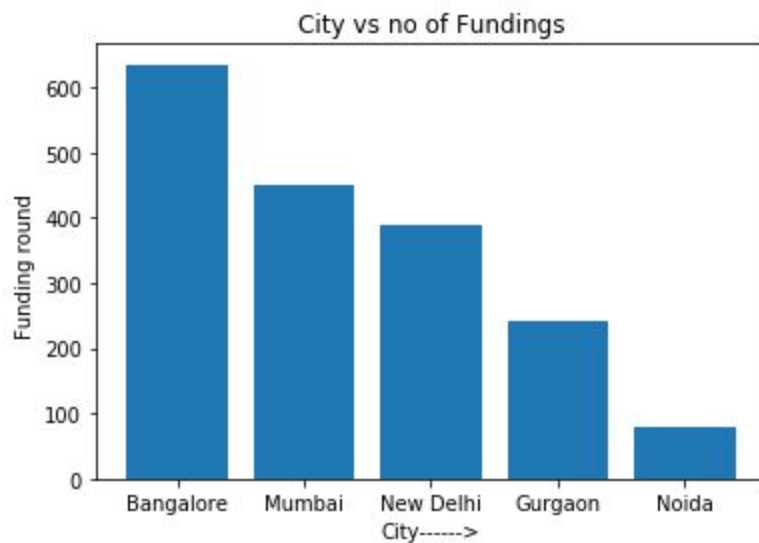


startup funding case study question1

"Your Friend has developed the Product and he wants to establish the product startup and he is searching for a perfect location where getting an 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 deciding the location. NCR include 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 the number of funding. Take the city name "Delhi" as "New Delhi".

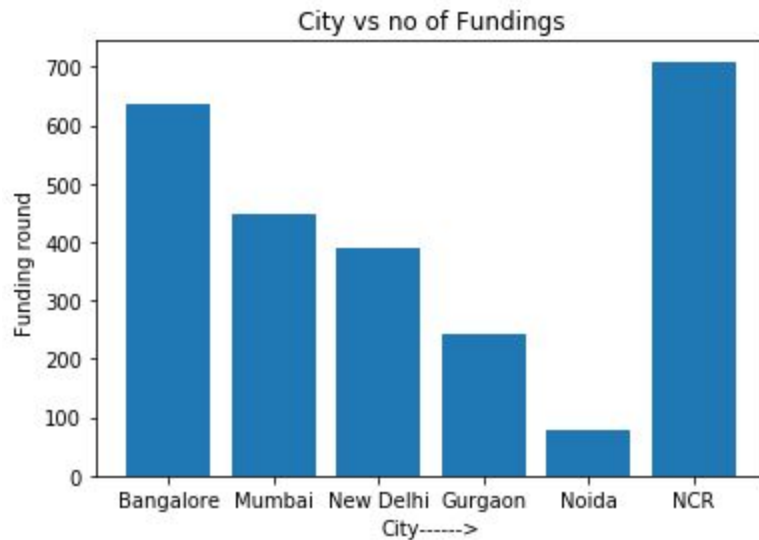
Check the case-sensitiveness of cities also. That means, at someplace instead of "Bangalore", "Bangalore" is given. Take the city name as "Bangalore". For a few startups, multiple locations are given, one Indian and one Foreign. Consider the startup if any one of the city lies in given locations."

Answer to Question 1



from the bar graph, we can see that out of the preferred locations (Bangalore, Mumbai, and NCR) Bangalore has the most number of fundings.

But if we consider New Delhi, Noida and Gurgaon as one location, then the case is different.



From this graph, the location NCR is most preferable. The related code is given in the Q1.py file.

Q2. Even after trying for 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 to question 2

The top five investors are:

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

The related code is given in the Q2.py file.

Q3. After re-analyzing the dataset you found out that some investors have invested in the same startup at different numbers of funding rounds. So before finalizing 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 startup. Find the top 5 investors who have invested the 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.

Ans. to question 3

Sequoia Capital 108
Accel Partners 76
SAIF Partners 68
Kalaari Capital 58
Blume Ventures 54

Code given in the Q3.py file.

Q4. Even after putting so much effort into finding 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 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 is - "Private Equity", "Seed Funding", "Debt Funding", and "Crowd Funding". Keep an eye on any spelling mistake. 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.

Ans to question 4

The top five Investors for Seed Funding and Crowd Funding are :

Indian Angel Network
Rajan Anandan
LetsVenture
Anupam Mittal
Group of Angel Investors

Related code is contained in the Q4.py file

Q5. 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 savior to help your friend and want to create a list of probable new investors. Before moving forward you remember your investor friend advice that finding the investors by analyzing the investment type. Since your friend startup is not in the early phase it is in the 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 is - "Private Equity", "Seed Funding", "Debt Funding", and "Crowd Funding". Keep an eye on any spelling mistake. 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.

Top five investors for Private Equity:

Sequoia Capital

Accel Partners

Kalaari Capital

SAIF Partners

Blume Ventures (SEE Q5.py file)