**STARTUP GROWTH ANALYSIS USING POWER BUSINESS INTELLIGENCE**

**A PROJECT REPORT**

***Submitted by***

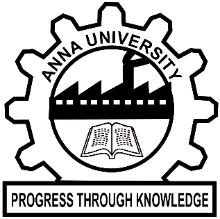
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***in partial fulfillment for the award of the degree***

***of***

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****

**VELAMMAL ENGINEERING COLLEGE**

**ANNA UNIVERSITY: CHENNAI 600 025**

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**BONAFIDE CERTIFICATE**

Certified that this project report **“STARTUP GROWTH ANALYSIS USING POWER BUSINESS INTELLIGENCE”** is the bonafide work of **BALAJI.E (113215104023)** who carried out the project work under my supervision.

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**VIVA VOCE EXAMINATION**

The viva voce examination of this project work “**STARTUP GROWTH ANALYSIS USING POWER BUSINESS INTELLIGENCE”** is a bonafide record of project done by the department of Computer Science and Engineering, Velammal Engineering College during the academic year 2018-2019 by

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INTERNAL EXAMINER EXTERNAL EXAMINER

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**ABSTRACT**

This application thrives each and every aspiring entrepreneur to get overall analysis of different start-ups and business arenas dynamically through Data Analytics using power Business Intelligence Technology. This application answers client queries based on the data Interpreted from the warehouse. This application provides guidance on how to design a Revenue model ranging from small start-ups to big MNC’s. This application guides each individual ranging from how to choose a location for a start-up based on different factors like getting an overview about the startup, choosing the best suited revenue model, till designing the revenue model for the start-up. Growth analyzer is the most important module that uses data analytics using power Business Intelligence which displays the outcome in various types such as statistical analysis, bar chart, pie charts, etc by which the entrepreneurs get a clear idea about their goal in setting up their firm they also realize all the aspects in setting their firm. Hence, this Application will enthrall each and every optimistic entrepreneur to pursue a start-up and become a business tycoon.

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**LIST OF ABBREVIATIONS**

BA BUSINESS ANALYTICS

BDA BIG DATA ANALYTICS

BI BUSINESS INTELLIGENCE

CSS CASCADING STYLESHEET

DA DATA ANALYTICS

DAO DATA ACCESS OBJECT

DLMM DATA LITERACY MATURITY

MODEL

GUI GRAPHICAL USER INTERFACE

M LANG. MASHUP QUERY LANGUAGE

MVC MODEL, VIEW AND CONTROLLER

MYSQL STRUCTURED QUERY

LANGUAGE

PHP HYPERTEXT PREPROCESSOR

RDBMS RELATIONAL DATABASE

MANAGEMENT SYSTEM

REST REPRESENTATIONAL

STATE TRANSFER

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