

**DATA ANALYTICS POWERED BY TABLEAU**

# **PROJECT TITLE**

**CHARTING THE COURSE OF**

**INNOVATION :**

**A STARTUP ANALYSIS**



**BY**

**S.N. ESTHER**

**P.M. GAYATHRI**

**A.S. GOWRI**

**S.S. ASHIKA**



A Startup is a company that is in the initial stages of business .The intension of a startup is to grow rapidly as a result of offering something that addresses a particular market gap.

# **PROJECT REPORT**

## **1. INTRODUCTION**

### **1.1 OVERVIEW**

### **1.2 PURPOSE**

## **2. PROBLEM DEFINITION & DESIGN THINKING**

### **2.1 EMPATHY MAP**

### **2.2 IDEATION & BRAINSTORMING MAP**

## **3. RESULT**

## **4. ADVANTAGES & DISADVANTAGES**

## **5. APPLICATIONS**

## **6. CONCLUSION**

## **7. FUTURE SCOPE**

## **8. APPENDIX**

# 1 INTRODUCTION

## 1.1 Overview

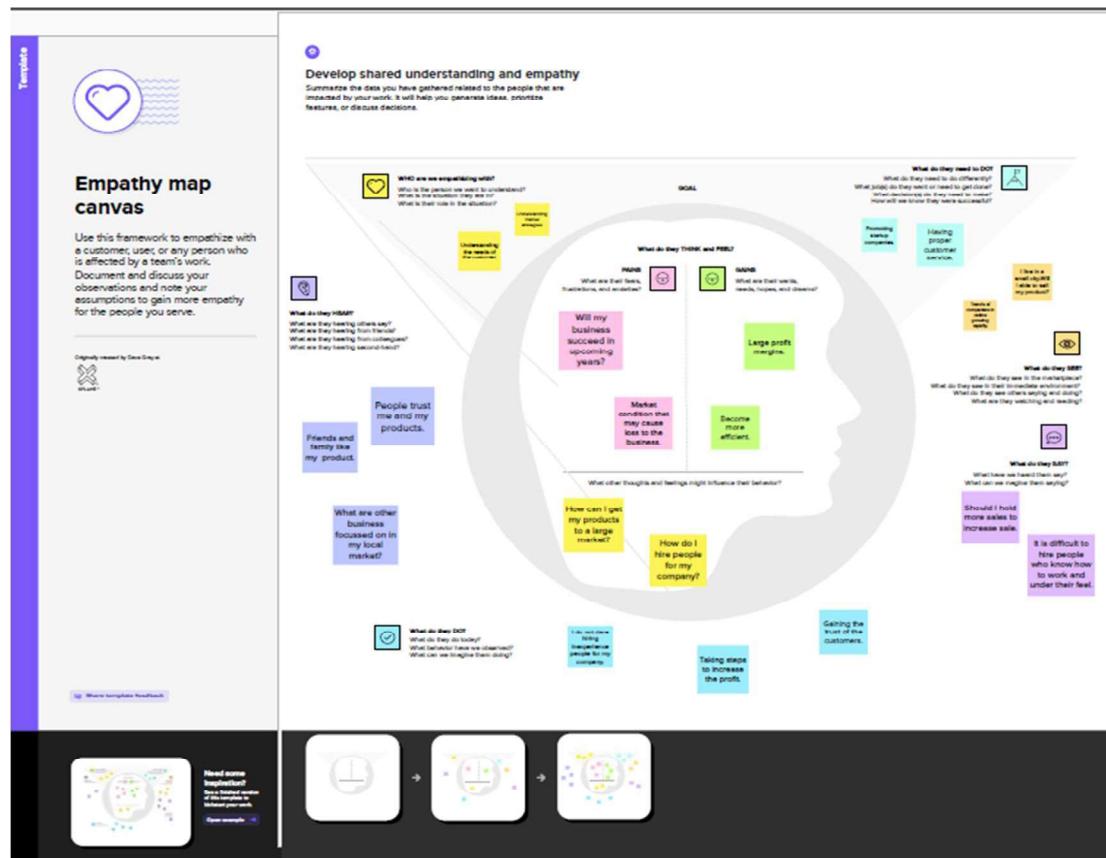
Starting a new company can be an exciting and rewarding experience, but it also requires careful planning and analysis to ensure that the business is viable and successful. There are several key areas that you should focus on when conducting a startup company analysis. Conducting a thorough analysis of these areas can help you identify potential challenges and opportunities, and develop strategies to address them. It is also important to regularly review and update your analysis as the business progresses, in order to adapt to changing market conditions.

## 1.2 Purpose

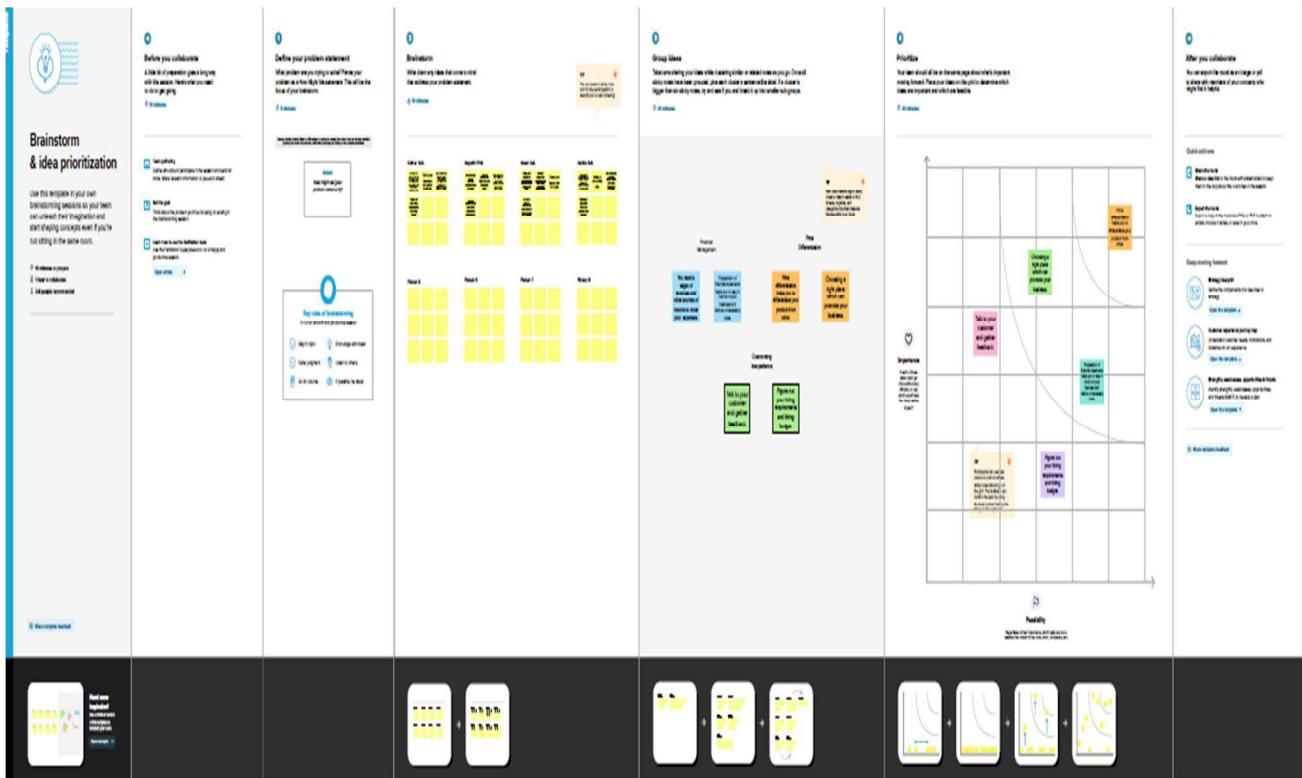
The purpose of the project is to bring confidence to the people who are interested to open a startup company with the help of this project. We can achieve the startups and number of startups coming every year and industries that are seeing the boom, may somebody with the dilemma to start or not start his own company and become successful.

# 2 PROBLEM DEFINITION & DESIGN THINKING

## 2.1 Empathy Map

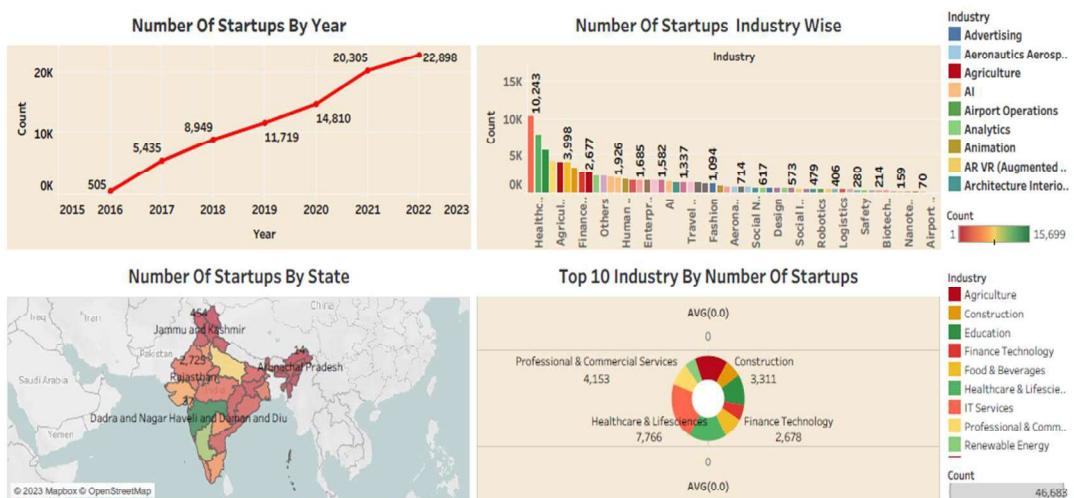


## 2.2 Ideation & Brainstorming Map

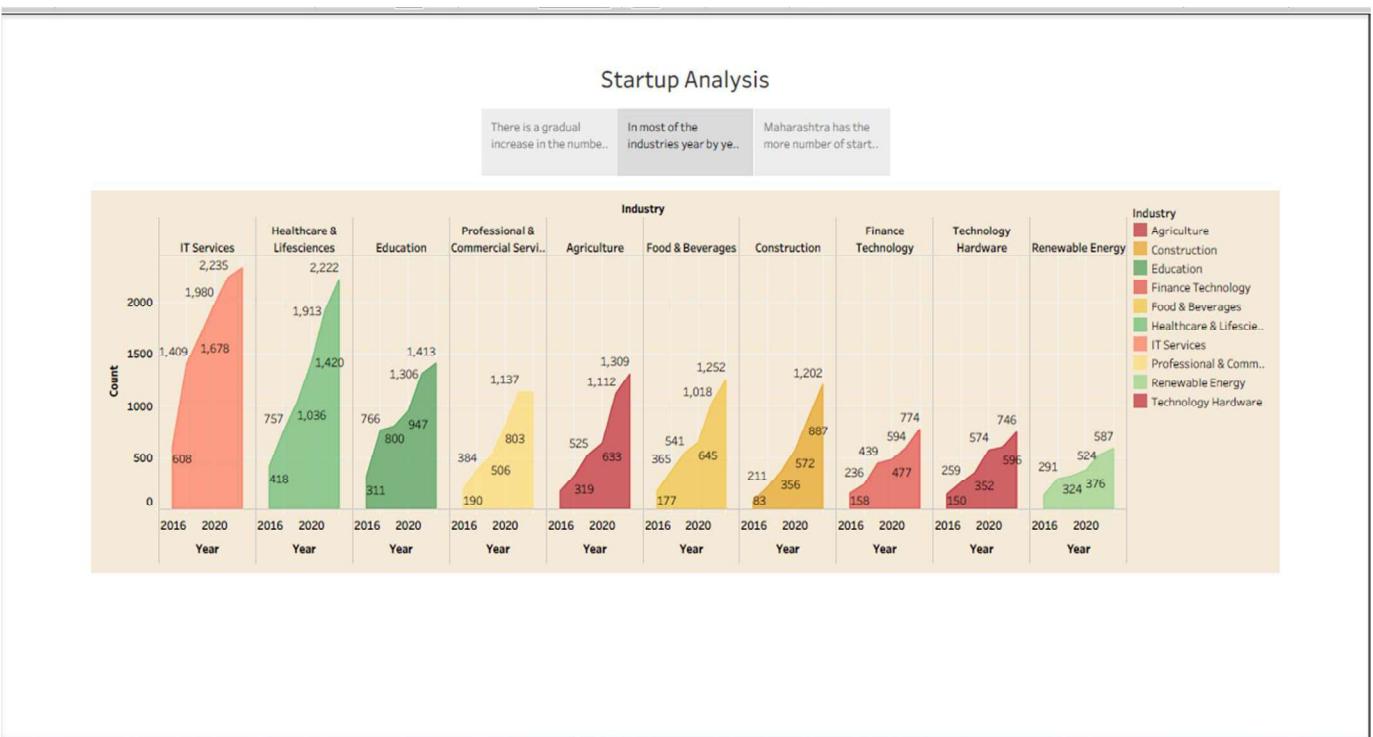
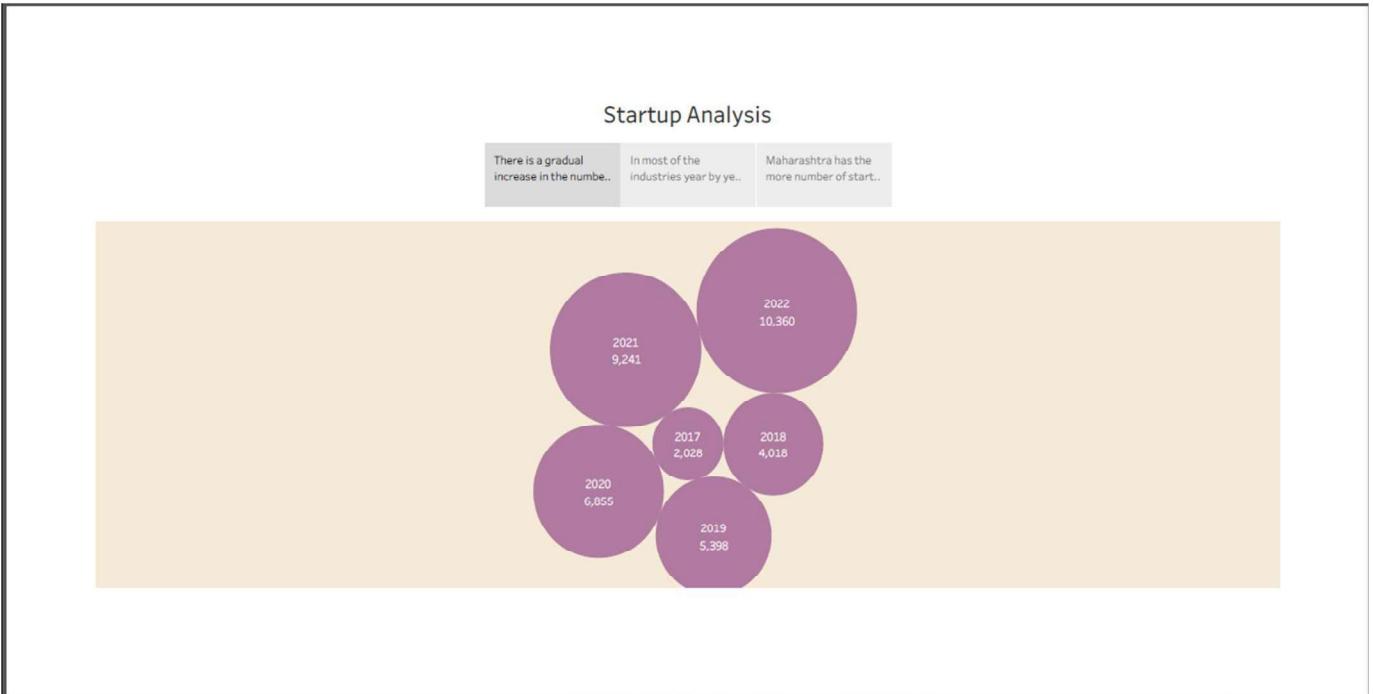


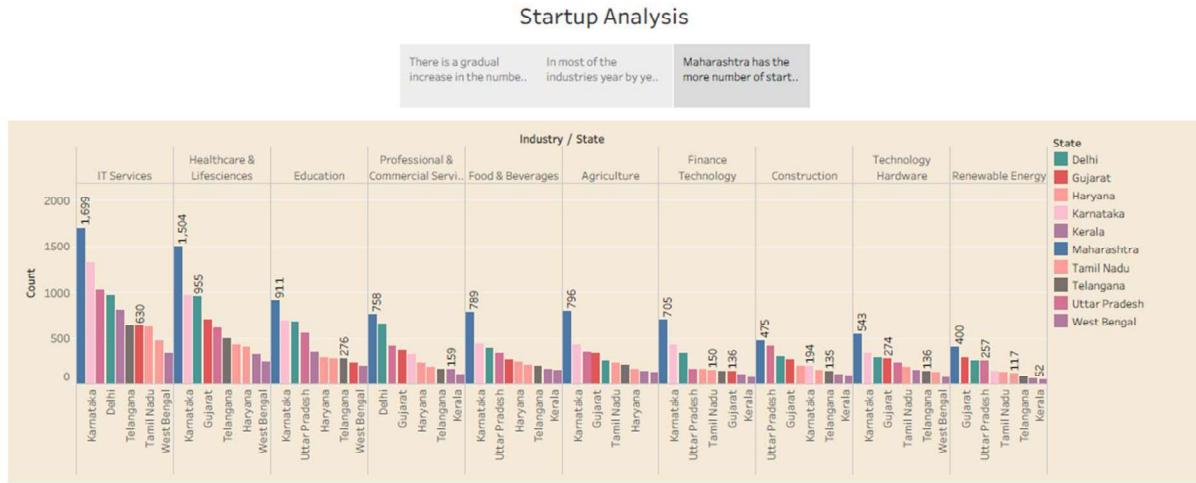
## 3 RESULT

### 3.1 Dashboard



### 3.2 Story





### 3.3 Web Application

**STARTUP**

Home   About   Dashboard   Story   Contact   [Get Started](#)

## Indian Startup Analysis and Visualization

We have analyzed and about the startups that are especially in India and approved by Indian Government.

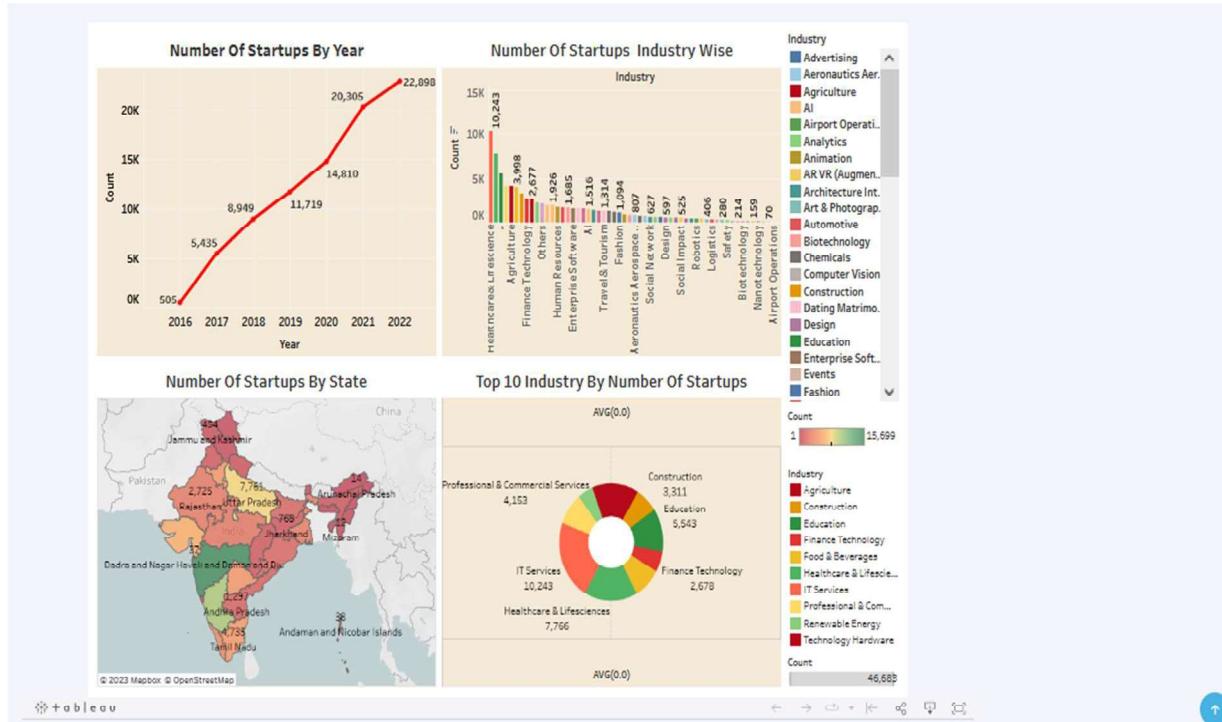
[Explore Us](#)    [Watch Video](#)

## ABOUT US

India has seen the most number of startups growing year-by-year and still the numbers are going strong. The startups we are seeing are



## DASHBOARD



## Awesome Features

Awesome Design: The Graphs and Charts used in here for visualization will be more understanding at a quick glance.

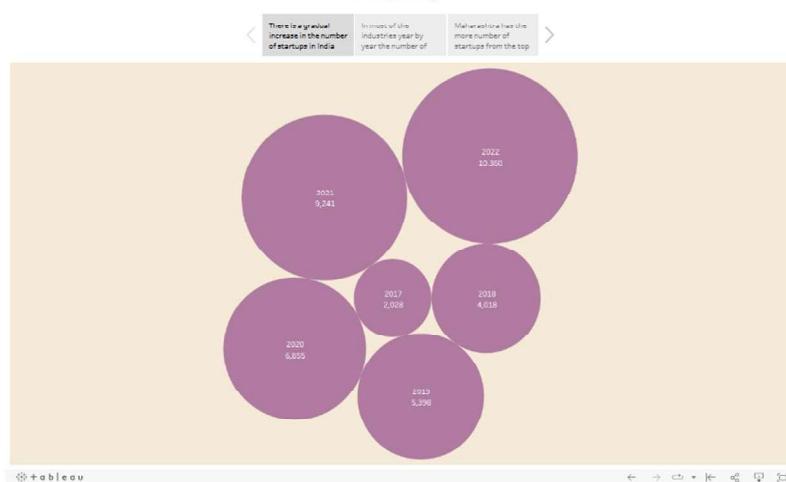
Easy Customize: The Dashboard that is created in the responsive and dynamic dashboard that you can use to analyze and understand more.

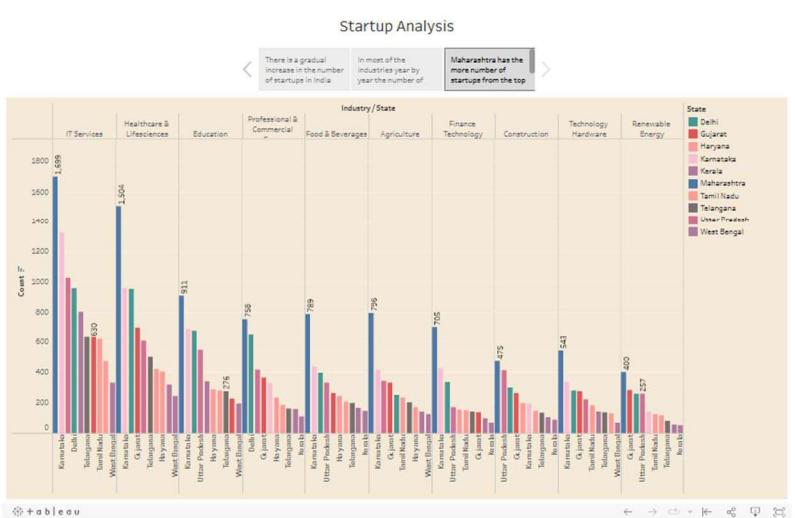
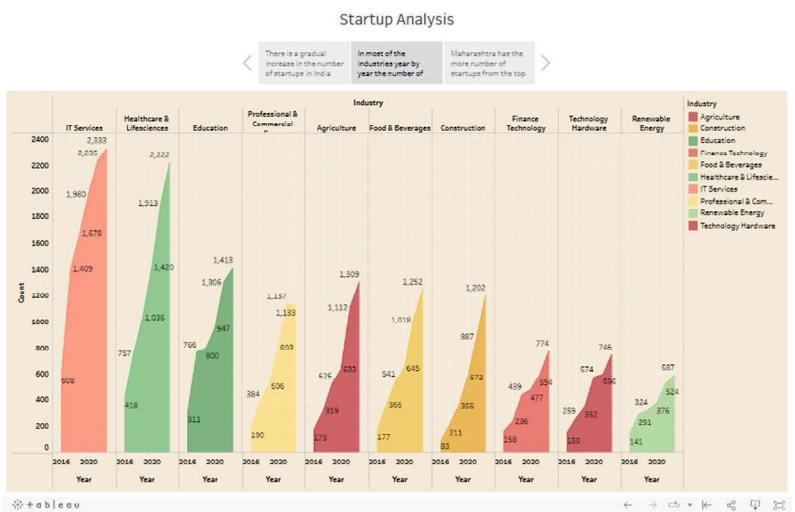
Saving Time: To start your startup, now need to keep hours of your time to just understand what the stage of all startups here you can understand quickly by just looking the visualization.

Story: The Narrator of data based the visualization and analysis is super engaging.

## STORY

Startup Analysis





**STARTUP**

Home About Dashboard Story Contact [Get Started](#)

## CONTACT

If you will like to know more about our experience designing and delivering cloud solutions, or get advice on your own technology challenges get in touch. With dedicated engineers on-hand 24/7, we are setup to become an extension of your team.

**Location:**  
101 Noor Technical  
Block,Madhava Reddy Colony  
Gachibowli,Hyderabad,Telangana  
500032

**Email:**  
[info@thesmartbridge.com](mailto:info@thesmartbridge.com)

**Call:**  
+916304320044

Your Name

Your Email

Subject

Message

**Send Message**

## Subscribe to our Newsletter

Receive updates, news and deals

Subscribe

**STARTUP**

6th Floor Technical Block, Madhava Reddy  
Colony Gachibowli, Hyderabad, Telangana  
500032

Phone: +916304320044  
Email: info@thesmartbridge.com

**Useful Links**

- Home
- About us
- Services
- Terms of service
- Privacy policy

**Our Services**

- Web Design
- Web Development
- Product Management
- Marketing
- Graphic Design

BootstrapMade

**4 ADVANTAGES & DISADVANTAGES****Advantages:**

- \* Every day low pricing is an important strategy for retail companies, allowing them to attract more customers and maintain their ROLs
- \* New employees can bring new skills and ideas.
- \* A positive candidate experience.
- \* A budget provides a structured plan leading to better decision making and goal achievements.
- \* Choosing a right location for your business makes your business more accessible.

**Disadvantages:**

- \* Reduced credibility, negative perceptions among consumers and risk of lower profit margins.
- \* Have to make sure we choose the right person.
- \* Have to provide supplies and support.
- \* A budget is a more time consuming and inaccurate format for estimating a summazion of expenditure and revenues.
- \* One of the main disadvantage of locating a business in a downtown area is a substansial increase in expected costs, prices and expenses.

## **5 APPLICATIONS**

The Startup Analysis Canvas provides a framework to create the value proposition, team strategy, market strategy, and financial strategy to make building a startup easier and faster. Data Analytics can help you identify patterns and trends in your data that you would not be able to see otherwise. This can help you improve your product or service in ways that you never thought possible. It can also help you identify which areas of your business are most profitable and which ones need more attention. This can help you prioritize your resources accordingly, making sure that you are investing in the areas that are mostly likely to succeed.

## **6 CONCLUSION**

A favourable environment for start-ups has been created, which should maintain itself and produce significant rewards in the future. This environment has been created by lowering the requirements needed to launch a firm and by offering programs for start-ups to access bank financing.

## **7 FUTURE SCOPE**

India can be considered a youthful country as it has been 65 years of its independence. The population growth and shortage of skilled workers have been the two main variables influencing the employment market situation nowadays. These days, businesses are searching for experts that are qualified and can provide outcomes for the individuals who desire to pursue independent company.

Scope of Start-Up companies in Modern India are

- \* Increase in Globalization
- \* Startup Ecosystem
- \* Make in India initiative.

## **8 APPENDIX**

```
<!DOCTYPE html>

<html lang="en">

<head>
  <meta charset="utf-8">
  <meta content="width=device-width, initial-scale=1.0" name="viewport">

  <title>Startup Analysis</title>
```

```
<meta content="" name="description">
<meta content="" name="keywords">

<!-- Favicons -->
<link href="assets/img/favicon.png" rel="icon">
<link href="assets/img/apple-touch-icon.png" rel="apple-touch-icon">

<!-- Google Fonts -->
<link href="https://fonts.googleapis.com/css?family=Open+Sans:300,300i,400,400i,600,600i,700,700i|Jost:300,300i,400,400i,500,500i,600,600i,700,700i|Poppins:300,300i,400,400i,500,500i,600,600i,700,700i" rel="stylesheet">

<!-- Vendor CSS Files -->
<link href="assets/vendor/aos/aos.css" rel="stylesheet">
<link href="assets/vendor/bootstrap/css/bootstrap.min.css" rel="stylesheet">
<link href="assets/vendor/bootstrap-icons/bootstrap-icons.css" rel="stylesheet">
<link href="assets/vendor/boxicons/css/boxicons.min.css" rel="stylesheet">
<link href="assets/vendor/glightbox/css/glightbox.min.css" rel="stylesheet">
<link href="assets/vendor/remixicon/remixicon.css" rel="stylesheet">
<link href="assets/vendor/swiper/swiper-bundle.min.css" rel="stylesheet">

<!-- Template Main CSS File -->
<link href="assets/css/style.css" rel="stylesheet">

<!-- =====
 * Template Name: Arsha
 * Updated: Mar 10 2023 with Bootstrap v5.2.3
 * Template URL: https://bootstrapmade.com/arsha-free-bootstrap-html-template-
corporate/
 * Author: BootstrapMade.com
 * License: https://bootstrapmade.com/license/
===== -->
</head>

<body>

<!-- ===== Header ===== -->
<header id="header" class="fixed-top">
  <div class="container d-flex align-items-center">

    <h1 class="logo me-auto"><a href="index.html">Startup</a></h1>
    <!-- Uncomment below if you prefer to use an image logo -->
```

```

<!-- <a href="index.html" class="logo me-auto"></a>-->

<nav id="navbar" class="navbar">
  <ul>
    <li><a class="nav-link scrollto active" href="#hero">Home</a></li>
    <li><a class="nav-link scrollto" href="#about">About</a></li>
    <li><a class="nav-link scrollto" href="#services">Dashboard</a></li>
    <li><a class="nav-link scrollto" href="#portfolio">Story</a></li>

    <li><a class="nav-link scrollto" href="#contact">Contact</a></li>
    <li><a class="getstarted scrollto" href="#about">Get Started</a></li>
  </ul>
  <i class="bi bi-list mobile-nav-toggle"></i>
</nav><!-- .navbar -->

</div>
</header><!-- End Header -->

<!-- ===== Hero Section ===== -->
<section id="hero" class="d-flex align-items-center">

  <div class="container">
    <div class="row">
      <div class="col-lg-6 d-flex flex-column justify-content-center pt-4 pt-lg-0 order-2 order-lg-1" data-aos="fade-up" data-aos-delay="200">
        <h1>Indian Startup Analysis and Visualization</h1>
        <h2>We have analyzed and about the startups that are especially in India and approved by Indian Government.</h2>
        <div class="d-flex justify-content-center justify-content-lg-start">
          <a href="#about" class="btn-get-started scrollto">Explore Us</a>
          <a href="https://www.youtube.com/watch?v=jDDaplaOz7Q" class="lightbox btn-watch-video"><i class="bi bi-play-circle"></i><span>Watch Video</span></a>
        </div>
      </div>
      <div class="col-lg-6 order-1 order-lg-2 hero-img" data-aos="zoom-in" data-aos-delay="200">
        
      </div>
    </div>
  </div>
</section><!-- End Hero -->

```

```

<main id="main">
    <!-- ===== About Us Section ===== -->
    <section id="about" class="about">
        <div class="container" data-aos="fade-up">

            <div class="section-title">
                <h2>About Us</h2>
            </div> <div class="row content">
                <div class="col-lg-6">
                    <p>India has seen the most number of startups growing year-by-year and still the numbers are going strong. The startups we are seeing are </p>
                    <img src = https://images.squarespace-cdn.com/content/v1/56c771a3e707eb01deb093ad/1548885167800-EU2BTMK1WX9OLUXWlWMPI/breakroom?format=1000w
                " >

        </div><!-- End About Us Section -->

        <!-- ===== Services Section ===== -->
        <section id="services" class="services section-bg">
            <div class="container" data-aos="fade-up">

                <div class="section-title">
                    <h2>Dashboard</h2>
                </div>
                <div class='tableauPlaceholder' id='viz1680957370164' style='position: relative'><noscript><a href="#"><img alt='Dashboard 1 ' src='https://public.tableau.com/static/images/StStartupAnalysisDashboard_16805843268640/Dashboard1&#47;1_rss.png' style='border: none' /></a></noscript><object class='tableauViz' style='display:none;'><param name='host_url' value='https%3A%2F%2Fpublic.tableau.com%2F' /> <param name='embed_code_version' value='3' /> <param name='site_root' value=' ' /><param name='name' value='StartupAnalysisDashboard_16805843268640&#47;Dashboard1' /><param name='tabs' value='no' /><param name='toolbar' value='yes' /><param name='static_image' value='https://public.tableau.com/static/images/StStartupAnalysisDashboard_16805843268640/Dashboard1&#47;1.png' /> <param name='animate_transition' value='yes' /><param name='display_static_image' value='yes' /><param name='display_spinner' value='yes' /><param name='display_overlay' value='yes' /><param name='display_count' value='yes' /><param name='language' value='en-US' /></object></div> <script type='text/javascript'>
                var divElement =

```

```

document.getElementById('viz1680957370164');
divElement.getElementsByTagName('object')[0];
divElement.offsetWidth > 800 ) {
vizElement.style.width='100%';vizElement.style.height=(divElement.offsetWidth*0.75)+'px';} else if ( divElement.offsetWidth > 500 ) {
vizElement.style.width='100%';vizElement.style.height=(divElement.offsetWidth*0.75)+'px';} else {
vizElement.style.width='100%';vizElement.style.height='1477px'};
var scriptElement =
document.createElement('script'); scriptElement.src =
'https://public.tableau.com/javascripts/api/viz_v1.js';
vizElement.parentNode.insertBefore(scriptElement, vizElement);
</script>

</div>
</section><!-- End Services Section -->

<!-- ===== Cta Section ===== -->
<section id="cta" class="cta">
<div class="container" data-aos="zoom-in">

<div class="row">
<div class="col-lg-9 text-center text-lg-start">
<h3>Awesome Features</h3>
<p> Awesome Design:


The Graphs and Charts used in here for visualization will be more understanding at a quick glance.</p>The Dashboard that is created in the responsive and dynamic dashboard that you can use to analyze and understand more.</p>To start you startup, now need to keep hours of your time to just understand what the stage of all startups here you can understand quickly by just looking the visualization.</p>The Narrator of data based the visualization and analysis is super engaging.</p>


```

```

<div class="container" data-aos="fade-up">

    <div class="section-title">
        <h2>Story</h2>

    </div>
    <div class='tableauPlaceholder' id='viz1680957485396' style='position: relative'><noscript><a href="#"><img alt='Startup Analysis ' src='https://public.tableau.com/static/images/St.StartupAnalysisStory#StartupAnalysis&#1_rss.png' style='border: none' /></a></noscript><object class='tableauViz' style='display:none;'><param name='host_url' value='https://public.tableau.com%' /> <param name='embed_code_version' value='3' /> <param name='site_root' value=' ' /><param name='name' value='StartupAnalysisStory#StartupAnalysis' /><param name='tabs' value='no' /><param name='toolbar' value='yes' /><param name='static_image' value='https://public.tableau.com/static/images/St.StartupAnalysisStory#StartupAnalysis&#1.png' /> <param name='animate_transition' value='yes' /><param name='display_static_image' value='yes' /><param name='display_spinner' value='yes' /><param name='display_overlay' value='yes' /><param name='display_count' value='yes' /><param name='language' value='en-US' /></object></div>           <script
type='text/javascript'>          var divElement =
document.getElementById('viz1680957485396');           var vizElement =
divElement.getElementsByTagName('object')[0];           vizElement.style
.width='100%';vizElement.style.height=(divElement.offsetWidth*0.75)+'px';
        var scriptElement =
document.createElement('script');           scriptElement.src =
'https://public.tableau.com/javascripts/api/viz_v1.js';           vizEle
ment.parentNode.insertBefore(scriptElement, vizElement);           </script>

    </div>
</section>
<!-- End Portfolio Section -->

<!-- ===== Contact Section ===== -->
<section id="contact" class="contact">
    <div class="container" data-aos="fade-up">

        <div class="section-title">
            <h2>Contact</h2>
            <p>If you will like to know more about our experience designing and
delivering cloud solutions, or get advice on your own technology challenges get
in touch.
            With dedicated engineers on-hand 24/7,we are setup to become an
extension of your team.
        </div>
    </div>
</section>

```

```
</p>
</div>

<div class="row">

    <div class="col-lg-5 d-flex align-items-stretch">
        <div class="info">
            <div class="address">
                <i class="bi bi-geo-alt"></i>
                <h4>Location:</h4>
                <p>6th Floor Technical Block, Madhava Reddy Colony
                    Gachibowli, Hyderabad, Telangana 500032</p>
            </div>

            <div class="email">
                <i class="bi bi-envelope"></i>
                <h4>Email:</h4>
                <p>info@thesmartbridgecom</p>
            </div>

            <div class="phone">
                <i class="bi bi-phone"></i>
                <h4>Call:</h4>
                <p>+916304320044</p>
            </div>
        </div>
    </div>

    <div class="col-lg-7 mt-5 mt-lg-0 d-flex align-items-stretch">
        <form action="forms/contact.php" method="post" role="form"
class="php-email-form">
            <div class="row">
                <div class="form-group col-md-6">
                    <label for="name">Your Name</label>
                    <input type="text" name="name" class="form-control" id="name"
required>
                </div>
                <div class="form-group col-md-6">
                    <label for="email">Your Email</label>
                    <input type="email" class="form-control" name="email"
id="email" required>
                </div>
            </div>
        </form>
    </div>

```

```
<div class="form-group">
    <label for="name">Subject</label>
    <input type="text" class="form-control" name="subject"
id="subject" required>
</div>
<div class="form-group">
    <label for="name">Message</label>
    <textarea class="form-control" name="message" rows="10"
required></textarea>
</div>
<div class="my-3">
    <div class="loading">Loading</div>
    <div class="error-message"></div>
    <div class="sent-message">Your message has been sent. Thank
you!</div>
</div>
<div class="text-center"><button type="submit">Send
Message</button></div>
</form>
</div>

</div>
</div>
</section><!-- End Contact Section -->

</main><!-- End #main -->

<!-- ====== Footer ====== -->
<footer id="footer">

<div class="footer-newsletter">
    <div class="container">
        <div class="row justify-content-center">
            <div class="col-lg-6">
                <h4>Subscribe to our Newsletter</h4>
                <p>Receive updates, news and deals</p>
                <form action="" method="post">
                    <input type="email" name="email"><input type="submit"
value="Subscribe">
                </form>
            </div>
        </div>
    </div>
</div>
</div>
```

```
<div class="footer-top">
  <div class="container">
    <div class="row">

      <div class="col-lg-3 col-md-6 footer-contact">
        <h3>Startup</h3>
        <p>
          <br>
          6th Floor Technical Block, Madhava Reddy Colony
          Gachibowli, Hyderabad, Telangana 500032<br>

          <strong>Phone:</strong> +916304320044<br>
          <strong>Email:</strong> info@thesmartbridge.com<br>
        </p>
      </div>

      <div class="col-lg-3 col-md-6 footer-links">
        <h4>Useful Links</h4>
        <ul>
          <li><i class="bx bx-chevron-right"></i> <a href="#">Home</a></li>
          <li><i class="bx bx-chevron-right"></i> <a href="#">About
us</a></li>
          <li><i class="bx bx-chevron-right"></i> <a
href="#">Services</a></li>
          <li><i class="bx bx-chevron-right"></i> <a href="#">Terms of
service</a></li>
          <li><i class="bx bx-chevron-right"></i> <a href="#">Privacy
policy</a></li>
        </ul>
      </div>

      <div class="col-lg-3 col-md-6 footer-links">
        <h4>Our Services</h4>
        <ul>
          <li><i class="bx bx-chevron-right"></i> <a href="#">Web
Design</a></li>
          <li><i class="bx bx-chevron-right"></i> <a href="#">Web
Development</a></li>
          <li><i class="bx bx-chevron-right"></i> <a href="#">Product
Management</a></li>
          <li><i class="bx bx-chevron-right"></i> <a
href="#">Marketing</a></li>
          <li><i class="bx bx-chevron-right"></i> <a href="#">Graphic
Design</a></li>
        </ul>
      </div>
    </div>
  </div>
</div>
```

```

        </ul>
    </div>

    <div class="col-lg-3 col-md-6 footer-links">

        <div class="container footer-bottom clearfix">
            <div class="copyright">
                © Copyright <strong><span>Arsha</span></strong>. All Rights Reserved
            </div>
            <div class="credits">
                <!-- All the links in the footer should remain intact. -->
                <!-- You can delete the links only if you purchased the pro version. -->
                <!-- Licensing information: https://bootstrapmade.com/license/ -->
                <!-- Purchase the pro version with working PHP/AJAX contact form:
https://bootstrapmade.com/arsha-free-bootstrap-html-template-corporate/ -->
                Designed by <a href="https://bootstrapmade.com/">BootstrapMade</a>
            </div>
        </div>
    </div>
</footer><!-- End Footer -->

<div id="preloader"></div>
<a href="#" class="back-to-top d-flex align-items-center justify-content-center"><i class="bi bi-arrow-up-short"></i></a>

<!-- Vendor JS Files -->
<script src="assets/vendor/aos/aos.js"></script>
<script src="assets/vendor/bootstrap/js/bootstrap.bundle.min.js"></script>
<script src="assets/vendor/glightbox/js/glightbox.min.js"></script>
<script src="assets/vendor/isotope-layout/isotope.pkgd.min.js"></script>
<script src="assets/vendor/swiper/swiper-bundle.min.js"></script>
<script src="assets/vendor/waypoints/noframework.waypoints.js"></script>
<script src="assets/vendor/php-email-form/validate.js"></script>

<!-- Template Main JS File -->
<script src="assets/js/main.js"></script>

</body>

</html>

```