

Global Startup Success Dashboard: Excel Data Analytics Project Report

Prepared by: Lavanya Vijay Anand

Tool Used: Microsoft Excel (Advanced Formulas, Pivot Tables, Dashboard Design)

Dataset Size: 5,000+ records × 26+ columns

Project Type: Data Analytics & Visualization

Domain: Startup Funding, Investment Trends, and Success Metrics

Introduction:

This project explores the performance and characteristics of global startups based on key metrics such as funding, valuation, employee productivity, and success outcomes (e.g., IPO, acquisition). Using Excel as a primary tool, the goal is to uncover patterns that define high-growth startups and visualize these insights effectively.

Dataset Description:

- Source: Self-collected and enriched based on startup investment trends (2024)
- Rows: Over 5,000 startups
- Columns: 26+ features, including:
 - Company Name, Industry, Country, Region
 - Total Funding, Annual Revenue, Valuation
 - Customer Base, Success Score, Number of Employees
 - Acquired?, IPO?, Funding Stage, Social Media Reach, etc.

Project Objectives:

- Clean and transform startup funding data for deep analysis
- Derive key performance indicators (KPIs) and new metrics
- Use pivot tables and charts to uncover business insights
- Build a professional interactive dashboard using Excel

Data Cleaning & Feature Engineering

Performed Cleaning:

- Removed duplicate records and corrected inconsistent country names
- Fixed missing or empty cells in key columns
- Standardized funding stage values (Seed, Series A-D, IPO)
- Converted text values (e.g., "Yes", "No") into flags

Feature Engineering (New Columns Added):

New Column	Description
Startup Age	2024 - Founded Year
Funding Stage Rank	Seed = 1, Series A = 2, ..., IPO = 6
Region	Derived from Country (e.g., India → Asia)
Exit Status	IF Acquired or IPO → Exit, else Private
Funding Category	Small (<100M), Mid (100M–500M), Large (>500M)
Revenue per Employee	Revenue / Employees
Monthly Revenue per Employee	Revenue / 12 / Employees
Revenue-to-Funding Ratio	Revenue / Total Funding
Founder Success Flag	If Valuation ≥ \$1B and Score ≥ 8 → "High Performer"
Currency Symbol	Assigned based on Country (e.g., USA = \$, India = ₹, UK = £)

Pivot Table Insights (10 Total):-

"O8 1. Average Valuation by Industry:-

- Setup: Rows = Industry; Values = Average(Valuation)
- Insight: FinTech and AI lead with the highest average valuations.

"O9 2. Exit Status by Country:-

- Setup: Rows = Country; Columns = Exit Status; Values = Count
- Insight: USA and India dominate in IPOs and acquisitions.

"O8 3. Revenue per Employee by Industry:-

- Insight: EdTech and Gaming sectors show high revenue efficiency.

"O8 4. Customer Base by Country:-

- Insight: India and China have the largest user bases.

"O8 5. Funding Category by Region:-

- Insight: Asia is home to the majority of "Large" funding startups.

"O8 6. Success Score by Funding Stage:-

- Insight: Series B and IPO-stage companies show high success scores.

"O8 7. Total Funding by Industry:-

- Insight: AI and FinTech are the most capital-intensive sectors.

"O8 8. Founder Success Flag by Industry:-

- Insight: AI startups have the most "High Performers."

"O8 9. Average Valuation by Country:-

- Insight: USA, Germany, and France top the list.

"O8 10. Revenue-to-Funding Ratio by Country:-

- Insight: France and India show strong capital efficiency.

☒ Charts Added (10 Visuals)

Chart Title	Description	Type
Avg Valuation by Industry	Investor sentiment by sector	Column Chart
Exit Status by Country	Outcome distribution (IPO, Acquired)	100% Stacked Bar
Revenue per Employee	Productivity comparison	Bar Chart
Customer Base by Country	Market size	Horizontal Bar Chart

Funding Category by Region	Capital intensity by region	Stacked Column Chart
Success Score by Funding Stage	Success prediction vs maturity	Line Chart
Total Funding by Industry	Investment trend by sector	Column Chart
High Performer Count by Industry	Successful founders	Clustered Bar Chart
Valuation by Country	Global valuation view	Column Chart
Revenue-to-Funding Ratio	Financial efficiency	Horizontal Bar Chart

Dashboard Summary:-

- Clean, grid-free layout for presentation
- Top 5 KPIs displayed using shapes and formulas:
 - Total Startups
 - Total Funding
 - Avg Revenue per Employee
 - Highest Valuation
 - Top Performing Industry
- Linked dynamic charts and pivot tables
- Professional color themes and label formatting

Key Business Insights:-

- ☒ FinTech and AI industries attract the most investor capital
- ☒ IPO likelihood increases with higher funding stage and valuation
- ☒ Asia leads in customer base and large-ticket funding
- ☒ Success Score correlates strongly with Revenue and Valuation
- ☒ Employee productivity varies sharply across industries

Personal Learning Outcomes:-

- Practiced advanced Excel skills: Pivot Tables, VLOOKUPs, nested IFs, Data Validation
- Understood how KPIs drive decision-making in real businesses
- Gained dashboarding experience that's relevant to Power BI / Tableau

Project Hosting:-

To share publicly: https://github.com/lavanyavijayanand/Global_startup_dataset_of_excel.

Thank you!