Analyzing the Indian Unicorn Startups
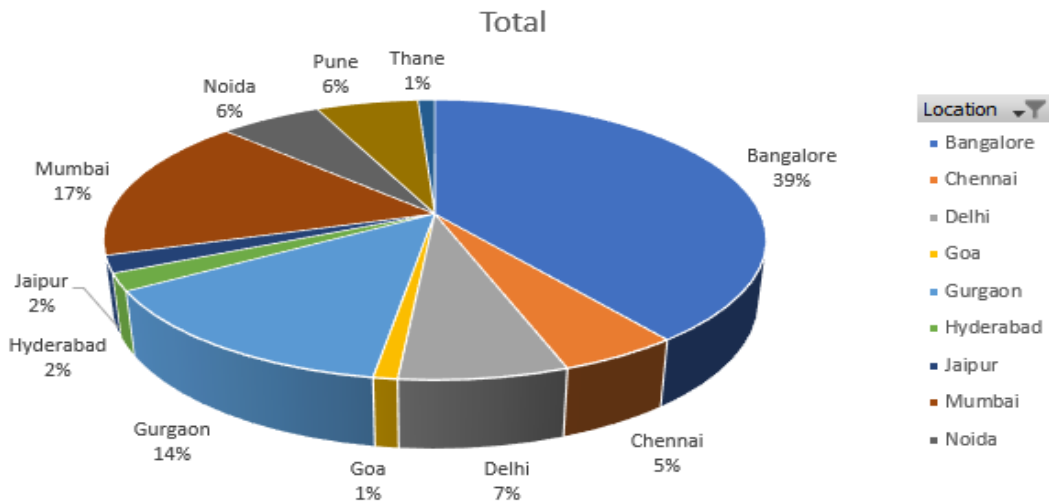
Case studies for Business Analysts

The Indian startup ecosystem has witnessed remarkable growth over the years, with numerous companies emerging as disruptors and game-changers in their respective industries. The following data is of the Indian unicorn startups shedding light on their funding and progress. The data contains different categories such as company, sector, entry valuation, valuation, location etc.

1. Download the Excel file.

2. Create the pie chart using location and count of no.

3. Customise the pie chart using styles and colours to improve it.

4. Create a pivot chart using sector and count of no.

5. Customise this chart using chart elements, styles, and colour to make it better.

6. Create a pivot chart using the Sum of Entry valuation, Sum of valuation and company.

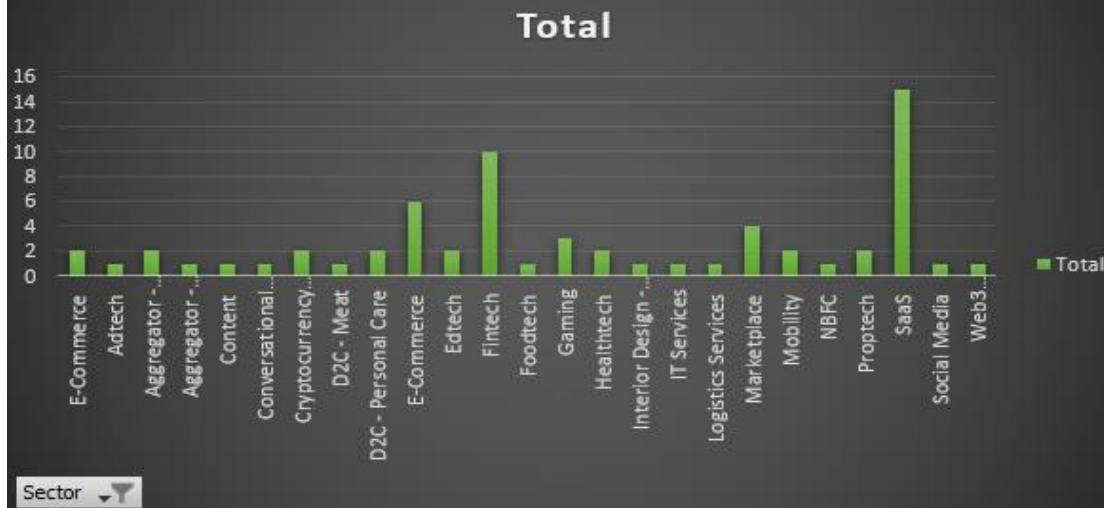7. Modify the chart using chart elements, styles, and colour to make it better.

After completing the above exercise, you can share the Excel file with me.
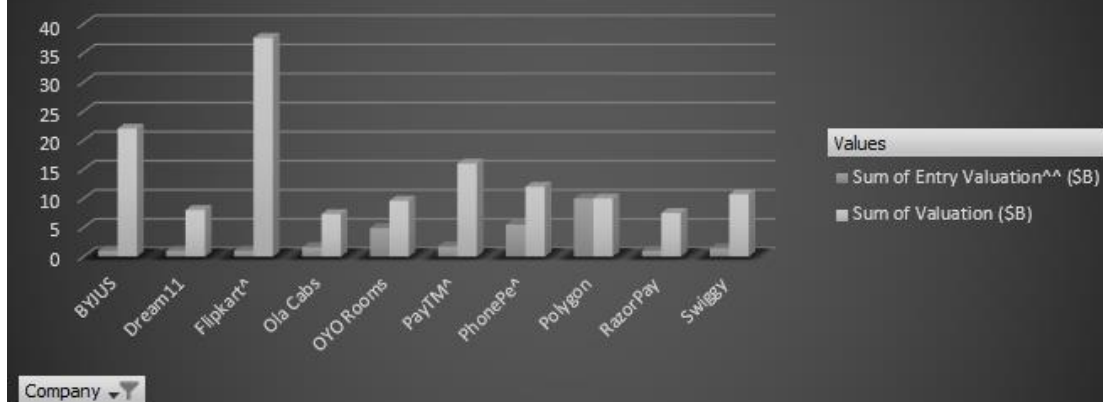
Solution on MS Excel:

Count of No.

Total (Pie chart)

- Bangalore 39%
- Chennai 5%
- Delhi 7%
- Goa 1%
- Gurgaon 14%
- Hyderabad 2%
- Jaipur 2%
- Mumbai 17%
- Noida 6%
- Pune 6%
- Thane 1%

Location (legend): Bangalore, Chennai, Delhi, Goa, Gurgaon, Hyderabad, Jaipur, Mumbai, Noida

Count of No.

Total (Bar chart)

Sectors: E-Commerce, Adtech, Aggregator –..., Aggregator –..., Content, Conversational..., Cryptocurrency..., D2C - Meat, D2C - Personal Care, E-Commerce, Edtech, Fintech, Foodtech, Gaming, Healthtech, Interior Design -..., IT Services, Logistics Services, Marketplace, Mobility, NBFC, Proptech, SaaS, Social Media, Web3...

Total

Sum of Entry Valuation^^ ($B)   Sum of Valuation ($B)

Values
- Sum of Entry Valuation^^ ($B)
- Sum of Valuation ($B)

Companies: BYJUS, Dream11, Flipkart^, Ola Cabs, OYO Rooms, PayTM^, PhonePe^, Polygon, RazorPay, Swiggy

Company

- ➢ How does the location of a city impact the funding opportunities and success of startups, and what factors make certain cities more conducive to startup growth in terms of investment and support?

- ➢ Do industry sectors significantly influence a startup's ability to attract investment and contribute to its overall growth?