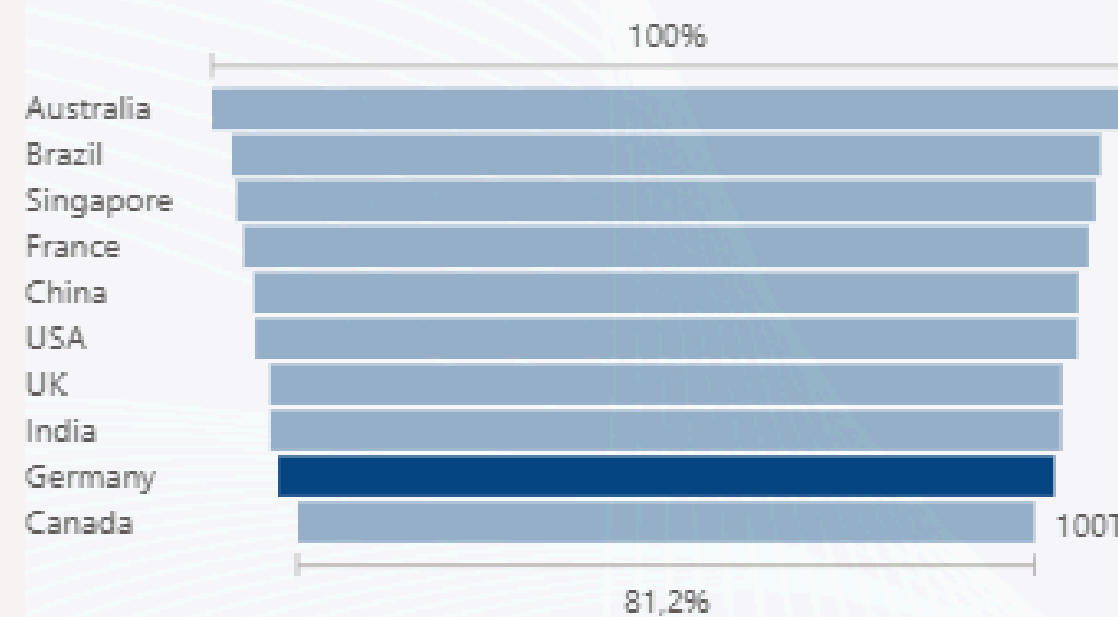
Sum of Growth Rate (%) by Industry



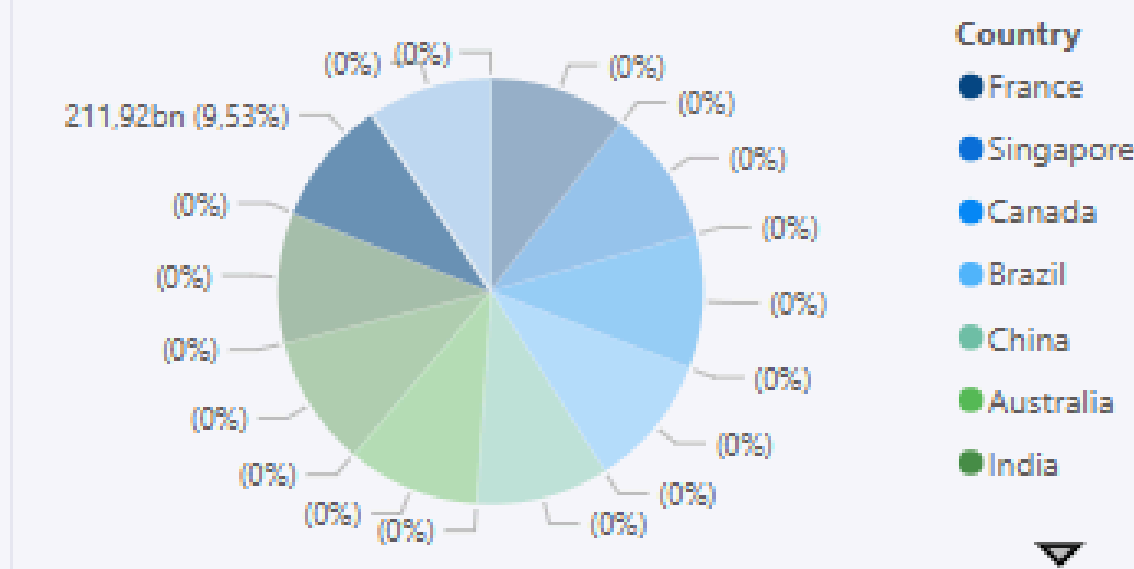
Sum of Investment Amount (USD) and Sum of Number of Investors by Industry



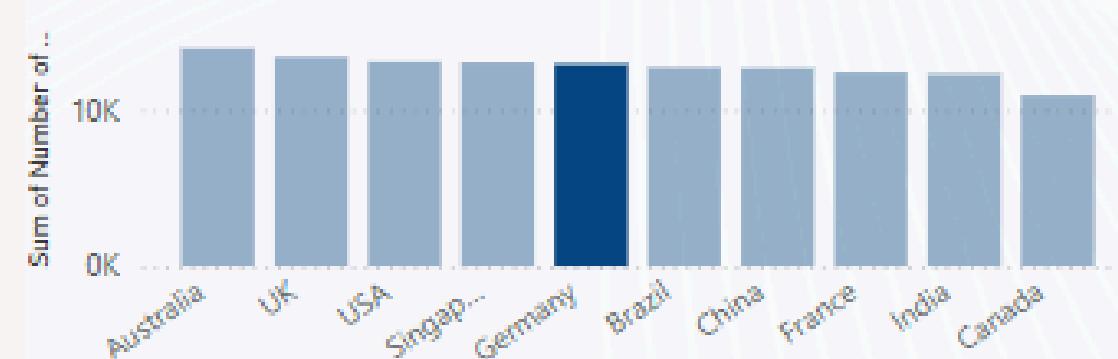
Sum of Investment Amount (USD) by Country



Average of Investment Amount (USD) and Sum of Number of Investors by Country



Sum of Number of Investors by Country



Sum of Growth Rate (%) by Year Founded



AI
674
Min of Growth Rate (%)

Biotech
159
Min of Growth Rate (%)

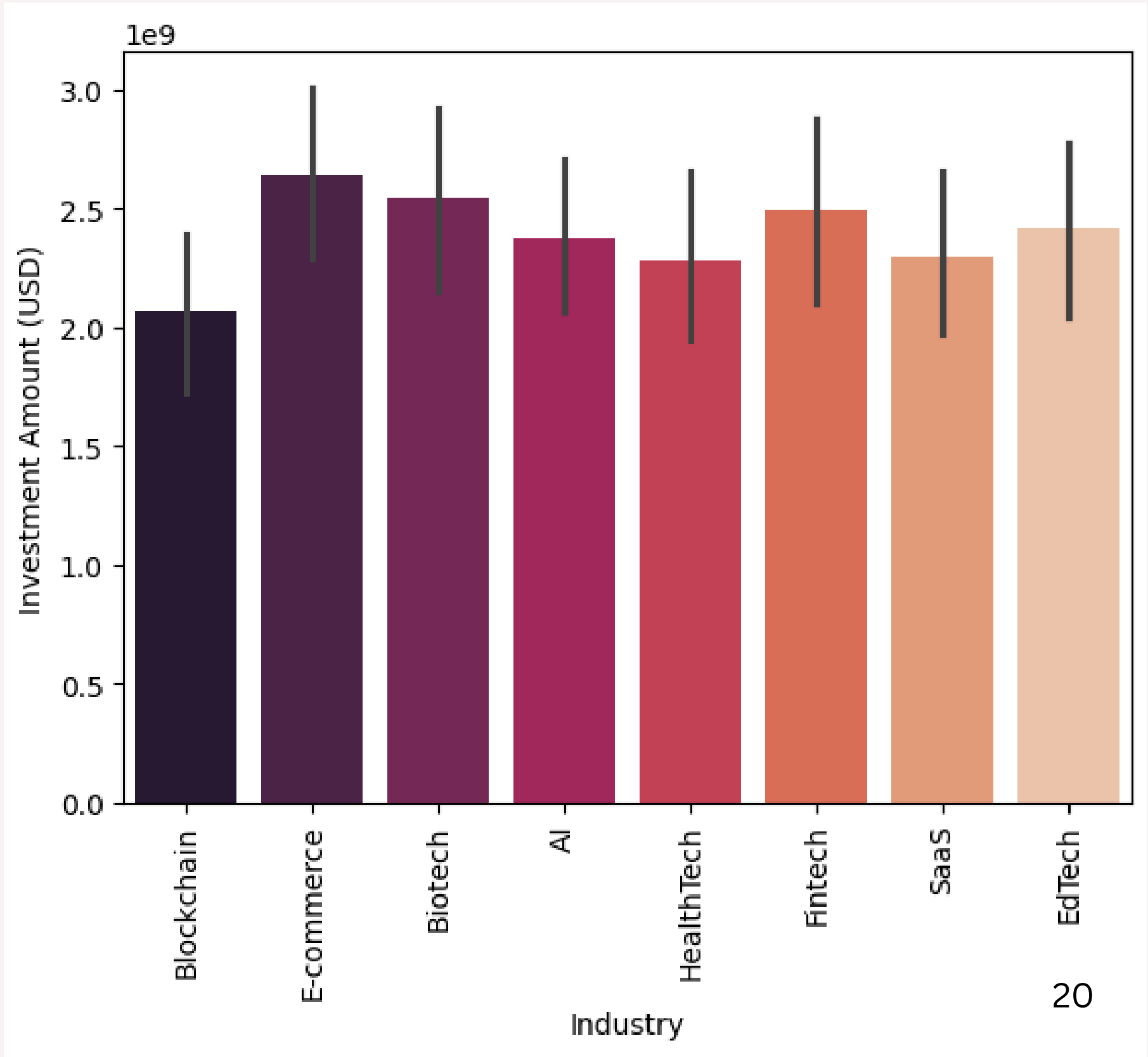
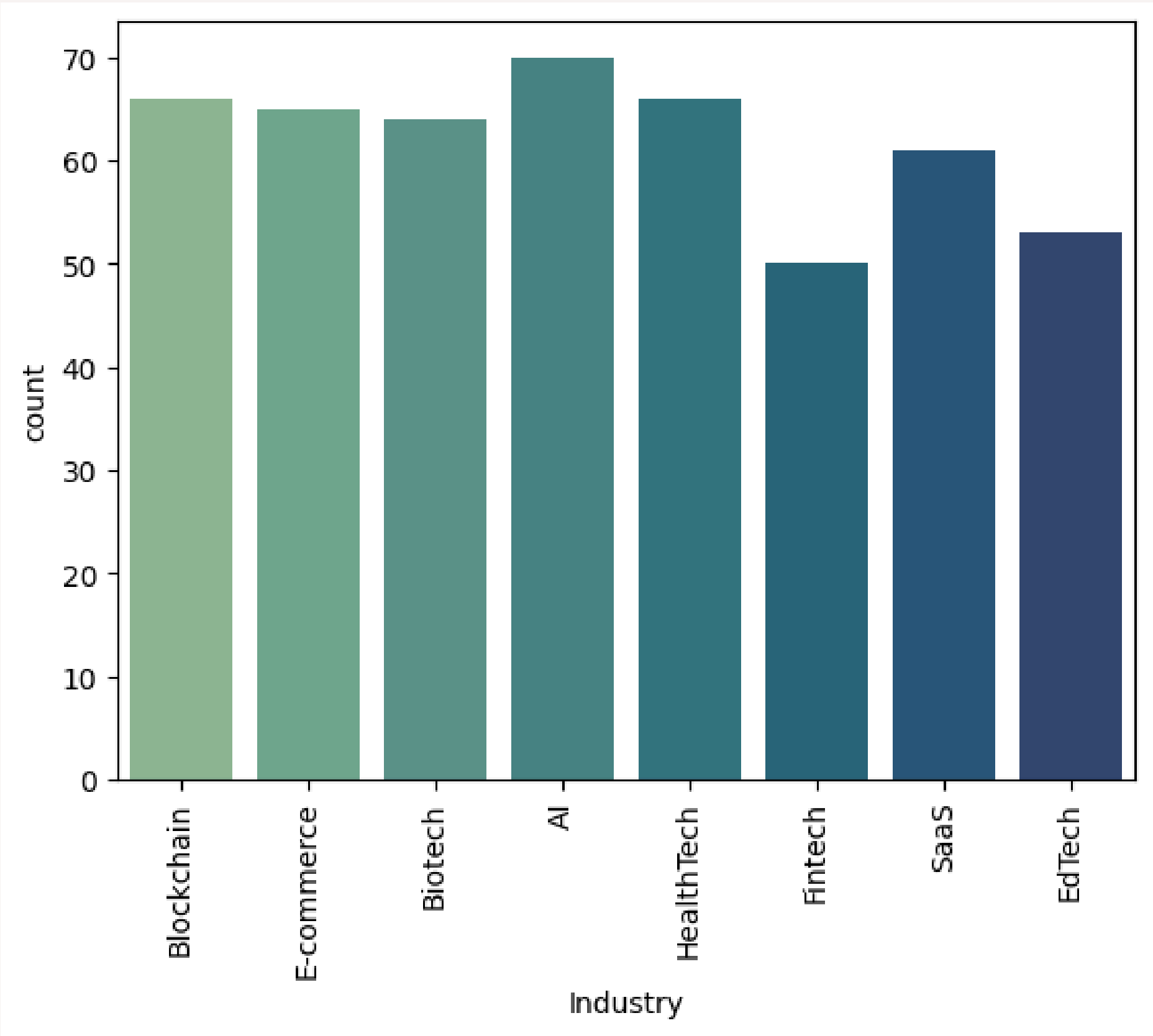
Blockchain
615
Min of Growth Rate (%)

E-commerce
283
Min of Growth Rate (%)

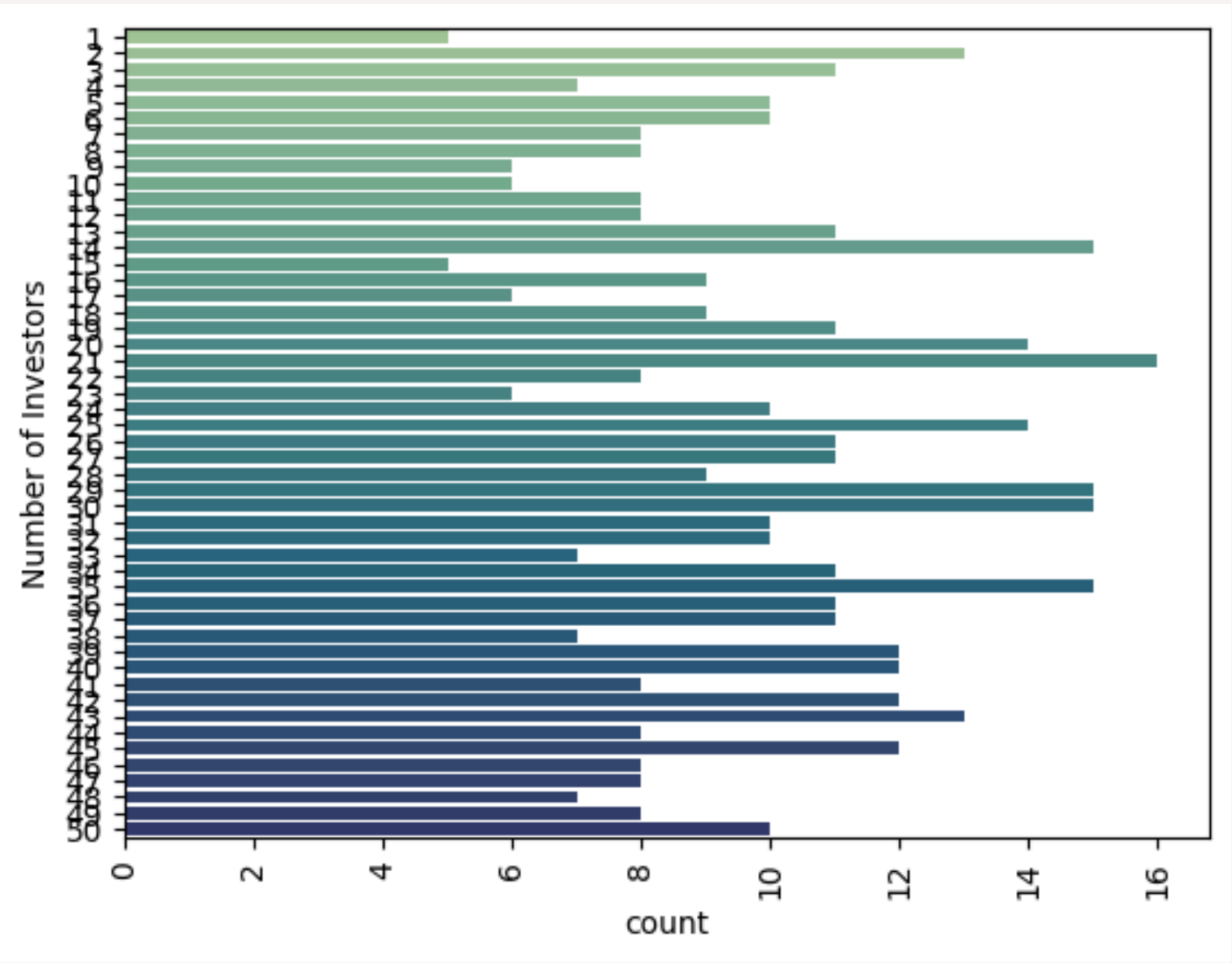
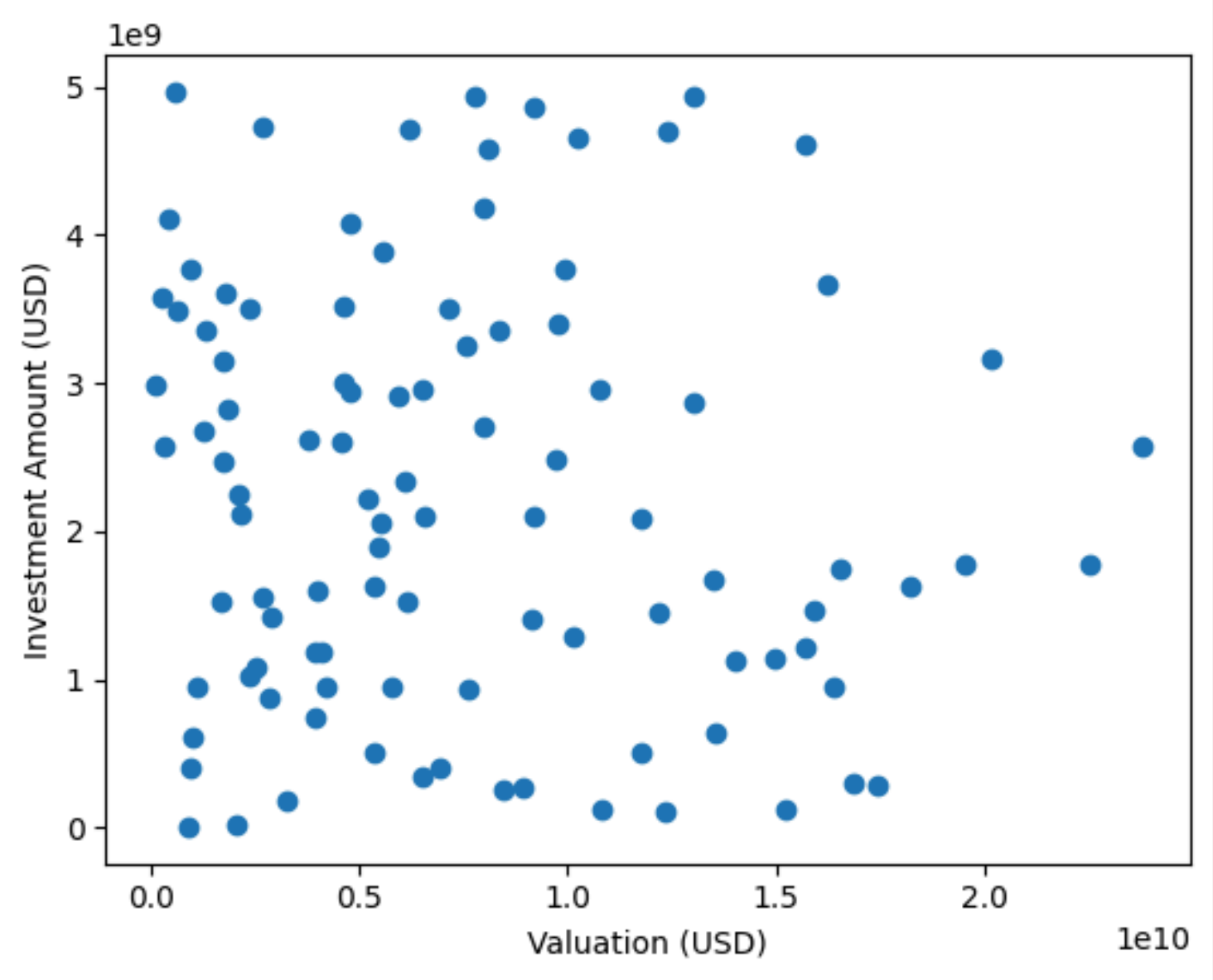
EdTech
614
Min of Growth Rate (%)

Fintech
137

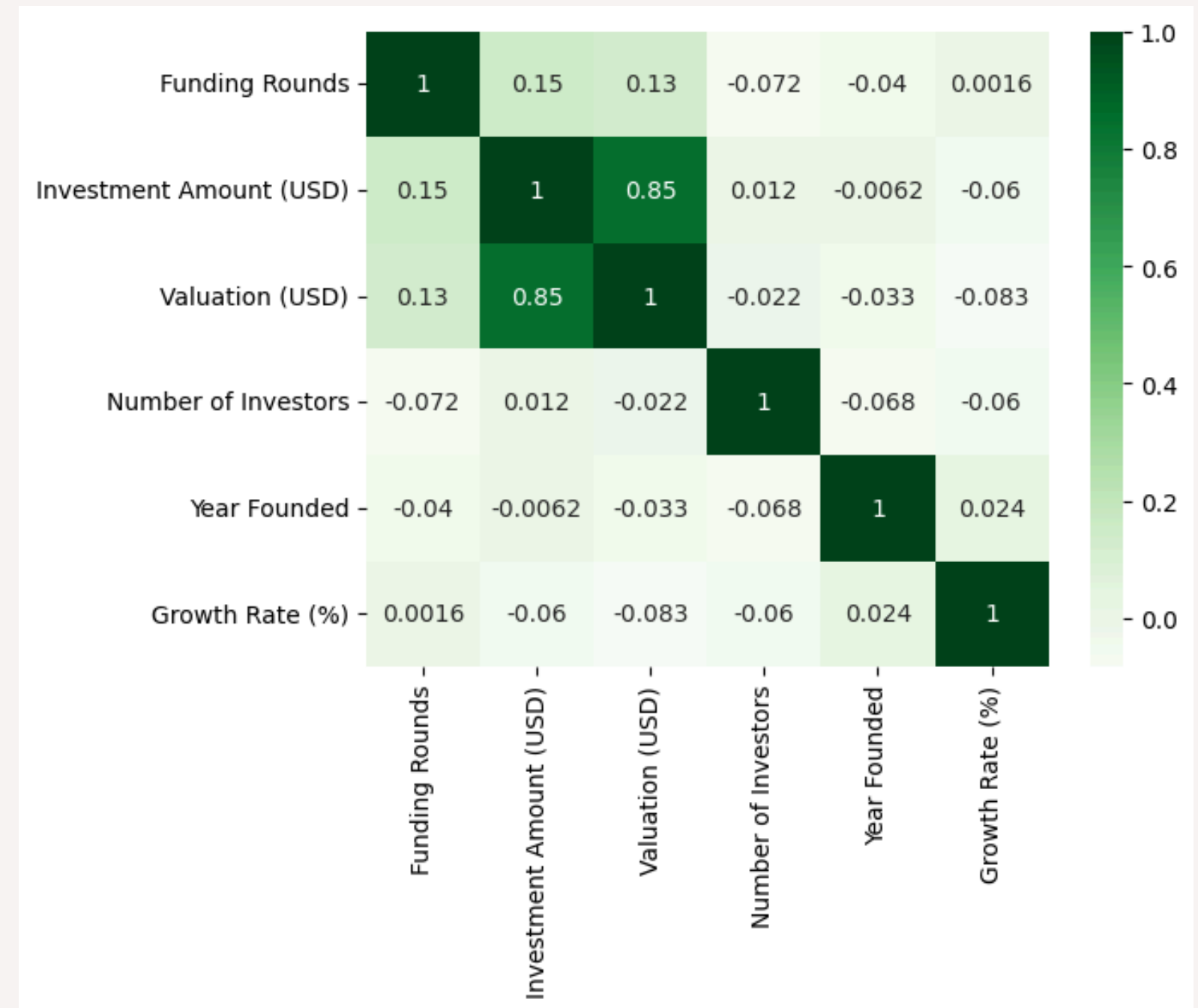
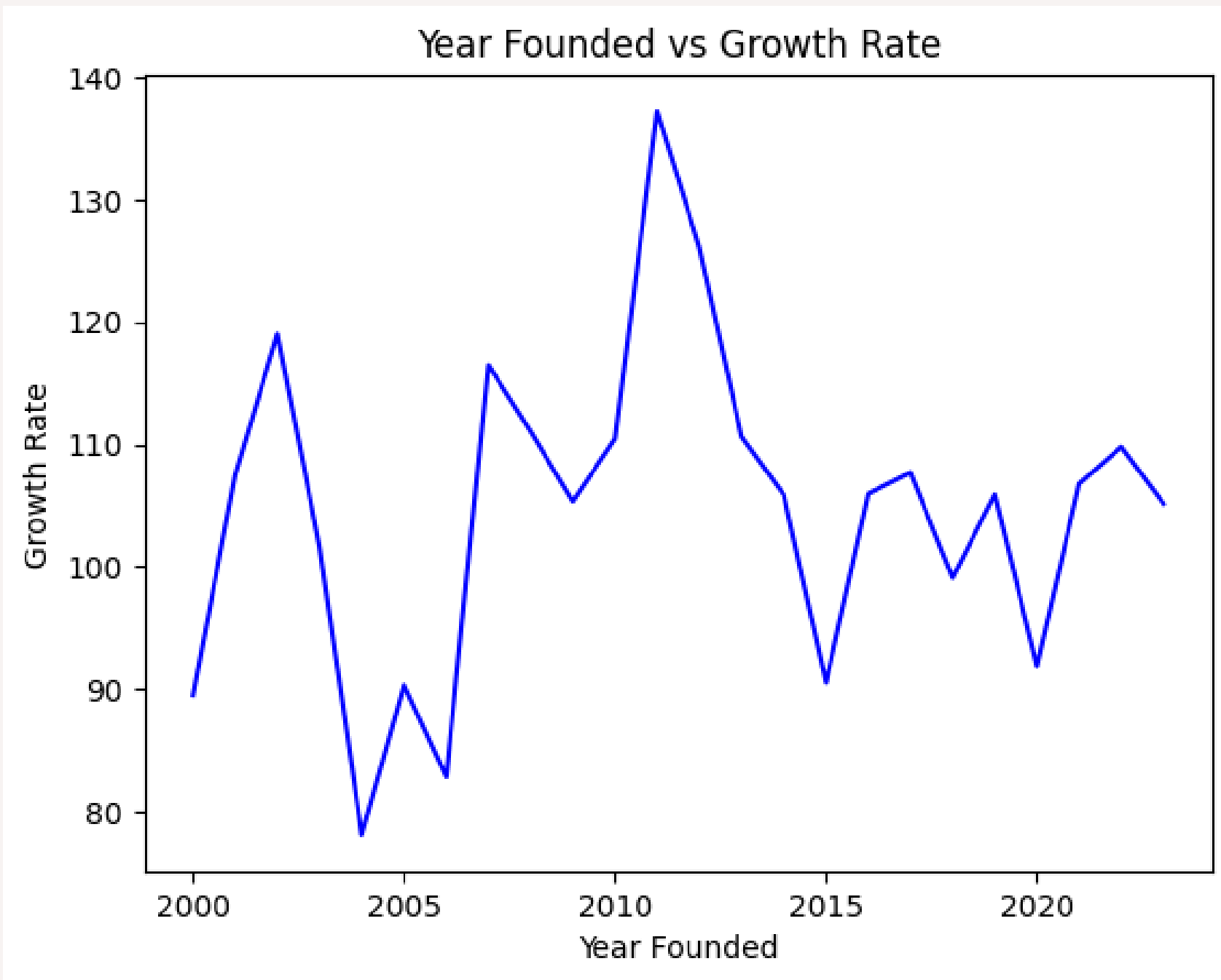
Industry count and industry/investment analysis



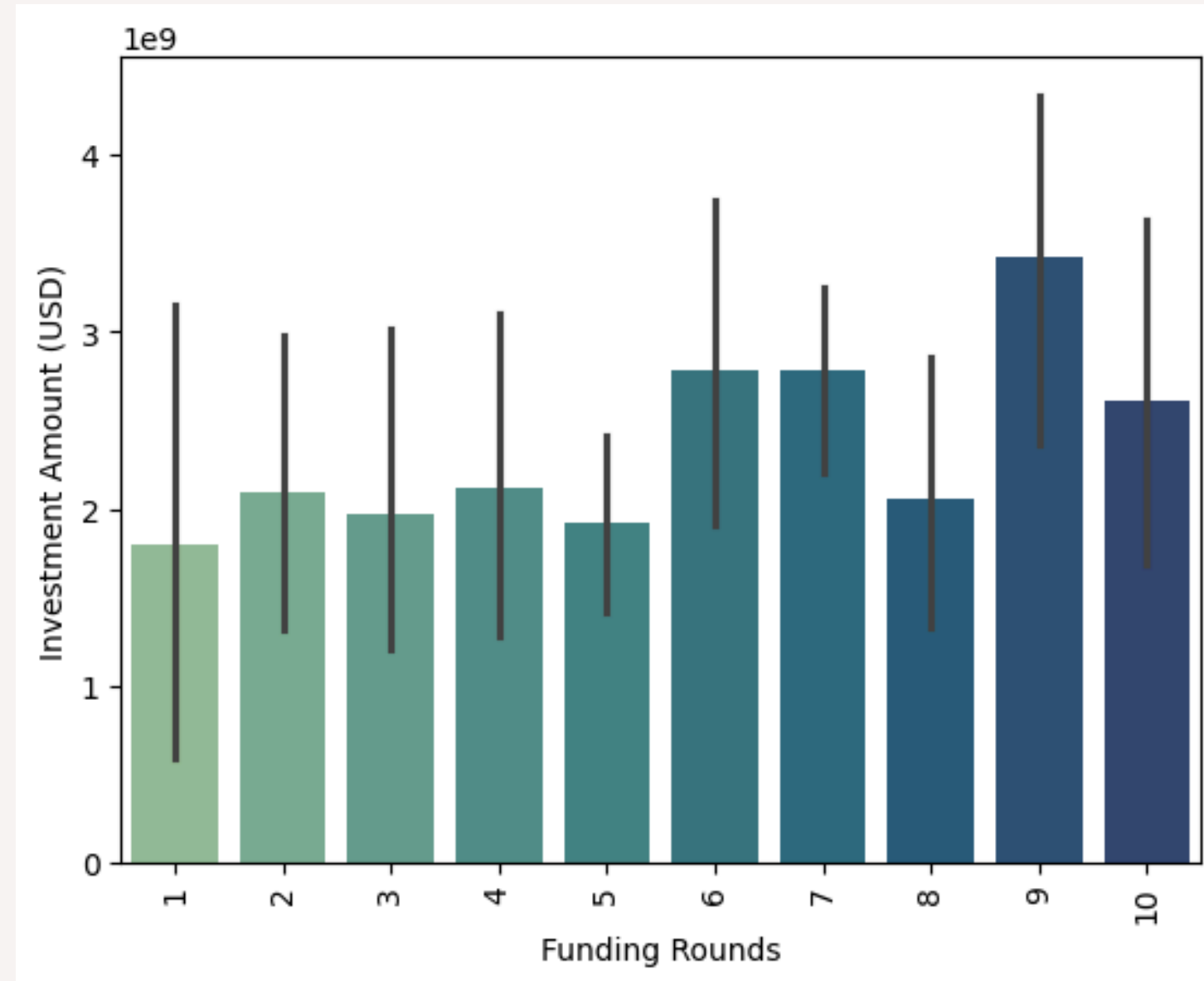
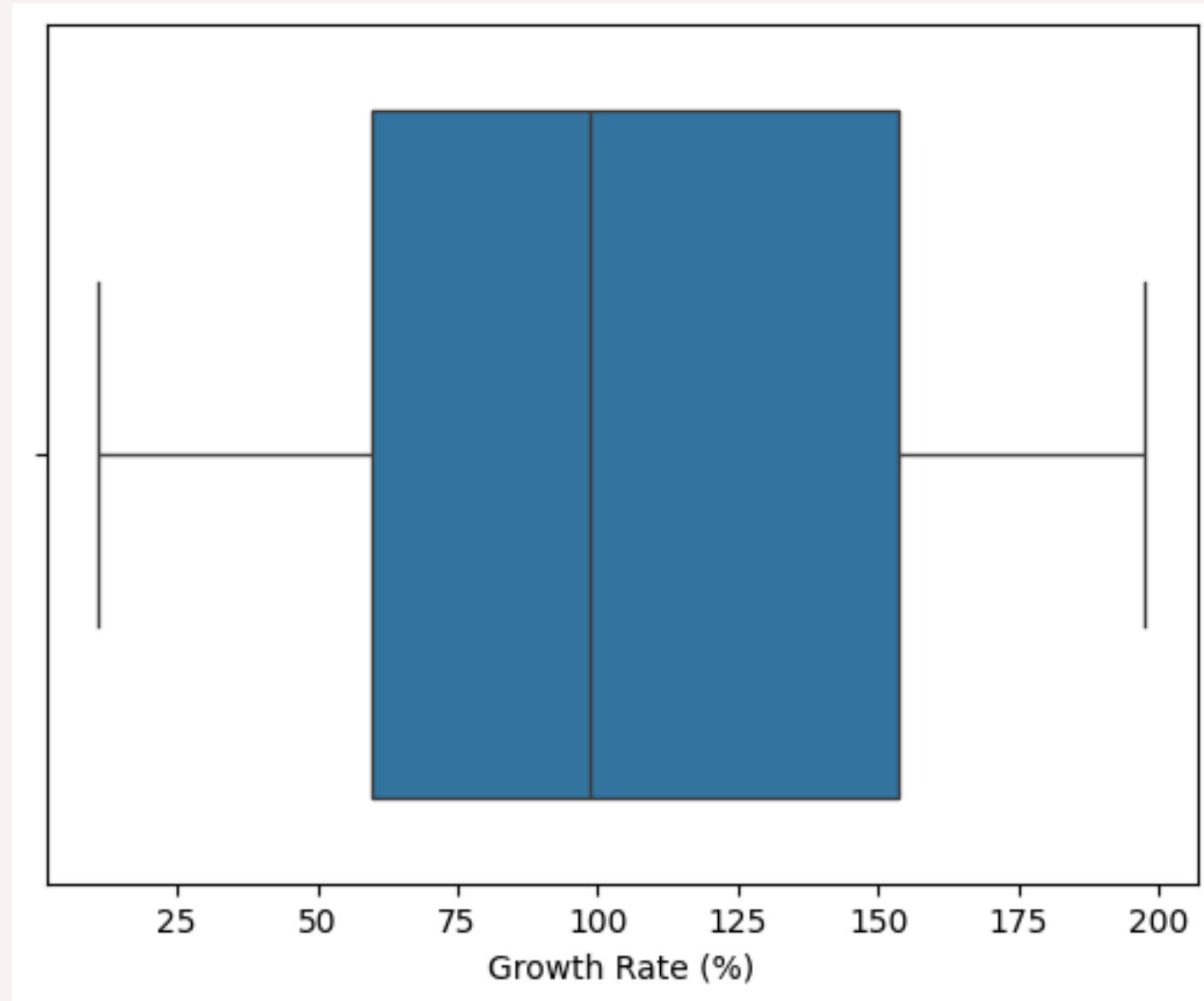
INVESTMENT AMOUNT AND NUMBER OF INVESTORS

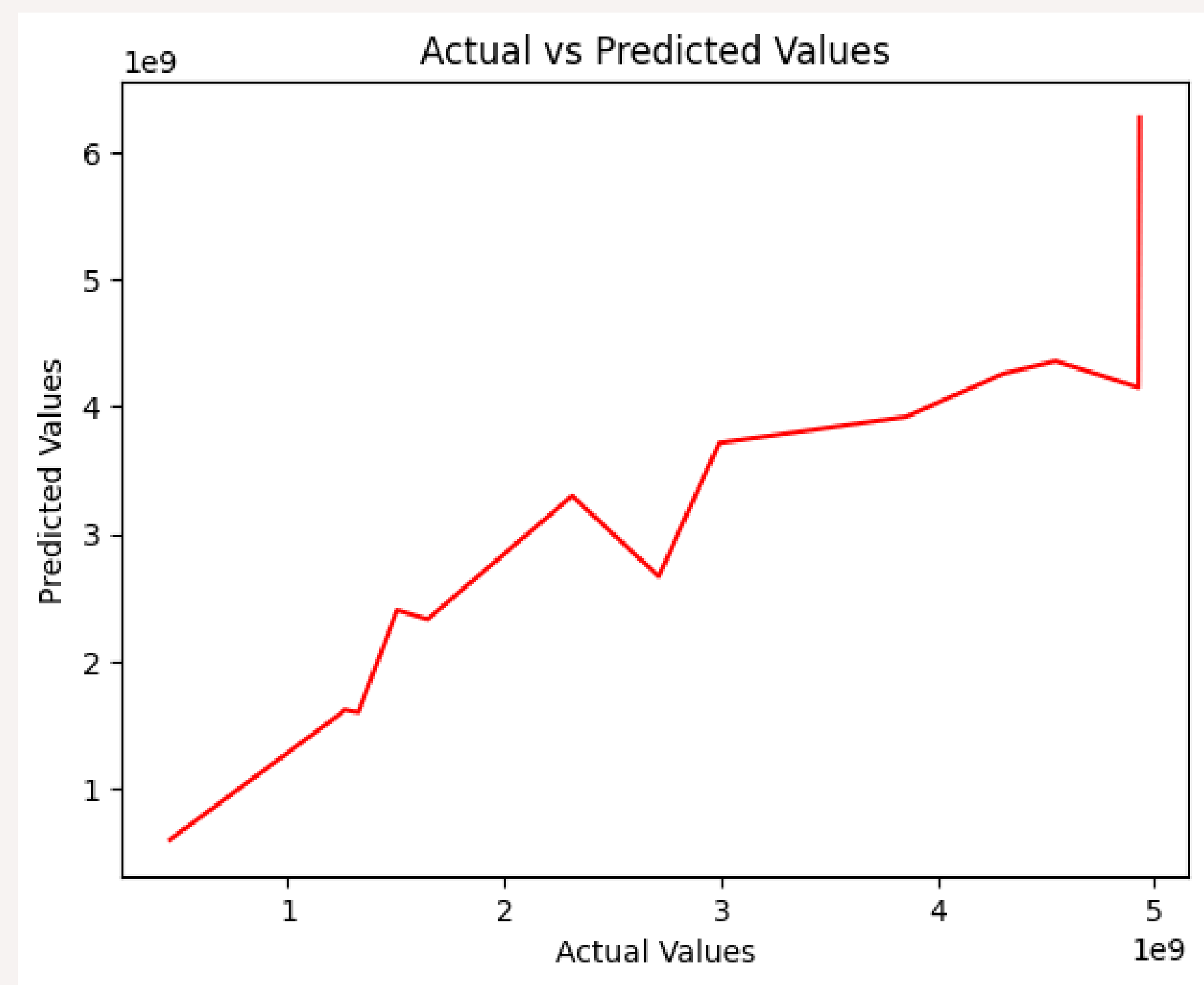
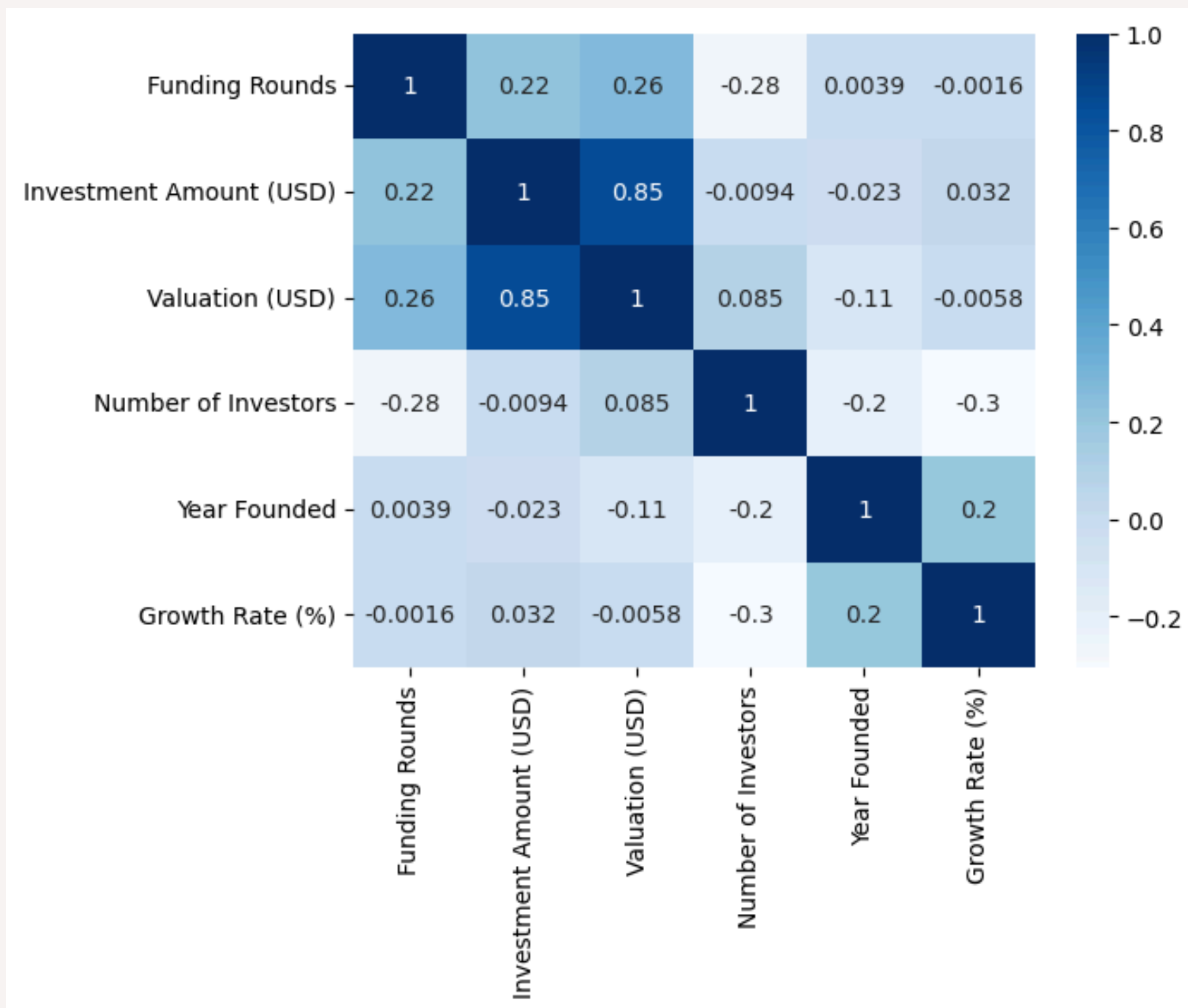


Year of Foundation vs Growth Rate and Correlation Matrix of Numeric Features



AI in Germany



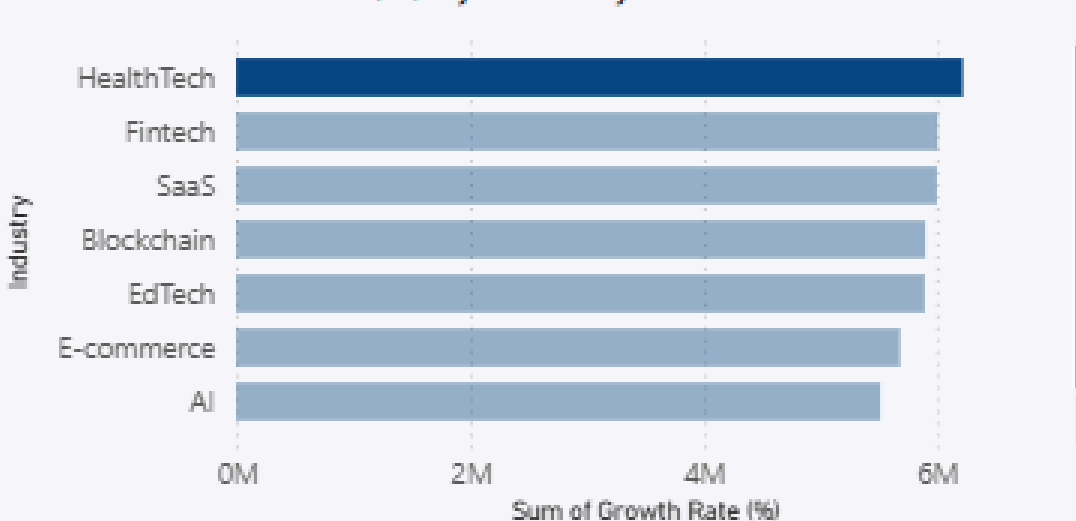


GERMAN HEALTH-TECH

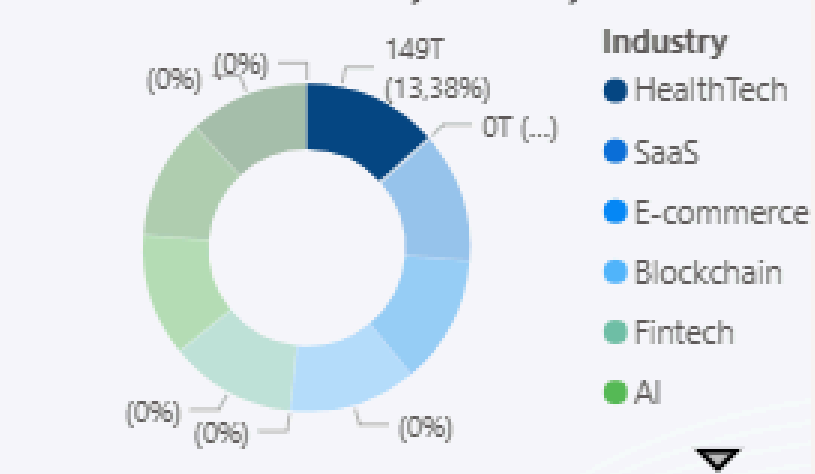
Sum of Valuation (USD) and Average of Growth Rate (%) by Country



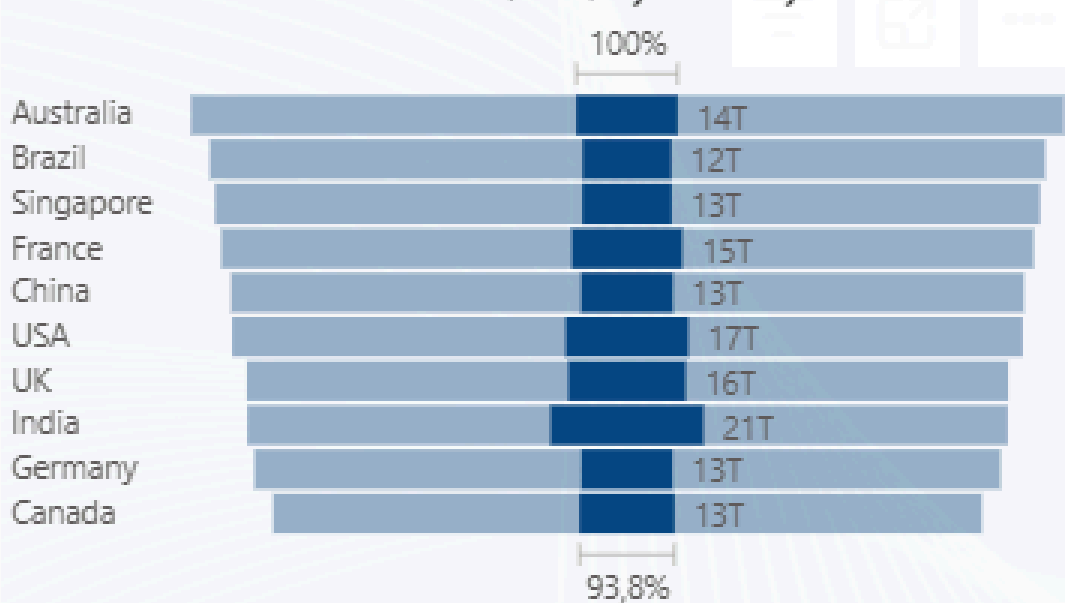
Sum of Growth Rate (%) by Industry



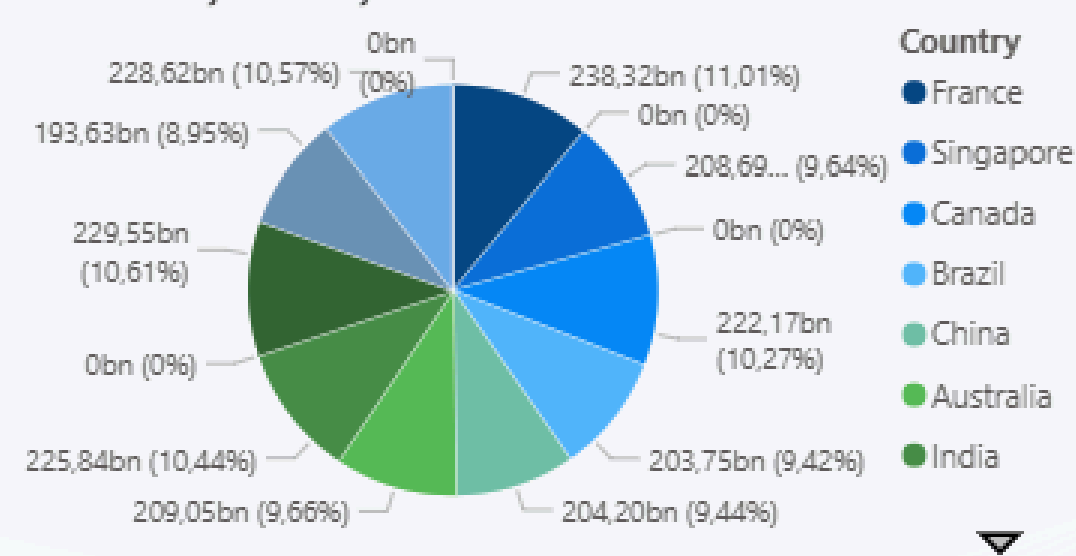
Sum of Investment Amount (USD) and Sum of Number of Investors by Industry



Sum of Investment Amount (USD) by Country



Average of Investment Amount (USD) and Sum of Number of Investors by Country



Average of Growth Rate (%)

E-commerce
8986,67
Average of Growth Rate (%)

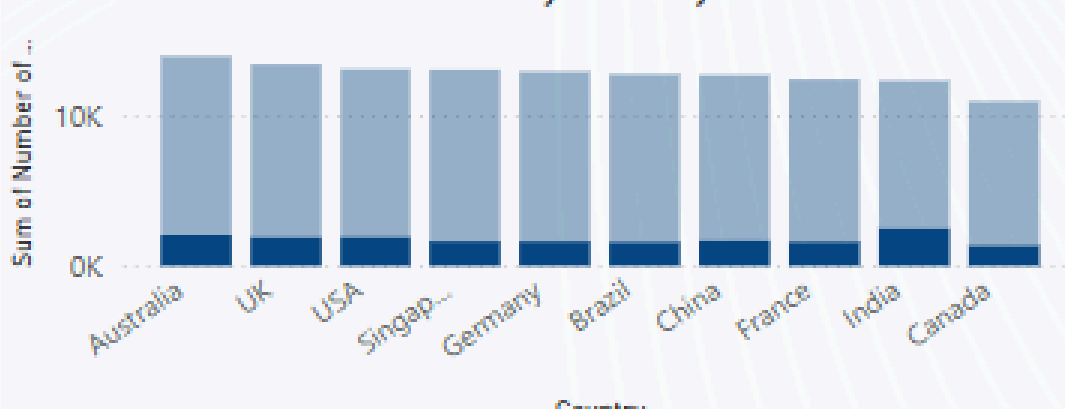
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Average of Growth Rate (%)

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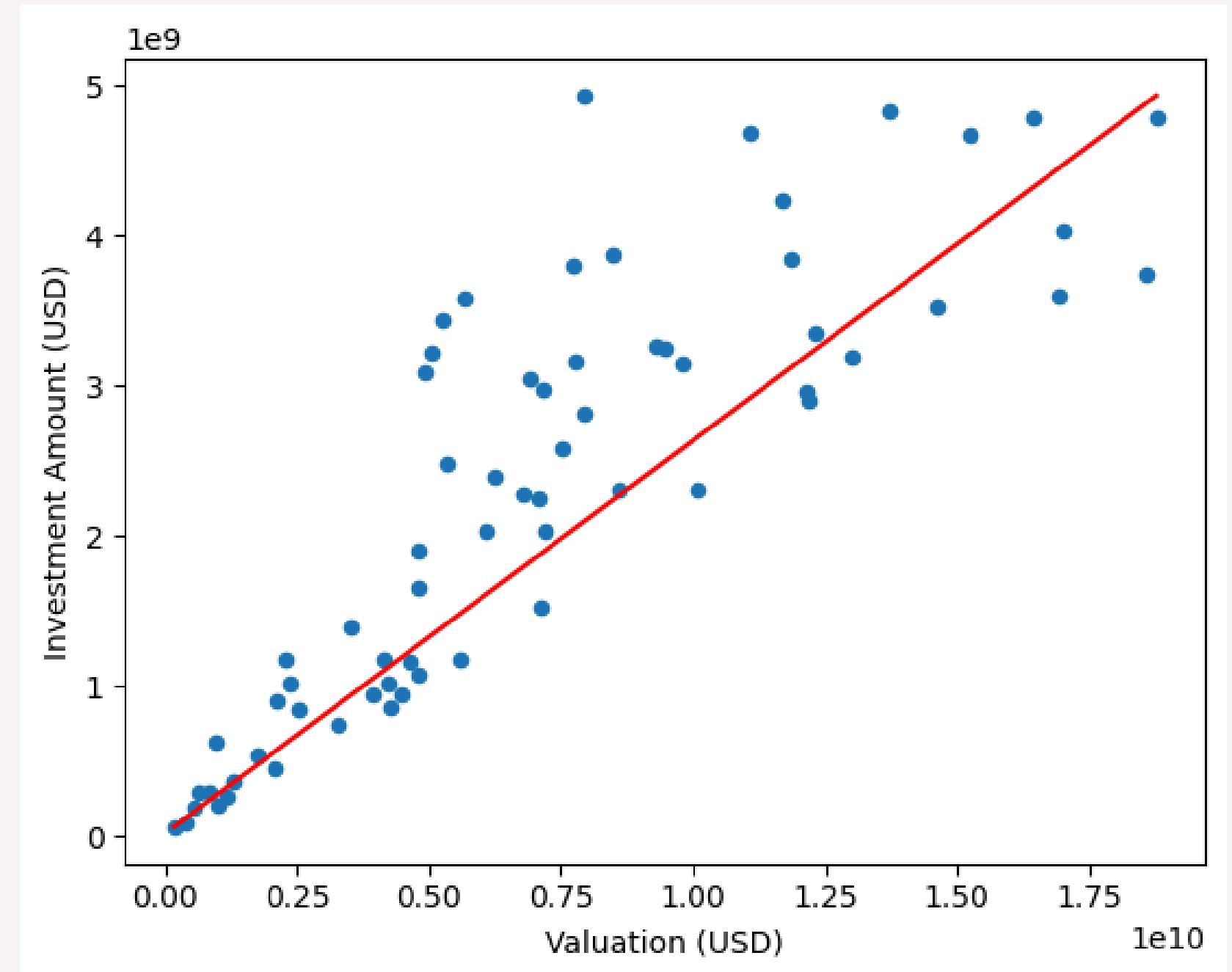
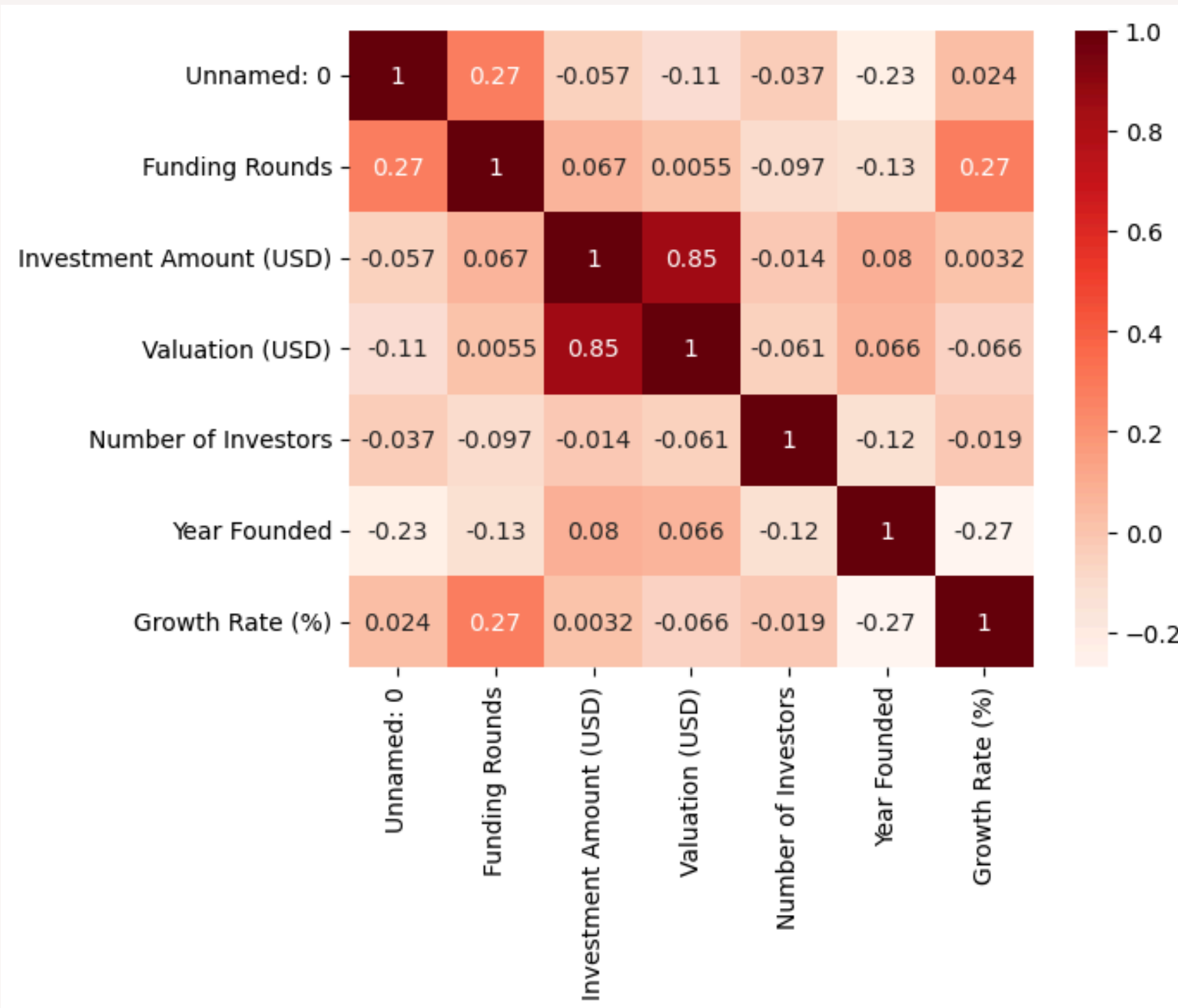
Sum of Number of Investors by Country



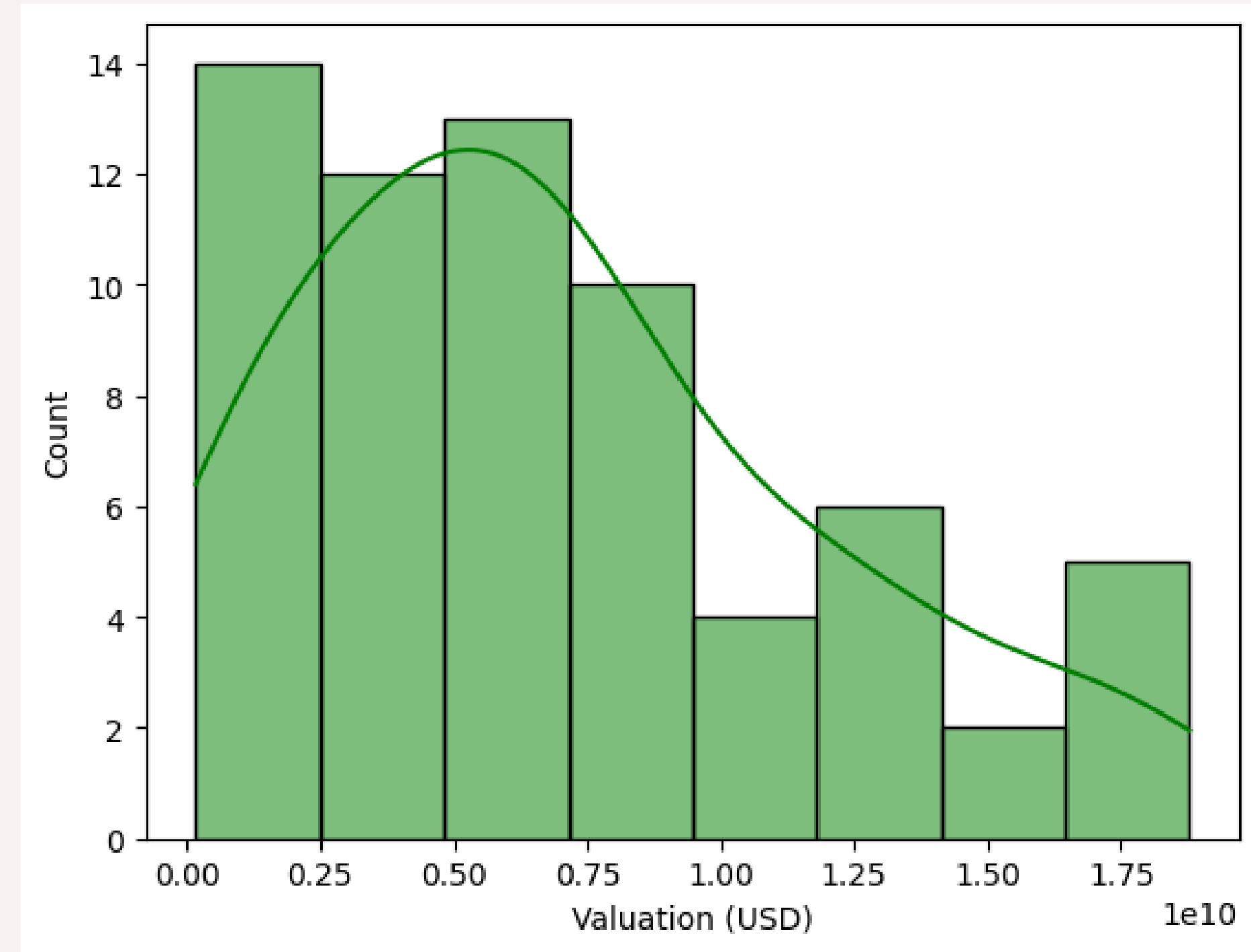
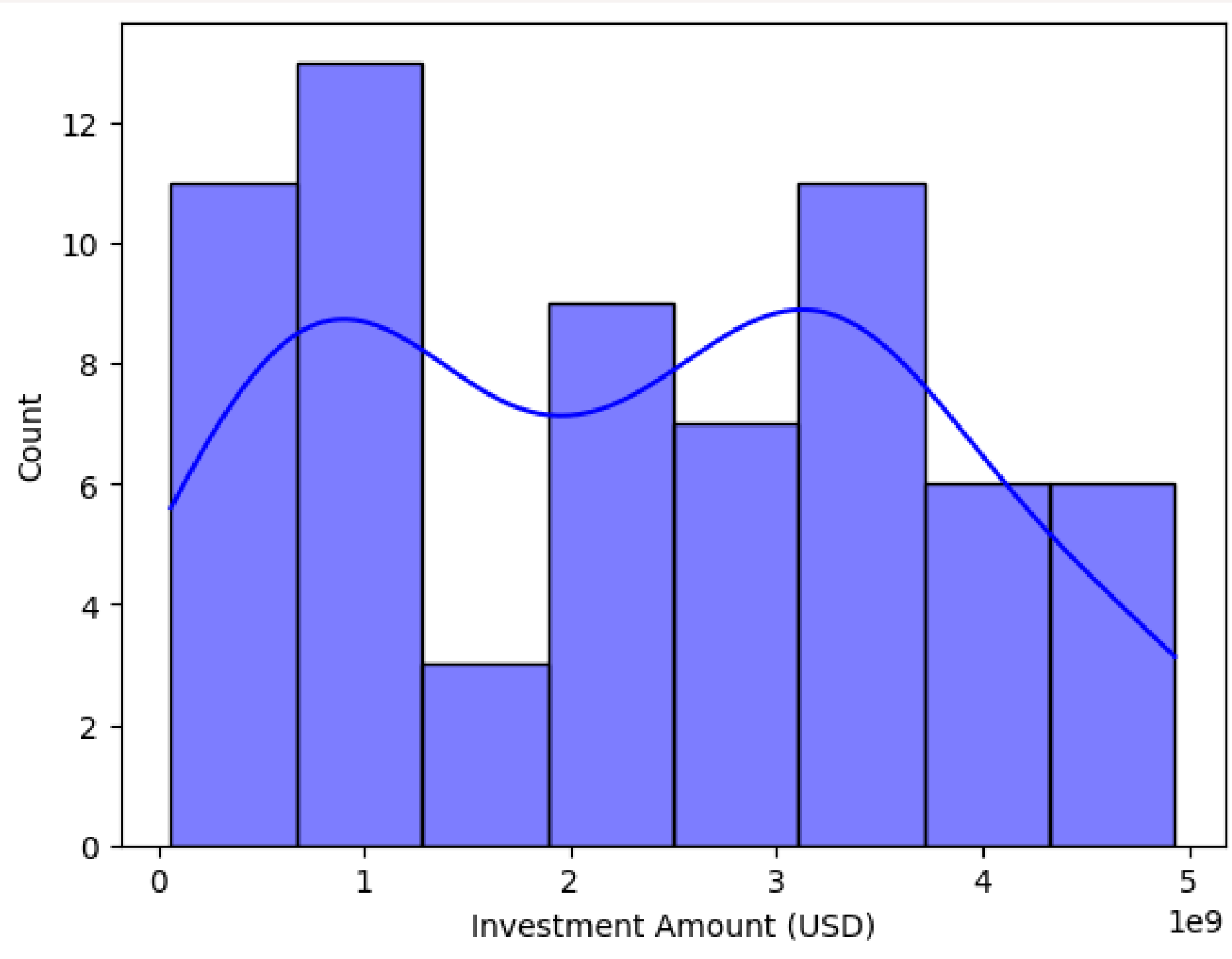
Sum of Growth Rate (%) by Year Founded



Investment amount and valuation

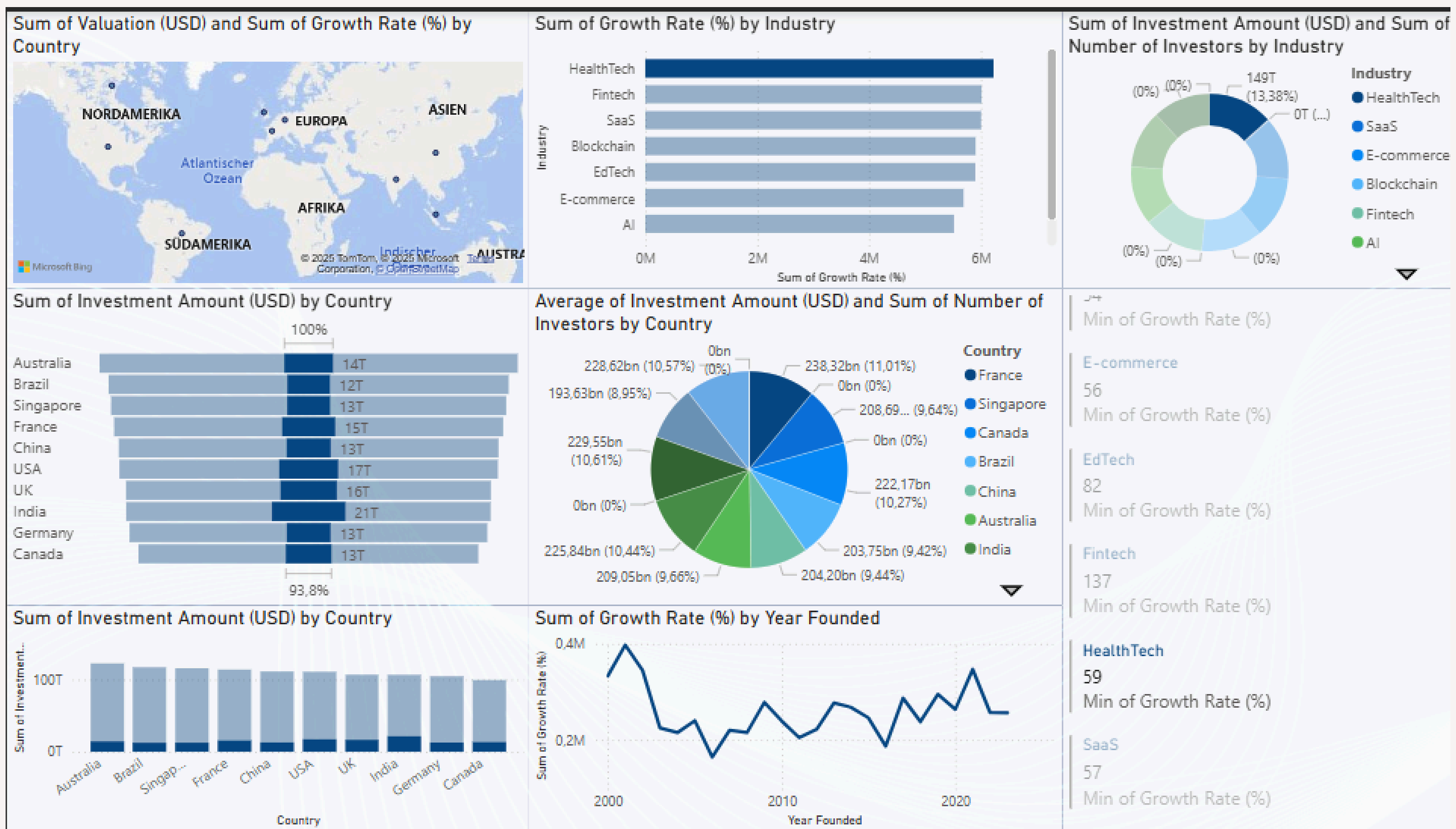


INVESTMENT AMOUNT VS VALUATION

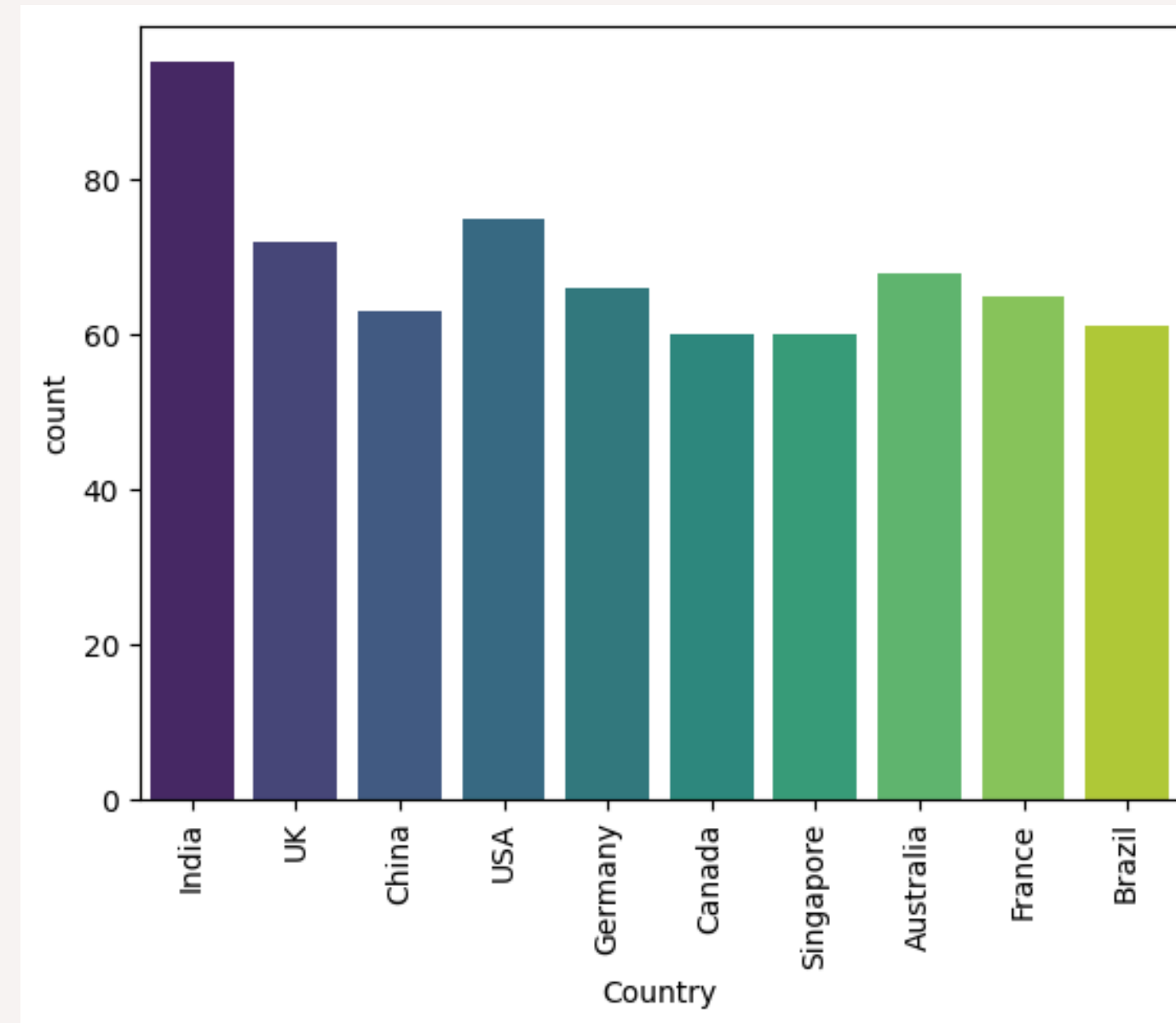
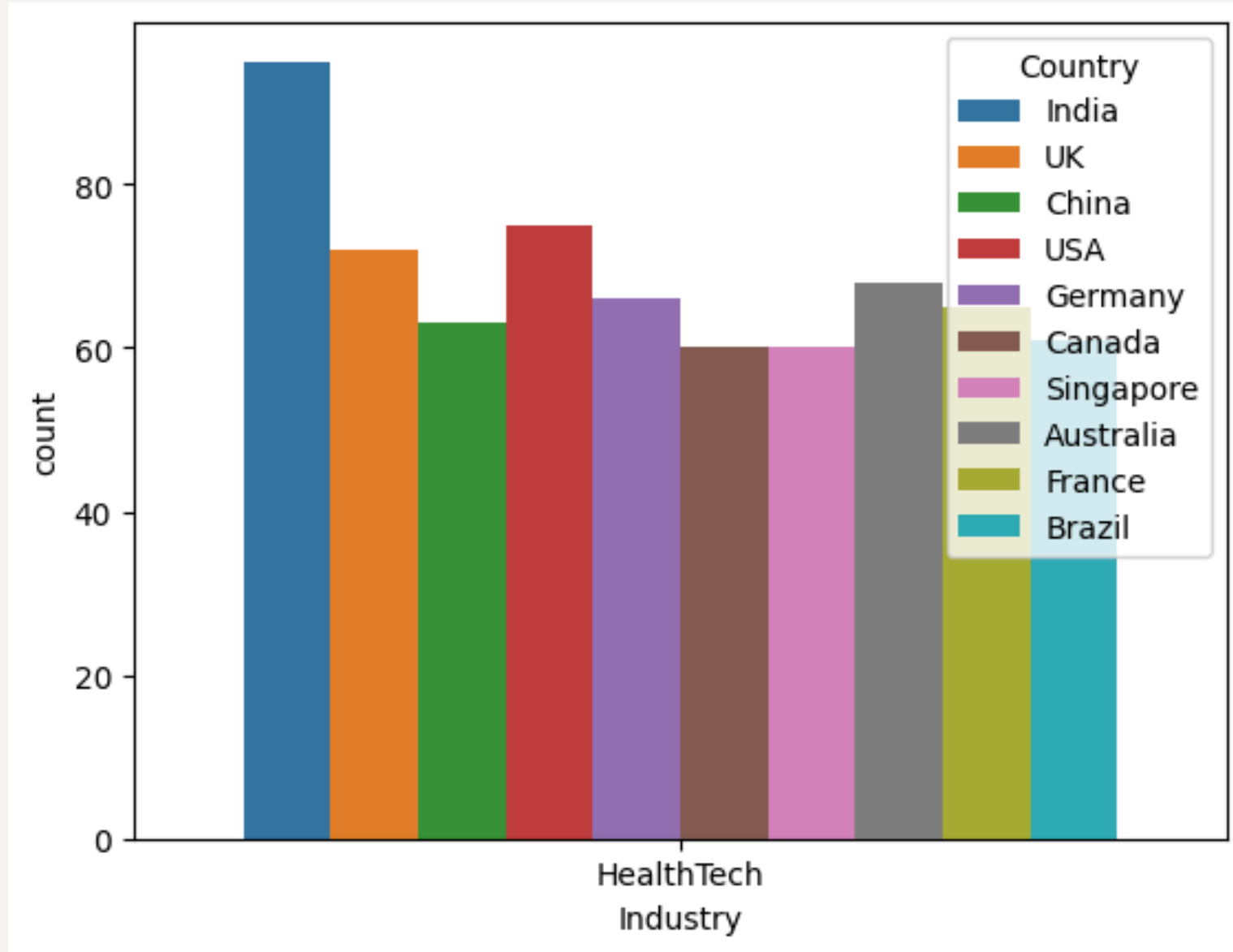


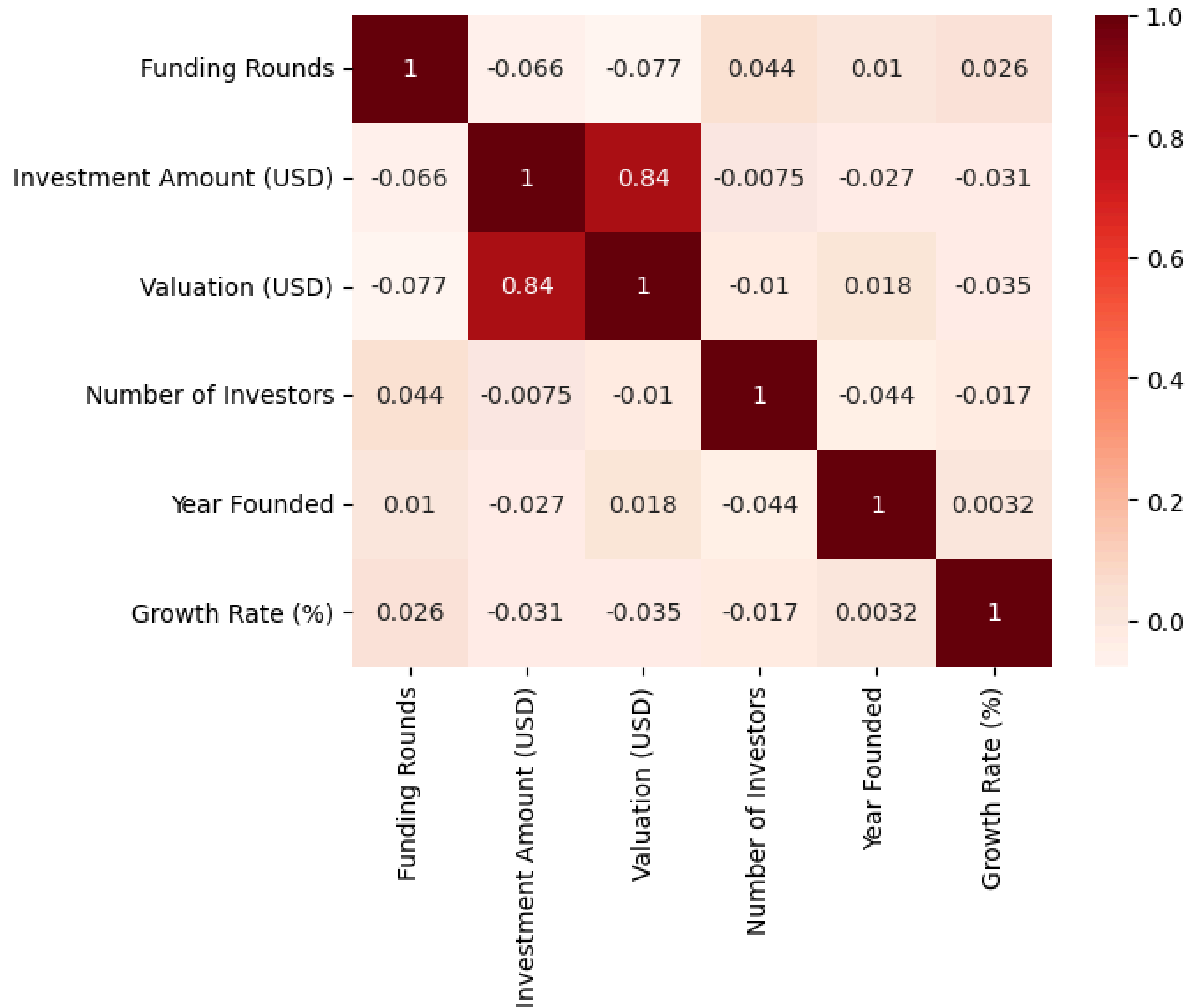
HEALTH-TECH STARTUPS

GENERAL HEALTH TECH

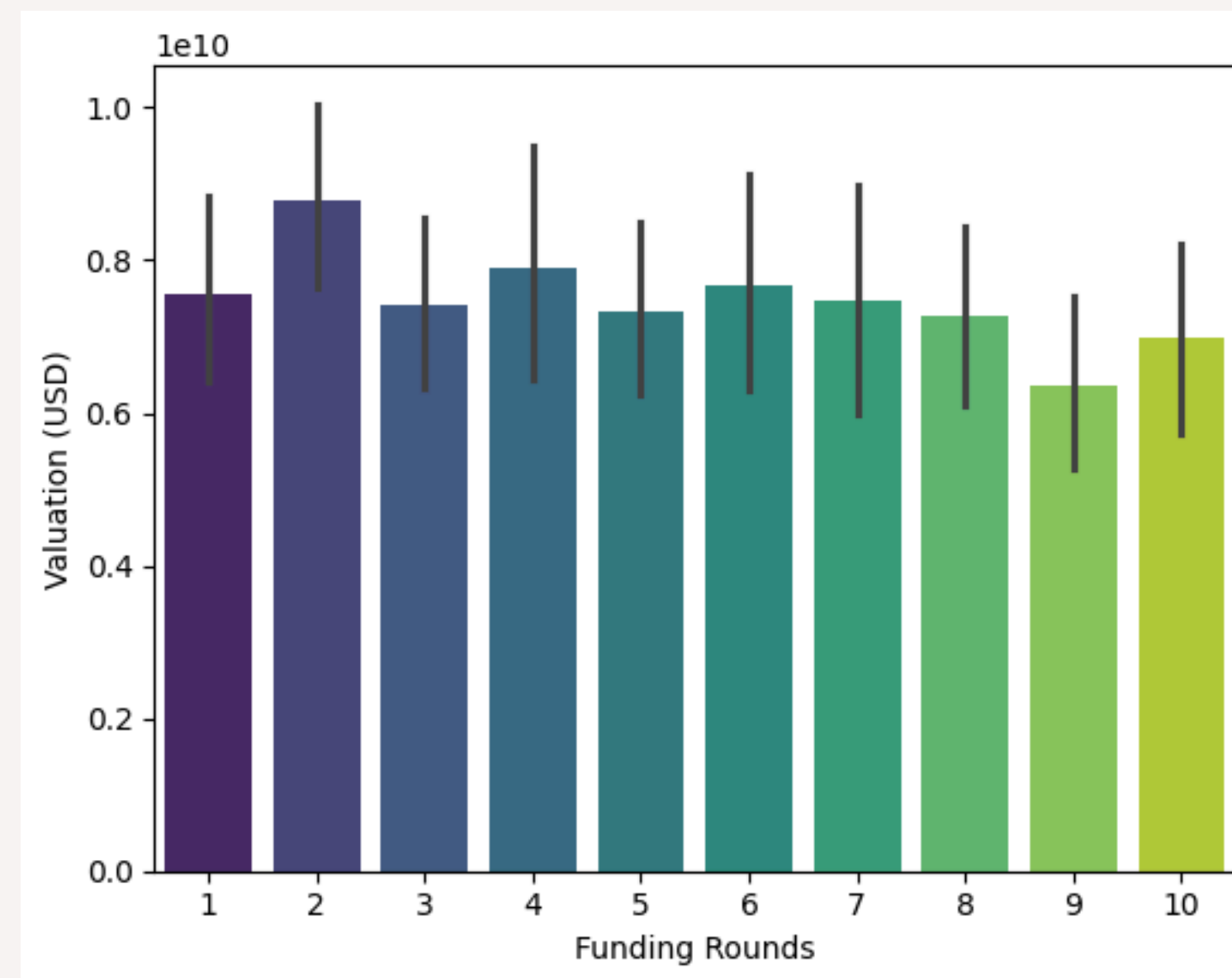
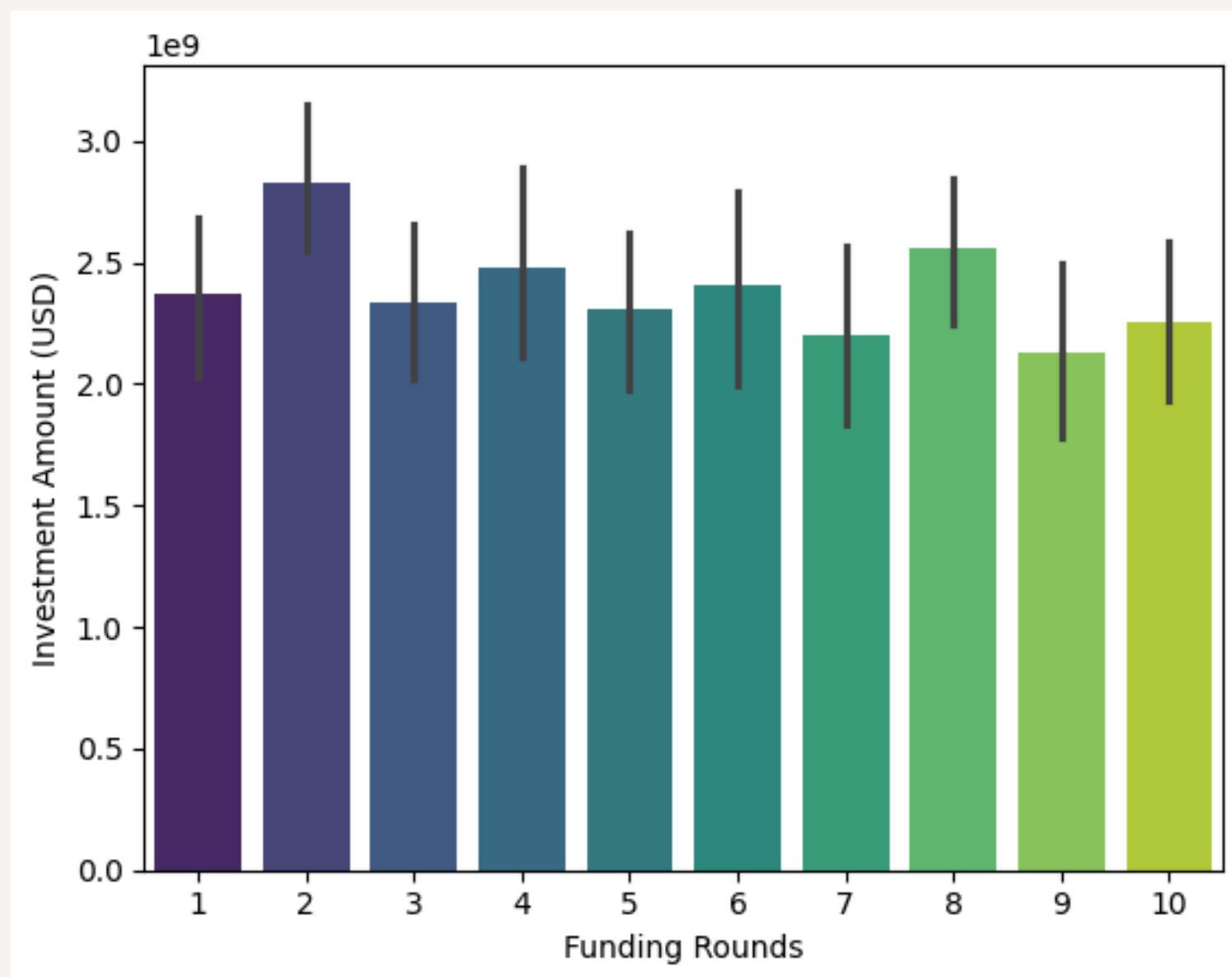


Health tech industry in different countries





VALUATION AND INVESTMENT AMOUNT



GENERAL INSIGHTS & RECOMMENDATIONS

In this project it has been investigated a hypothetical scenario on startup growth and investments. It has been investigated several industries and countries, with an emphasis on german health-tech and indian ed-tech. The correlation matrices were shown in order to look up for interrelating factors, to find a relationships among the feaures numerically.

THANK YOU