STARTUP FUNDING ANALYSIS

2015-2020

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EXECUTIVE SUMMARY

This project aims to analyze the startup & business patterns primarily in India from 2015 to 2020.

This report analyzes the funding landscape of Indian startups using a dataset of a big bulk of startups.

Key highlights:

- Total investments analyzed: **$35.47B** across **2,285 startups**.
- Major investment hubs: **Bangalore, Delhi NCR, Mumbai**.
- Top funded startups: **Flipkart, Paytm, Ola, Snapdeal, Oyo Rooms**.
- Leading investors: **Westbridge Capital, SoftBank, Alibaba, Microsoft, Tiger Global**.
- Funding peaked in **2017**, with a slowdown observed after 2019.

This analysis enables stakeholders (investors, entrepreneurs, policymakers) to understand capital distribution, sector growth, and city-wise funding ecosystems.

CONTENTS

- INTRODUCTION
- METHODOLOGY
- RESULTS
- INSIGHTS & INFERENCES
- CONCLUSION

INTRODUCTION

India has one of the fastest-growing startup ecosystems globally.
Funding drives innovation, expansion, and market competitiveness.

The purpose of this project:

- To identify **trends in startup funding**
- To analyze **geographical hotspots**
- To evaluate **investors and investment types**
- To provide **actionable insights** for data-driven decision making.

METHODOLOGY

Data Source

- Dataset imported into **PostgreSQL (pgAdmin4)** for wrangling.
- Original dataset contained inconsistencies (missing values, wrong date formats, text-based numbers).

Data Cleaning (in PostgreSQL)

- Converted date & funding amounts into correct formats.
- Handled nulls and replaced invalid values.
- Removed duplicates & normalized text fields.

METHODOLOGY

Data Organization:

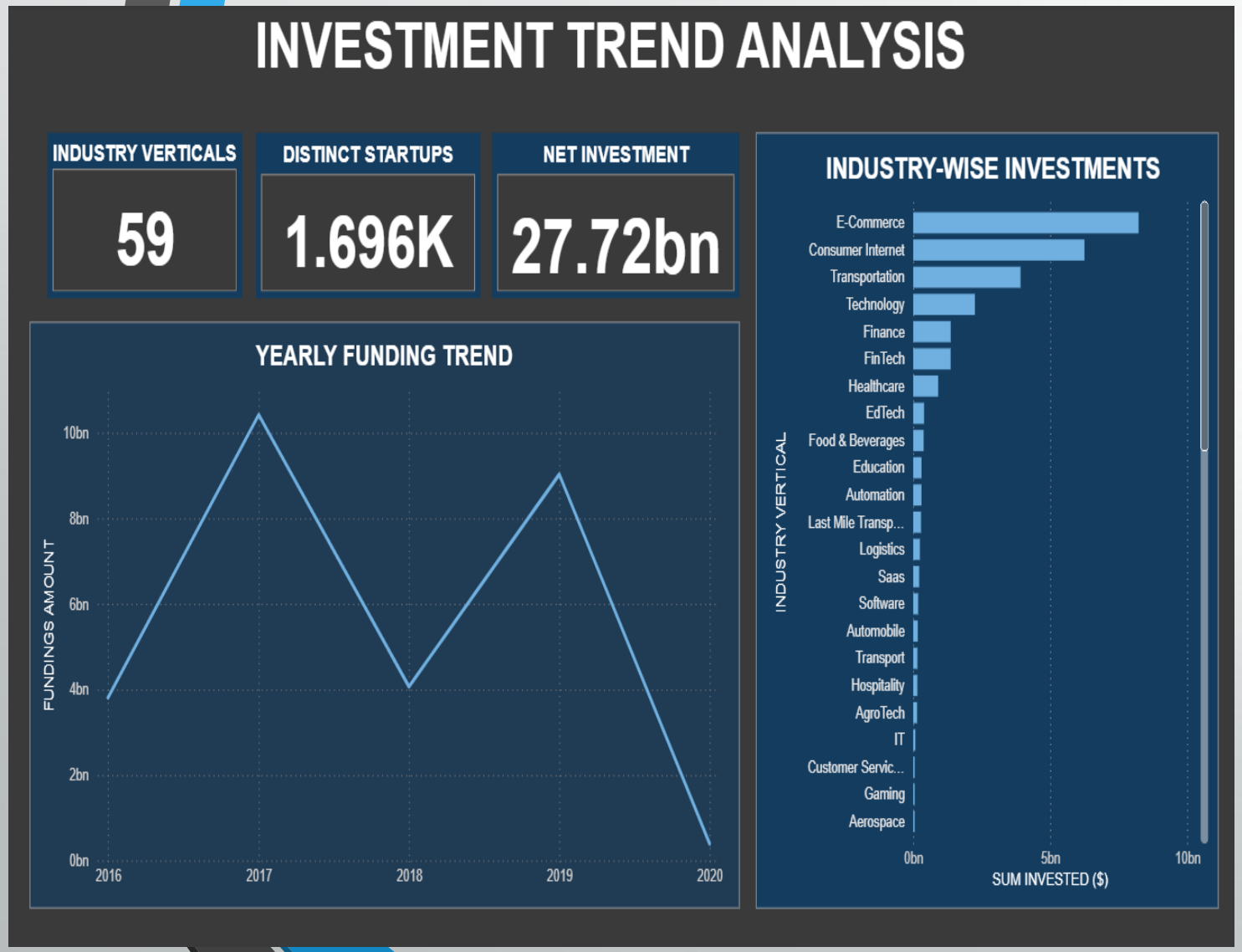
- Dataset organized and structured.
- Ground level rearrangements done in **PostgreSQL.**
- Dataset tailored and cleaned for operations in **PowerQuery Editor**

Visualization:

- Investment trends studied (Demanding industries)
- Top investors analyzed (Interest and shifting trends)
- Geographical distribution of startups monitored (Cities/Regions)

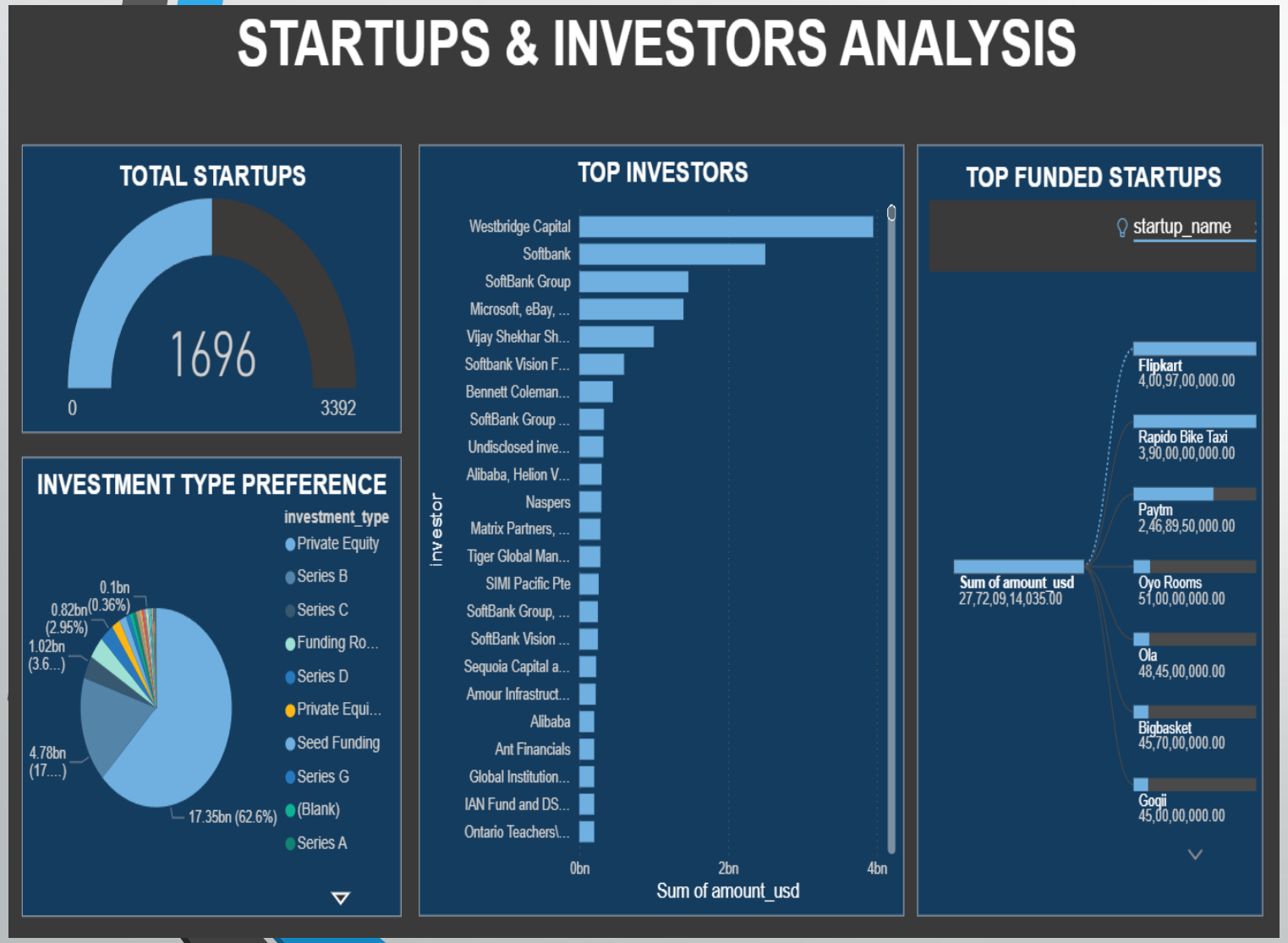
Visualizations done using **Power BI.**

RESULTS



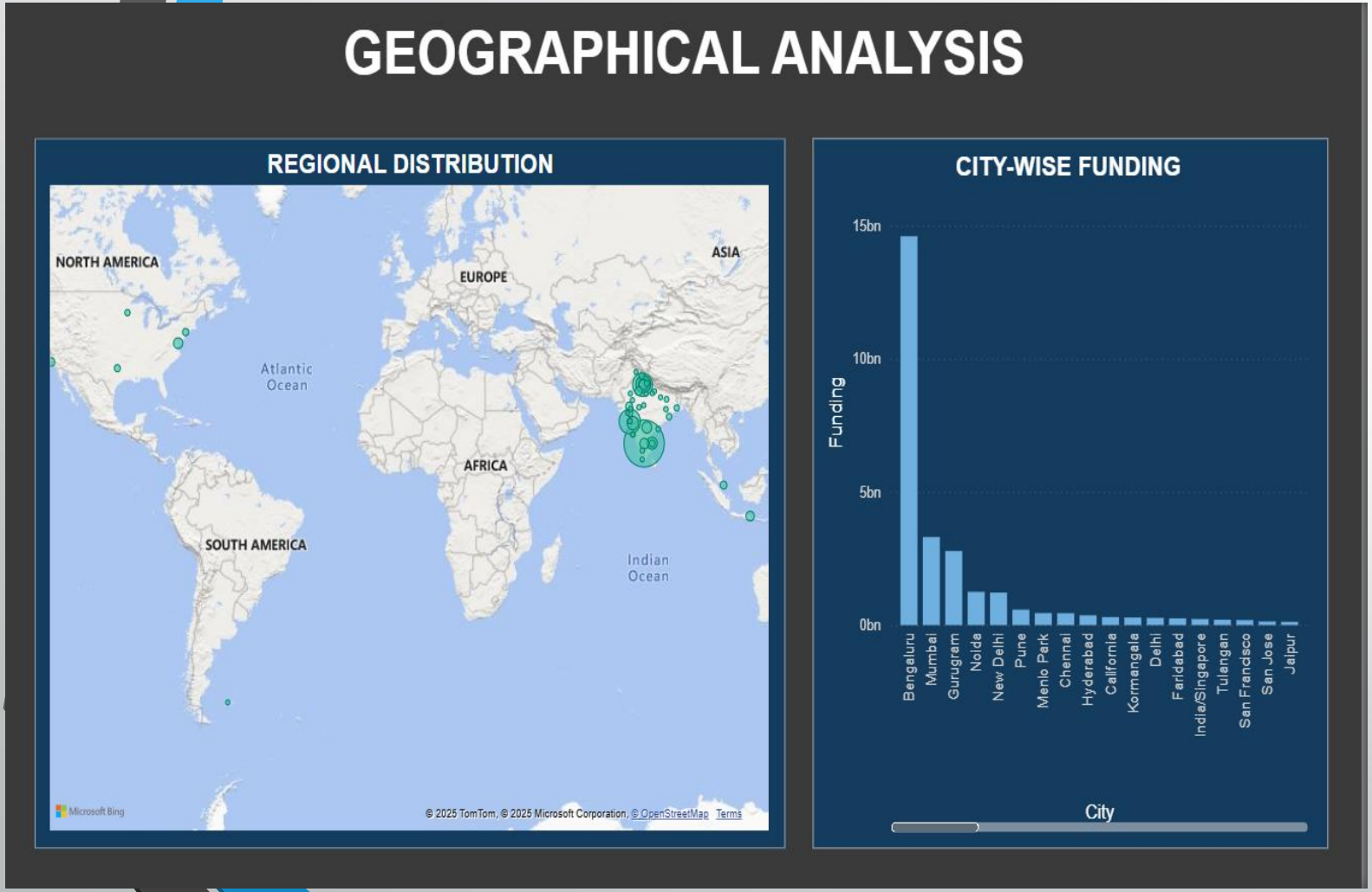
- Distinct industries : 59
- Distinct startups : 1.69 k
- Net Fundings cap : $ 27.72 bn
- Fundings peaked from 2015 and were highest in 2017.
- Sudden retracement in funding caused after 2017.
- Investments rose again till 2019.
- Decline observed post 2019.
- Dominant sectors: **E-Commerce, Consumer Internet, Transportation, FinTech**.

RESULTS



- Flipkart, Paytm, Ola, Snapdeal, Oyo Rooms emerged as top-funded startups.
- Westbridge Capital & SoftBank lead as top investors.
- Preferred investment type: **Private Equity**.

RESULTS



- Bangalore dominates the Indian startup funding (> $10bn).
- Delhi NCR and Mumbai follow as major investment hubs.
- Higher number of startups shows concentration of funds.
- Foreign startups having domestic branches also showed native fundings.

INSIGHTS & INFERENCES

- **Concentration of Capital**: Most funding is clustered in top 3 cities → Suggests regional inequality in startup support.
- **Sector Dominance**: E-Commerce & Consumer Internet receive the lion's share → Early stage industries (EdTech, SaaS, Healthcare) remain underfunded → potential growth opportunities.
- **Investor Patterns**: Large global investors (SoftBank, Alibaba, Tiger Global) dominate big-ticket rounds → Local investors are more active in seed funding.
- **Market Trends**: Startup ecosystem is cyclical — requires policy intervention & diversified funding mechanisms to sustain post-2019 levels.

CONCLUSION

- India's startup ecosystem is **vibrant but unevenly funded**.
- Significant opportunities lie in **tier-2 cities & underfunded industries**.
- Policy-makers and investors can use these insights to **balance capital distribution** and **accelerate innovation**.
- The combination of **SQL for data wrangling** and **Power BI for visualization** demonstrates an **end-to-end data analytics pipeline** → exactly what recruiters look for in a Data Analyst.

THANK YOU