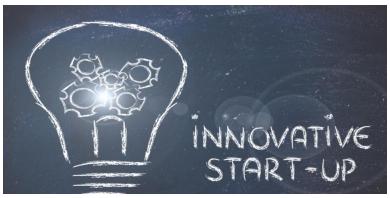
CHARTING THE COURSE OF INNOVATION:A STARTUP ANALYSIS

In the context of analysing the performance and efficiency of startups in India, involving studies and articles that have been published on the topic of hotel performance and efficiency, as well as startups appproved by the Indian government



Introduction

Overview

In this case study we are going to analyse the performance and efficiency of startups, performance and efficiency of hotels in India,comparitive study of startup between countries and states.startup companies approved by the government

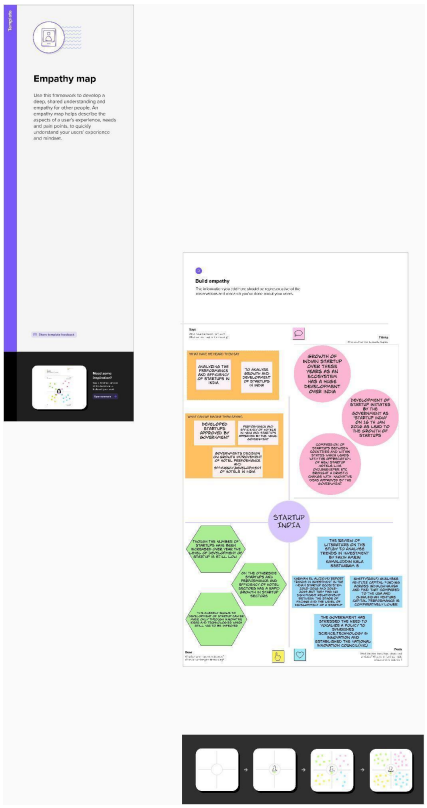
Performing the given tasks by downloading the data's from dataset converting it into my SQL and connect it with tableau.After completing the tasks with the given data's with the help of tableau as instructed finally publish the dashboard and story. The project ends by creating the template and complete the web integration.

Purpose

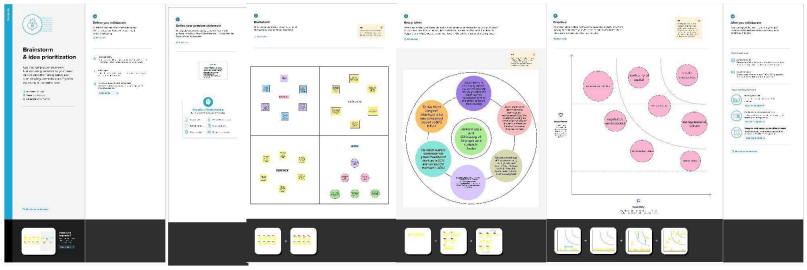
By analysing the startups and number of startups coming every year and industries that are seeing the boom,may somebody with dilemma to start or not start can start his/her own company and become successful

Problem Definition & Design Thinking

Empathy map

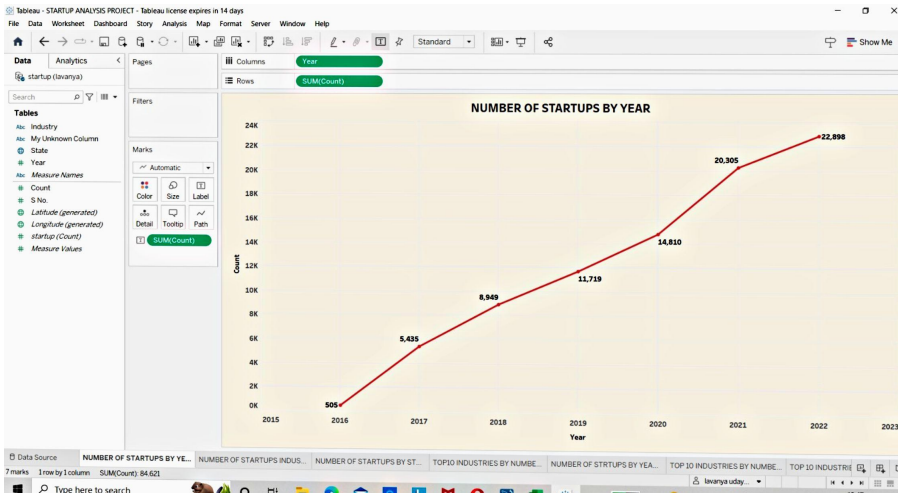


Ideation & Brainstorming Map

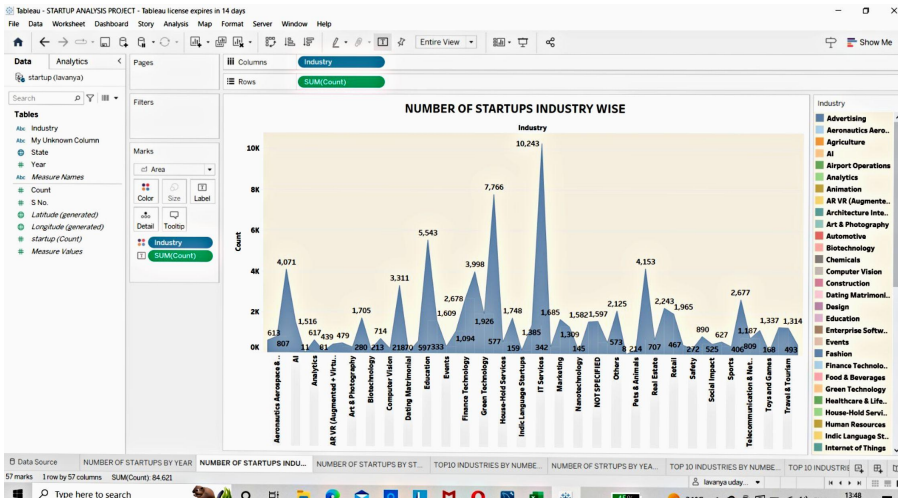


Result

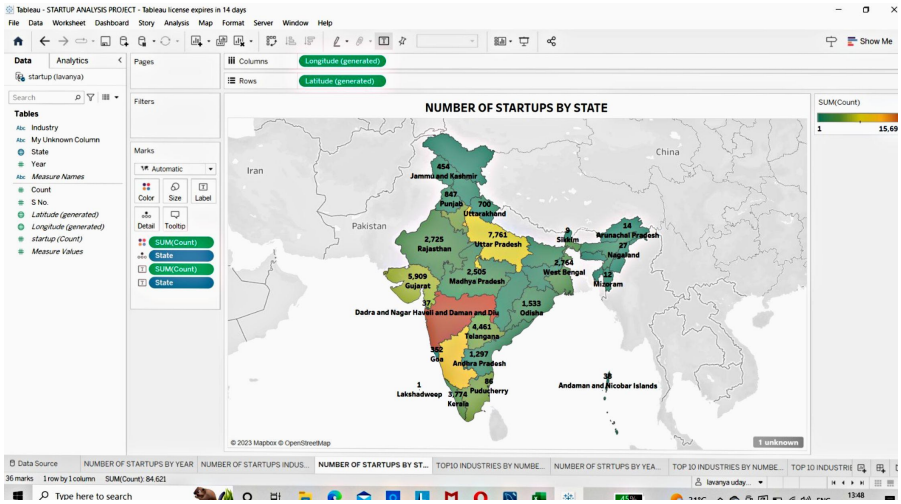
- ***Number of startups by year***



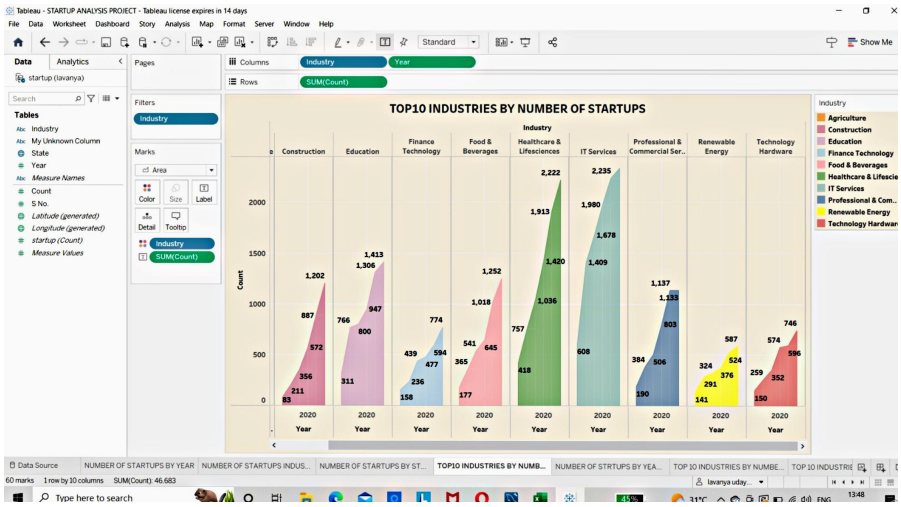
- ***Number of startups industry wise***



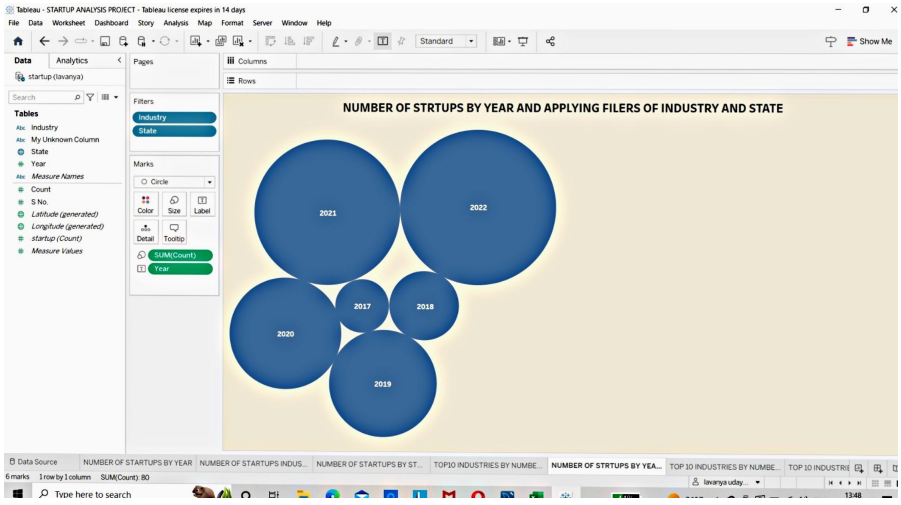
- ***Number of startups by state***



- ***Top 10 industries by number of startups***



- ***Number of startups by year and applying filters of industry and state***



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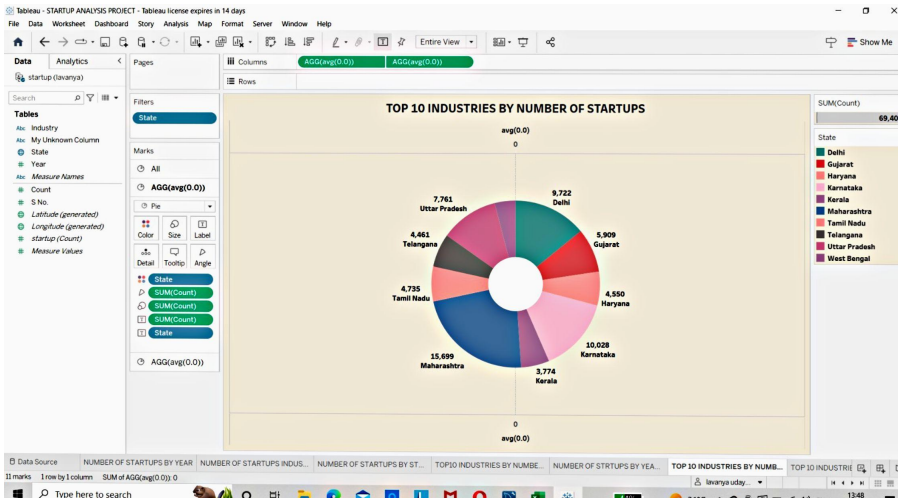
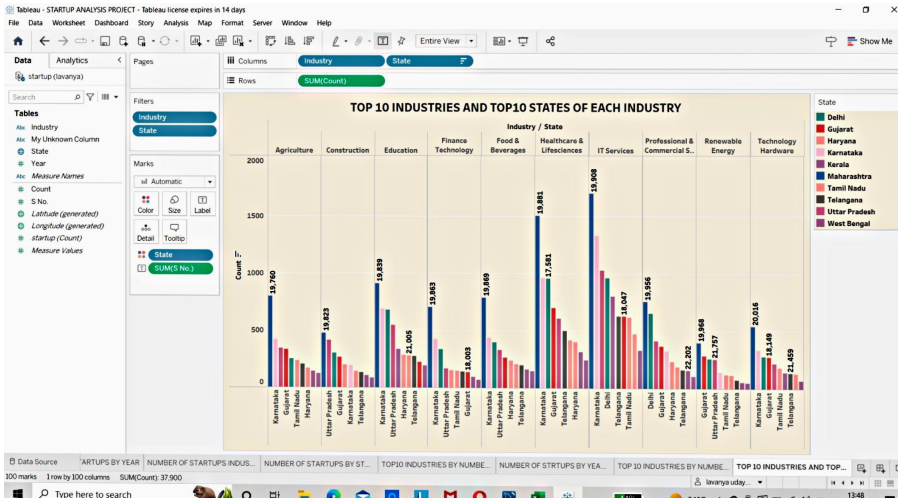
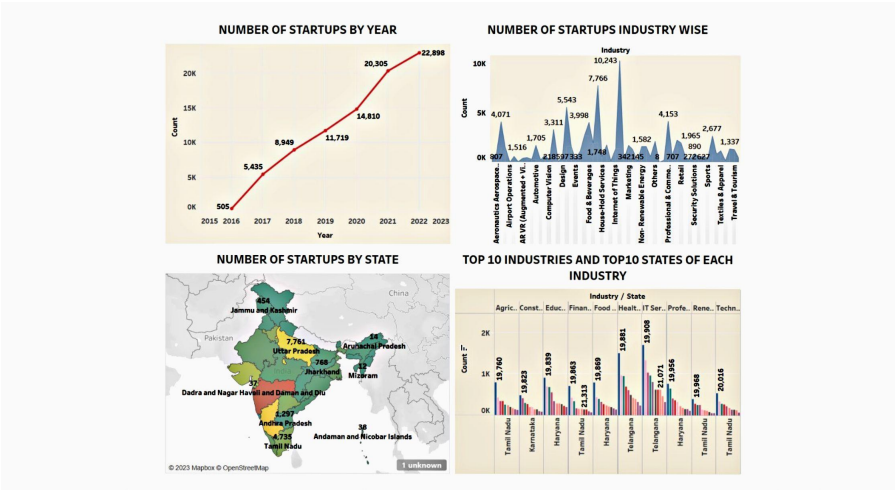


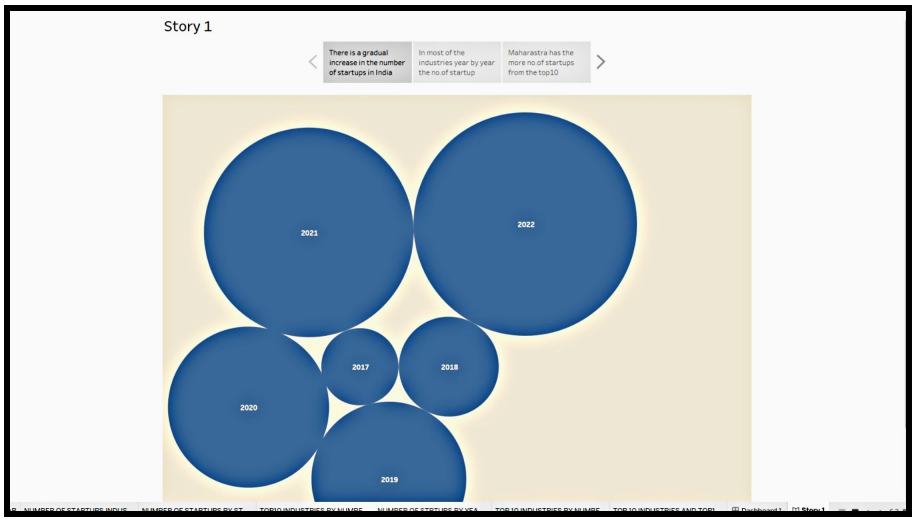
- ***Top 10 industries and top 10 states of each industry***

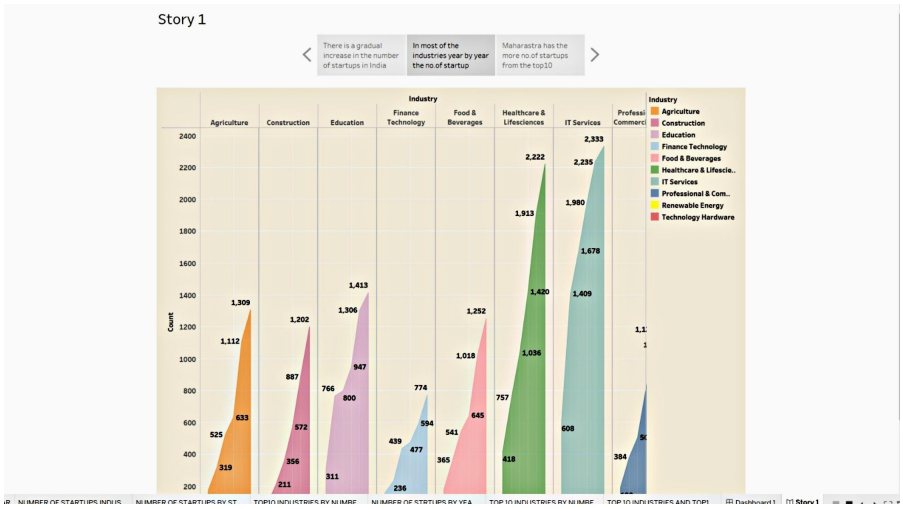


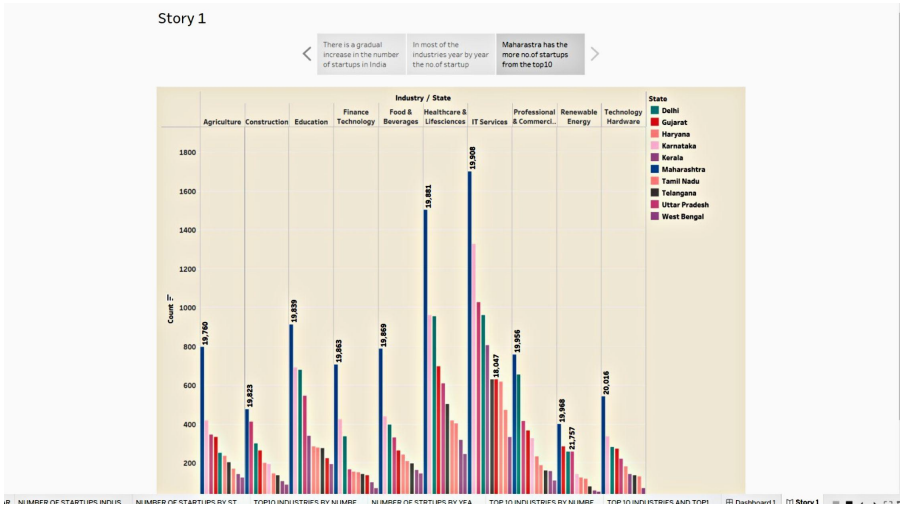
Dashboard


NUMBER OF STARTUPS BY YEAR
NUMBER OF STARTUPS INDUSTRY WISE
NUMBER OF STARTUPS BY STATE
TOP 10 INDUSTRIES AND TOP10 STATES OF EACH INDUSTRY

Story


Story 1
There is a gradual increase in the number of startups in India
In most of the industries year by year the no of startup
Maharastra has the more no of startups from the top10
2021
2022
2017
2018
2020
2019





Advantages and disadvantages

ADVANTAGES	*DISADVANTAGES*
There is a gradual increase in the number of startup by years. *In most of the industries year by year the number of startup count is increasing eventhough there is a*	*Risk of failure is high as number of startups have been increased but some startups except IT sectors and few industries there is no development in other sector.*

huge economic hit by covid lockdowns. *Maharashtra has the more number of startups from the top 10 industries that have more startups.*	

Applications

This startup analysis can be applied for the new startup industry by analysing the state in which it has been constantly growing and the field of growth.

Conclusion

By analysing the dashboard and story which we created

- *There is a gradual increase in the no.of starups in India regardless of states and industries.*

- *In most of the industries year by year the number of startup count is increasing eventhough there is a huge economic hit by covid lockdowns.*
- *Maharashtra has the more number of startups from the top 10 industries that have more startups.*

Future scope

Interestingly, the evolution of India's startup space has continued to spawn new trends. With an expanding economy, rising middle class and improved ease of doing business, the entrepreneurial energy has trickled down below the creamy layer with a series of first-generation entrepreneurs making it big in the startup scene. Apart from this greater democratisation of the startup space, other interesting trends to be noted include the shifting of the startup boom outside the top-tier cities; boom time for new ideas; emergence of new B2B startups; and greater inflow of investment from most developing states in startups. All these indicators point to a maturing of the startup ecosystem and an entrepreneurial story that will gain pace in the future.

Appendix

Embed Dashboard & Story with Web Bootstrap

https://lavanyaudayakumar3.wixsite.com/my-site-1

dashboard tableau public

https://public.tableau.com/views/STARTUPANALYSISPROJECT/Dashboard1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

Story tableau public

https://public.tableau.com/views/STARTUPANALYSISPROJECT/Story1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link