

NAAN MUDHALVAN DATA ANALYTICS WITH TABLEAU

CHARTING THE COURSE OF INNOVATION:A STARTUP ANALYSIS

A PROJECT REPORT

Submitted by

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4. ADVANTAGES & DISADVANTAGES

List of advantages and disadvantages of the proposed solution.

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The areas where this solution can be applied.

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Conclusion summarizing the entire work and findings.

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A Source Code

Attach the code for the solution built

CHAPTER 1

INTRODUCTION

1.1 PROJECT OVERVIEW

A Startup is a company in the early stages of development that is set up by one or several people to enter an existing market with unique products or services. Startup companies often face insufficient capital to fund their business operations to be at the same level as already established companies. As a result, the prime source of funding comes from the founders' friends and families. In their newness, startups usually focus on raising capital to further product development. Raising such funds is always a long and tedious process, and a startup needs to make a strong argument that supports the viability of its business idea. Self-certification is a very good opportunity for startup companies to run business very smoothly, as it covers all labour & other mandatory legally privileged compliances. Innovation, entrepreneurial spirit and know-how are the foundation of our successful startup ecosystem links members closely to each other and attracts not only investors, but also established companies as well as the business community.

1.2 PURPOSE

The purpose of a startup is to create something that people want. 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. This could be anything from a product or service, to a new type of technology or business model. Startups are often the first to bring innovative ideas to market and play an important role in driving economic growth and creating jobs. It was mainly intended to catalyse startup culture and build a strong and inclusive ecosystem for innovation and entrepreneurship in India.

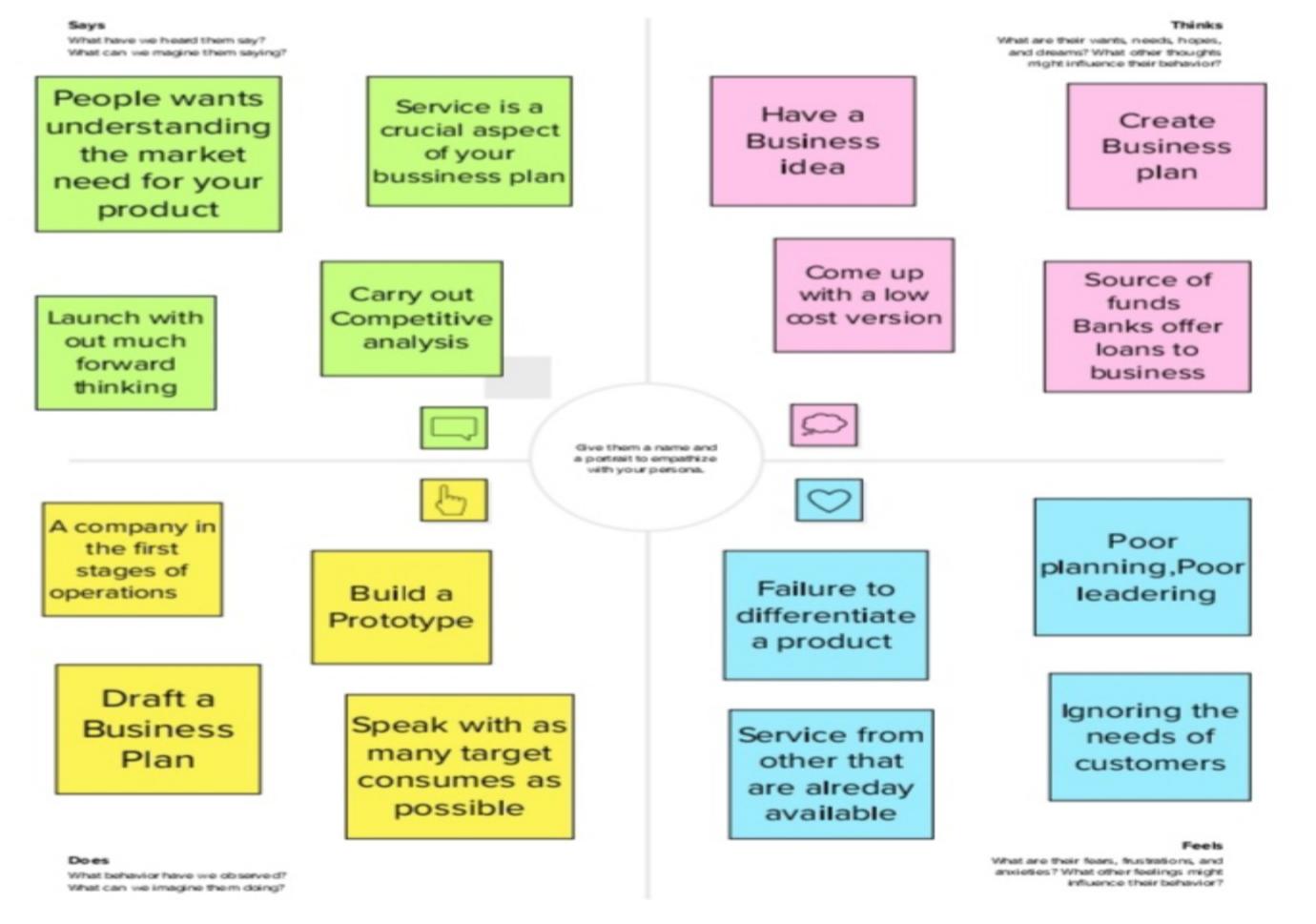
The primary aim is to answer market demand by creating new and innovative products or services. While most small businesses might intend to stay small, a startup focuses on fast growth in a designated market. Usually, such companies start as an idea and gradually grow into a viable product, service or platform.

CHAPTER 2

PROBLEM DEFINITION & DESIGN THINKING

2.1 EMPATHY MAP

An Empathy Map is a simple,easy-to-digest visual that captures knowledge about a user's behaviours and attitudes. It is a useful tool to helps teams better understand their users.Creating an effective solution requires understanding the true problem and the person who is experiencing it.The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.



2.2 IDEATION & BRAINSTORMING MAP

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

1

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

⌚ 5 minutes

PROBLEM
We do our project A Charting Innovation: A Startup Analysis, we from to develop this project in best way.



Key rules of brainstorming

To run an smooth and productive session



Stay in topic.



Encourage wild ideas.



Defer judgment.



Listen to others.



Go for volume.



If possible, be visual.

2

Brainstorm

Write down any ideas that come to mind
that address your problem statement.

⌚ 10 minutes

TIP



You can select a sticky note
and hit the pencil [switch to
sketch] icon to start drawing!

Team Leader

Supporting Infrastructure	Economic development
---------------------------	----------------------

To generate jobs and Career opportunities	Create an Idea
---	----------------

Team member:1

National growth	Exceed customer expectation
-----------------	-----------------------------

Improving Cybersecurity	Creating awareness in markets
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Team member:2

To provide good product for people	Developing Automation
------------------------------------	-----------------------

Developing Artificial Intelligence	Fund Raising
------------------------------------	--------------

Team member:3

Creating prosperity in India	Attracting foreign investments
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Revenue generation	Help boost entrepreneurship
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3

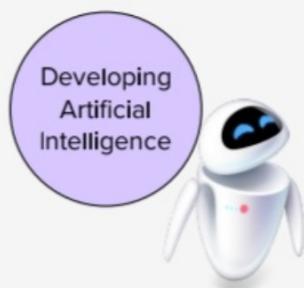
Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

⌚ 20 minutes

TIP

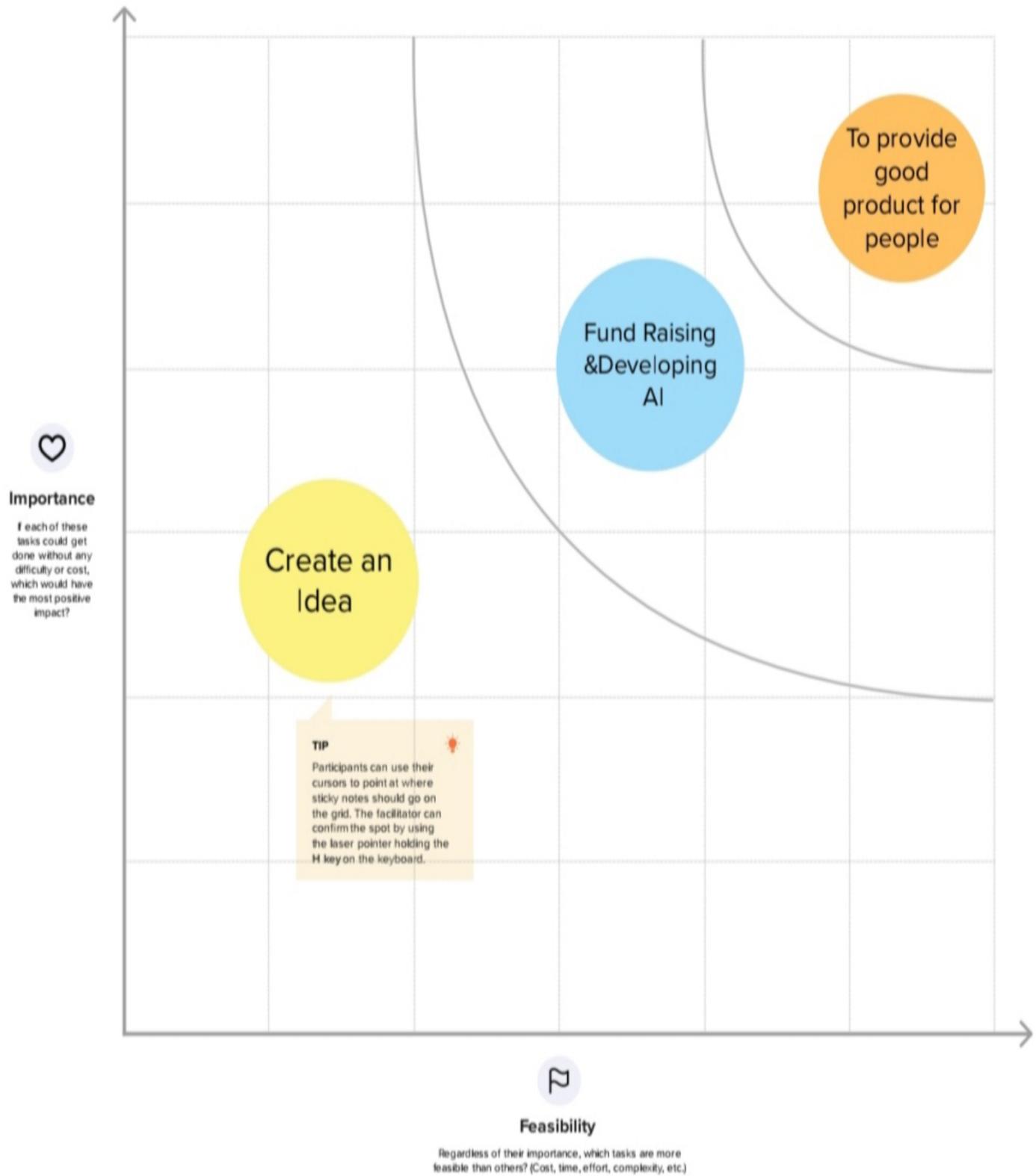
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.



Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

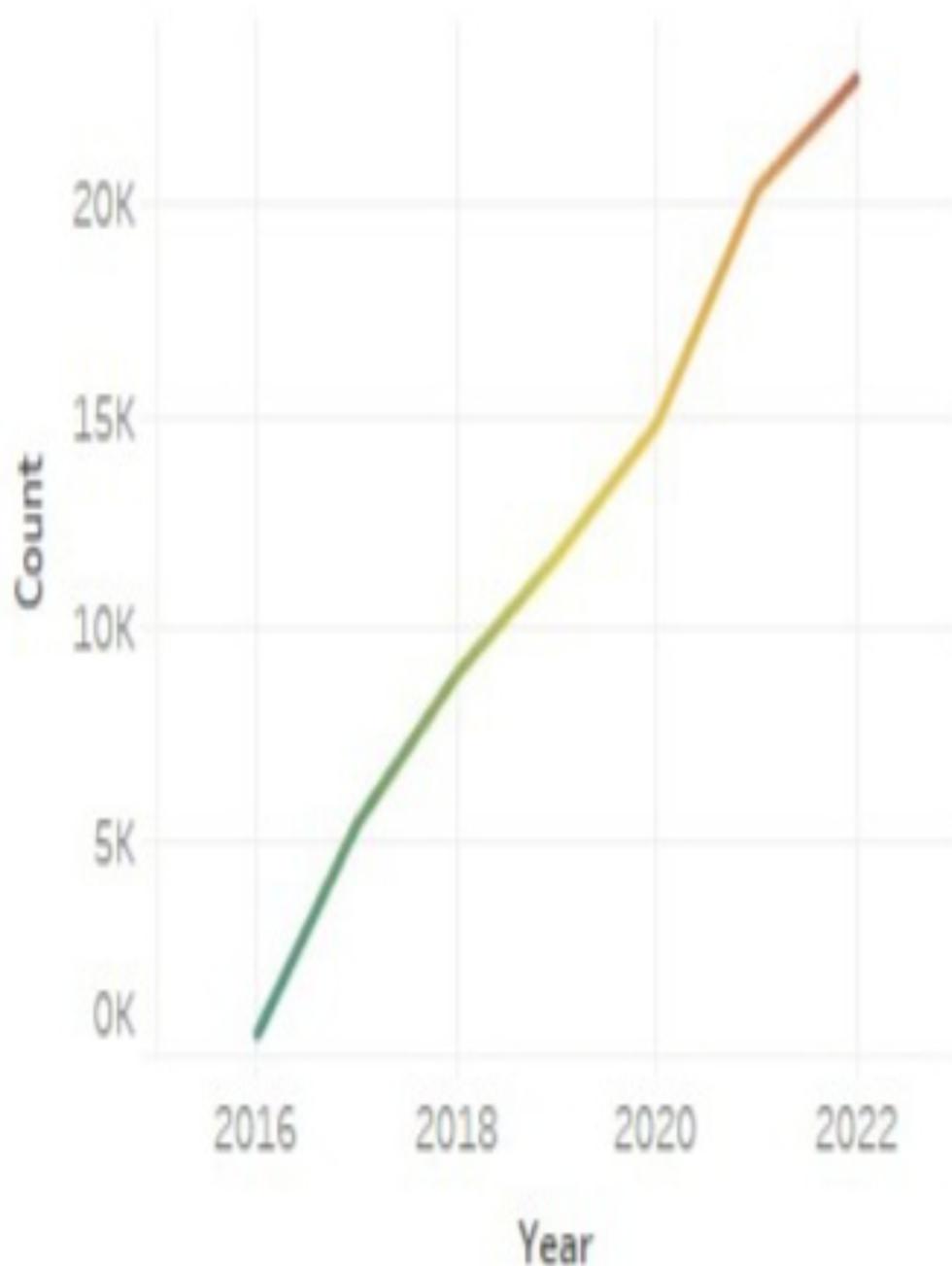
⌚ 20 minutes



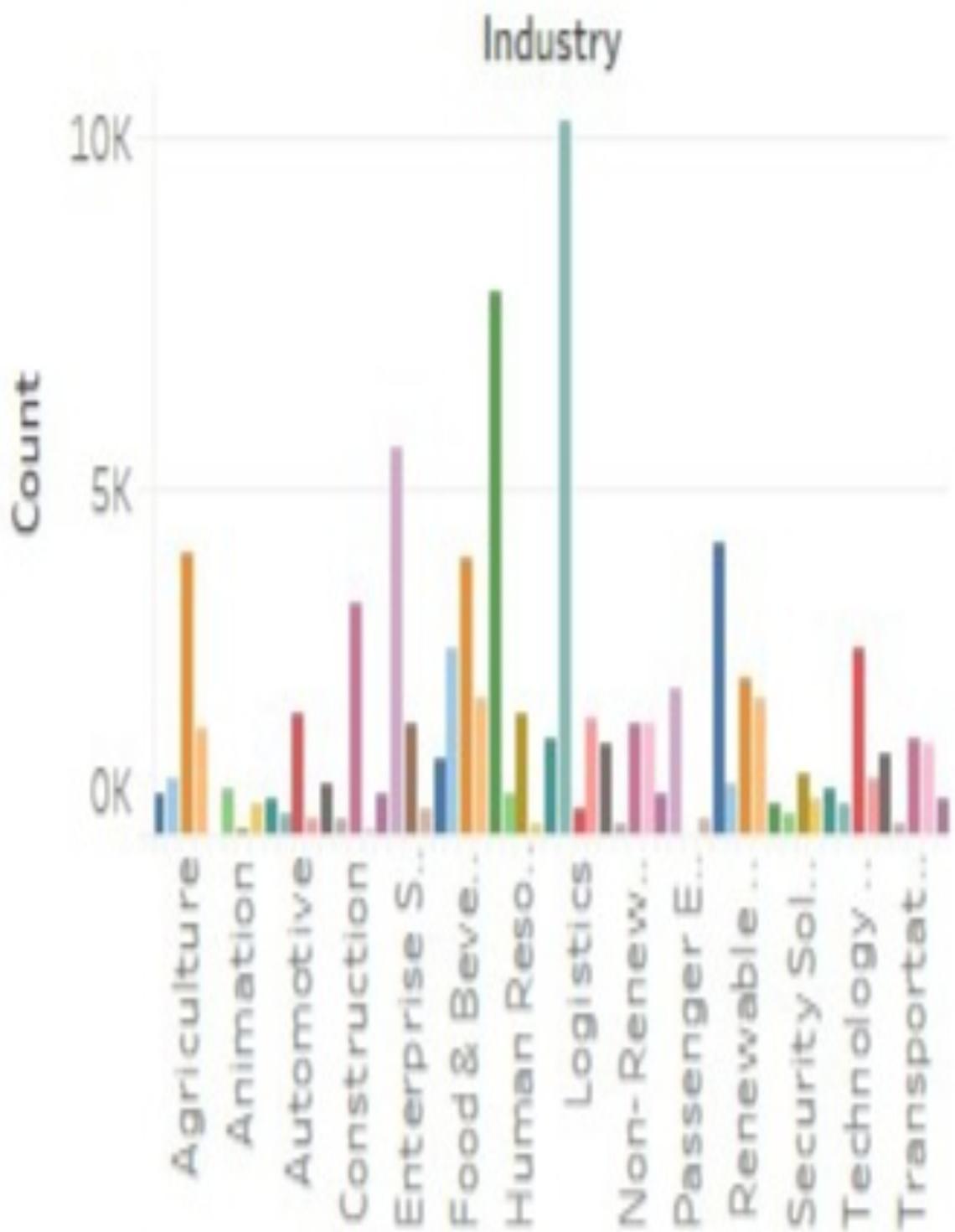
CHAPTER 3

RESULT

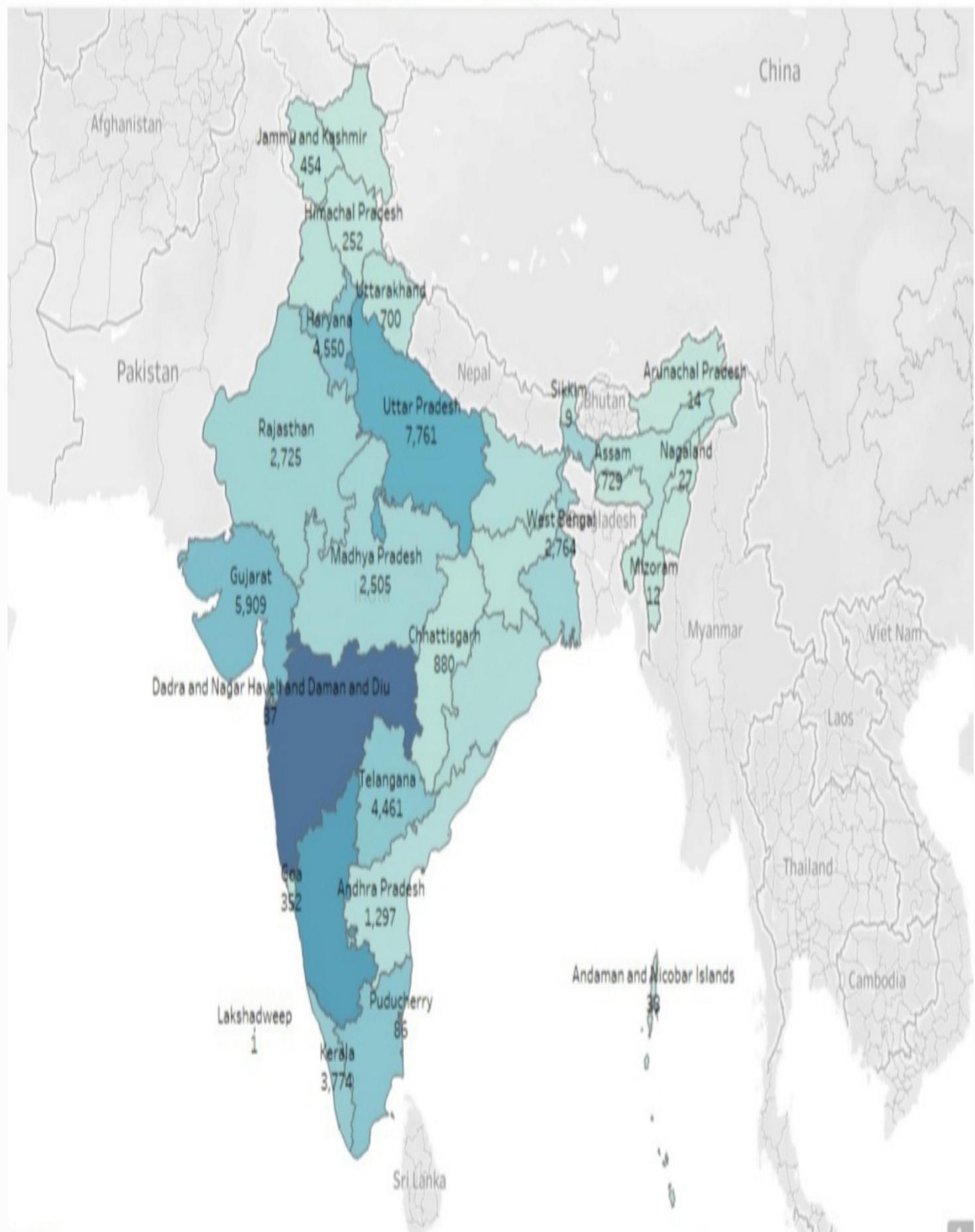
Number of Startups by Year



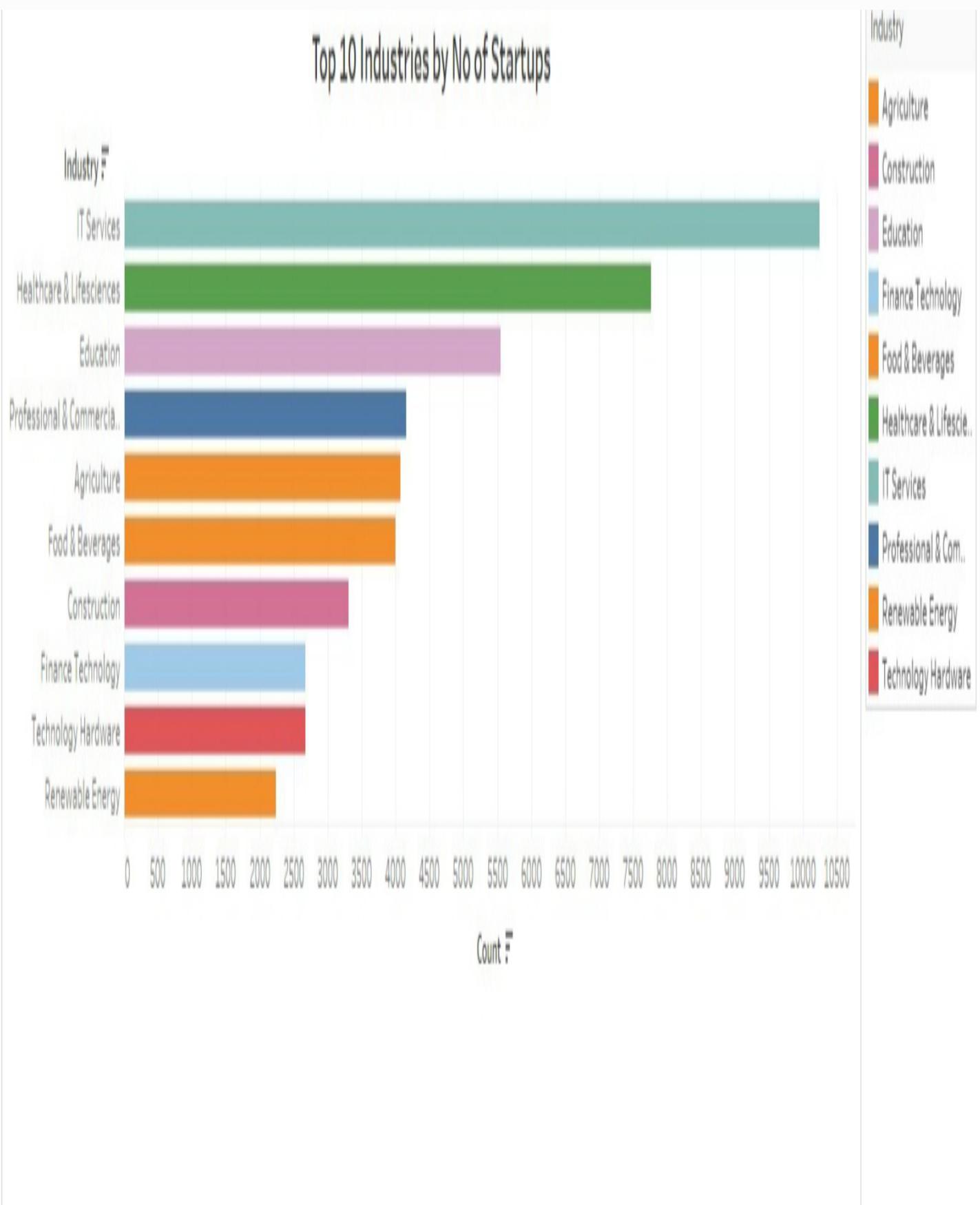
No of Startups by Industry



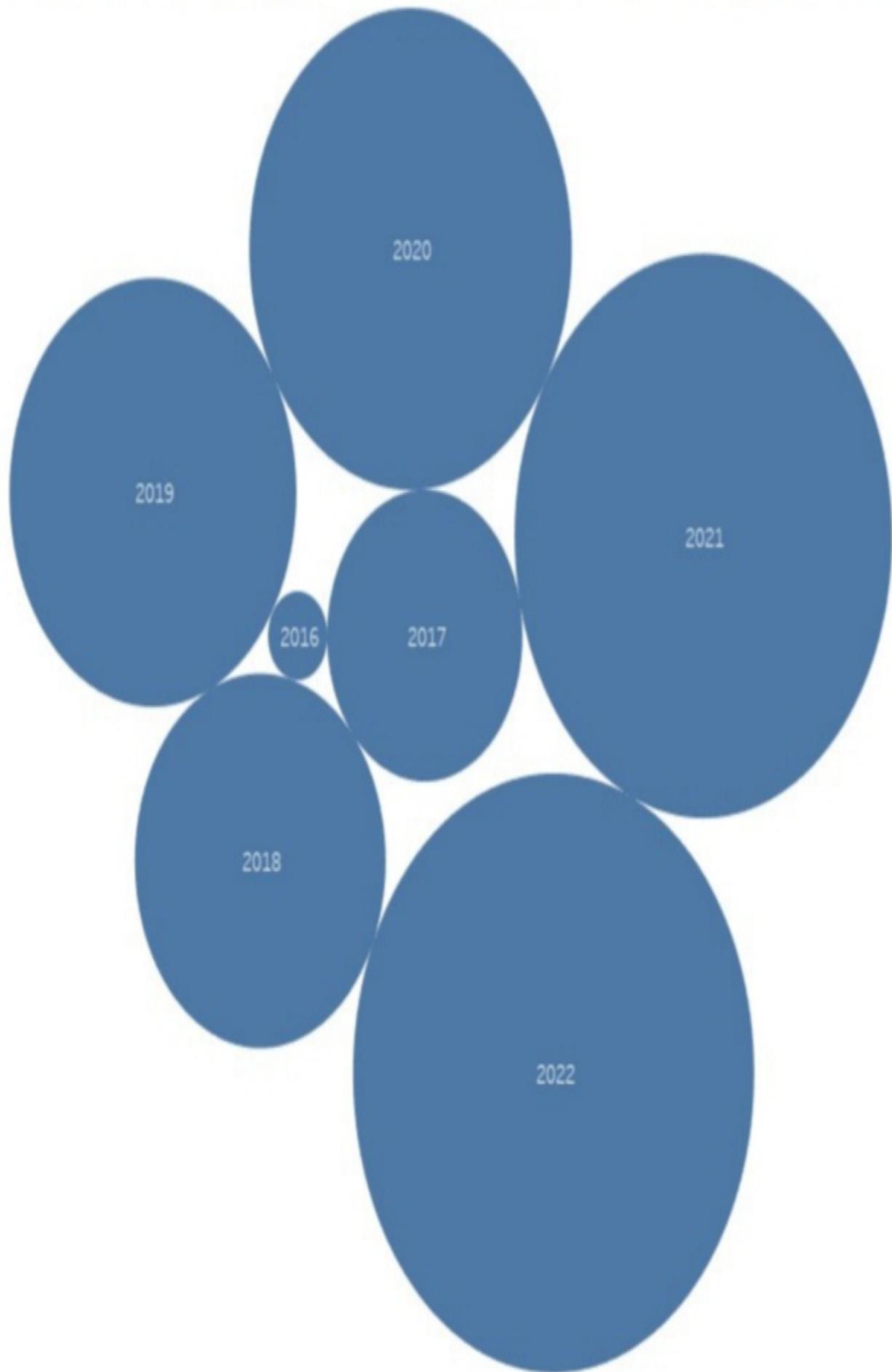
Number of Startups by State



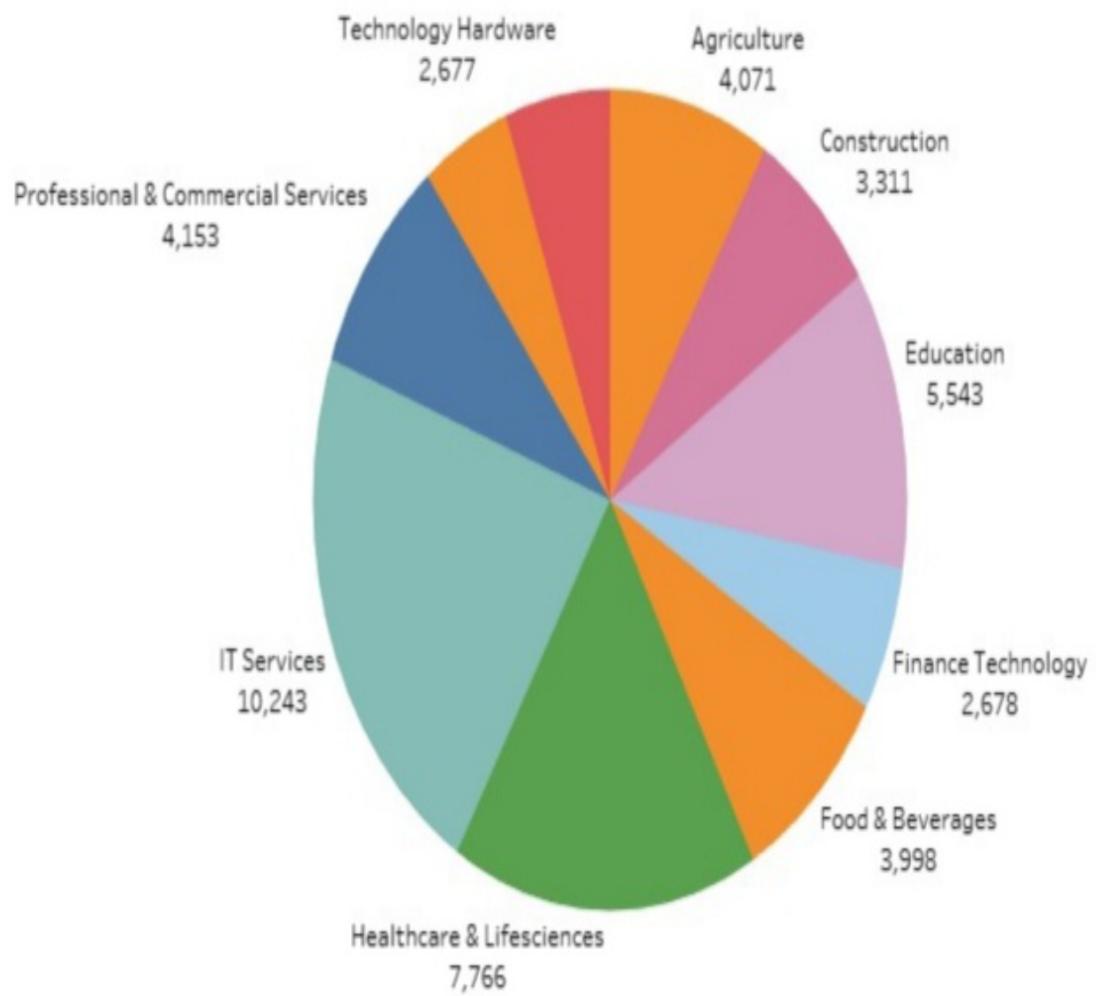
Top 10 Industries by No of Startups



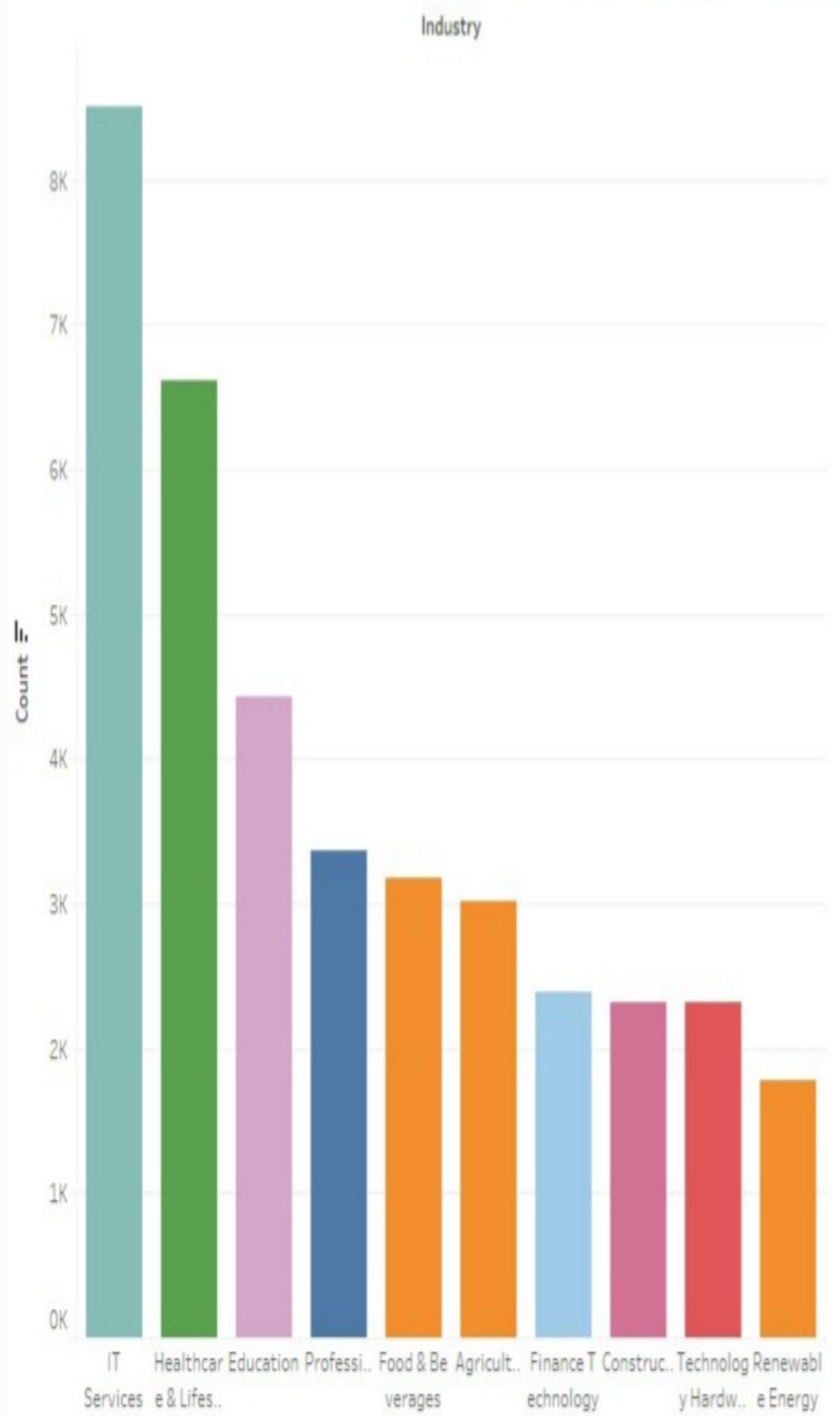
Number of startups by year and applying filters of industry and State



Top 10 Industries by no of States



Top 10 Industries and Top 10 States of Each Country



CHAPTER 4

ADVANTAGES AND DISADVANTAGES

ADVANTAGES

- Agility
- Efficiency
- Team Culture
- Personalization
- Versatility
- Flexibility
- Having Fun

DISADVANTAGES

- Risk Of Failure
- Low Compensation
- Poor Market Access
- Team Conflicts
- Lack Of Resources
- Lack Of Processes
- Stressed Out

CHAPTER 5

APPLICATIONS

- Startups are the engine of economic growth. They are the source of new jobs, new products, and new services.
- They drive innovation and create wealth.
- They also have the potential to generate higher returns.
- Companies can get recognised as Startups by DPIIT, in order to access a host of tax benefits, easier compliance, IPR fast-tracking & more.
- They are also innovative and keep improving their business models, processes, and portfolio.
- They are also innovative and keep improving their business models, processes, and portfolio.
- Established competitors face vested interests, a historic path, and a strong team culture.
- The activity can generate cashflow.
- The activity can generate opportunities.
- The activity can generate visibility.
- A Strong product, a well-researched go-to-market strategy, and a strong organizational culture. Each of these components can be a struggle to get right individually—and ensuring each of them works together can be even bigger.

CHAPTER 6

CONCLUSION

In recent years, startups have been receiving increased attention in many parts of the world. In India, the number of startups has increased fast and more support has become available in all dimensions. It is due to vast commercial potential for startups, India is often described as “the poster child of emerging markets”. Today Startups are being widely recognised as important engines for growth and jobs generation. Through innovation and scalable technology, startups can generate impactful solutions, and thereby act as vehicles for socio-economic development and transformation. However, still there are many challenges that act as a hindrance in realising the true potential of startups in India. India now has 38,756 officially-recognised start-ups – with 27 unicorns, eight of which achieved this status in 2020 – and is the third-largest tech start-up hub globally. Apart from it, India's economy, demography and government's active support provides a wide scope for establishing a thriving startup environment. In present times, startups in India are witnessing a golden chapter in the history of Indian entrepreneurship. However, still the Indian government has a crucial role to play in positioning India as the Tech Garage of the World.

CHAPTER 7

FUTURE SCOPE

The ultimate goal of an entrepreneur launching a new startup is to prove a business. A business is proven when the created product is a solution that customers need and use. Since start-ups are centres of novel innovations, they generate jobs, which implies more career opportunities; more employment leads to a stronger economy, and a healthier economy has a direct bearing on the growth of cities where startups locate. Startups play an active role in boosting innovation and creating jobs in India. Their growth has a direct correlation with that of the Indian economy. The booming start-up segment has achieved spectacular growth in a short span of time. The number of startups rose from 471 in 2016 to 72,993 in 2022 and created more than 7,00,000 jobs by March 2022. India has become the third-largest startup ecosystem in the world after the US and China, per the Economic Survey 2021–22. Startups in India are expected to raise USD180 billion in 2023. Many companies were keen on launching technology-based startups and digital-based startups, which had an upswing despite the pandemic. India has the third-largest startup ecosystem in the world, with consistent annual growth of 12 -15% predicted for the coming year.

CHAPTER 8

APPENDIX

An appendix is a supplementary document that facilitates your reader's understanding of your research but is not essential to your core argument. Appendices are a useful tool for providing additional information or clarification in a research paper, dissertation, or thesis without making your final product too long.

Source code

[A_Startup_Analysis.pdf](#)