

# Market Analysis. Final task

For Submission

You need to submit this task for review.

## Learning outcomes

You will be able to:

- ✓ Utilize PostgreSQL for data cleaning and queries to provide the information needed in the scenario.
- ✓ Export data from SQL to MS Excel to create Data Visualization that addresses the client's needs.

## Scenario/Task description

You are a data analyst working for a company that is planning to venture into a new market involving financial services. In line with this, it is requesting insights on sources of financing companies tap into when entering the said industry. Insights from your report will be utilized by decisionmakers for their alternatives analysis as they explore probable sources of financing to start offering the new service.

## What you need to do

Address the following objectives working with the 'investment\_subset' table.

- 1 Prepare the dataset for the analysis by creating a new table selecting the records where the market is financial services. Keep in mind that the values in this column are misspelled.
- 2 Provide descriptive analytics that presents the number of observations of companies operating in financial services and their average, minimum, and maximum seed funding.
- 3 Aware of the reality that equity crowdfunding is a bit rare in financial services, determine whether or not there has been a previous instance where a startup offering financial services received equity crowdfunding. If there was, provide details of the company such as the country it operates in, the year it was founded, its status (whether or not it is still operating), and the amount of equity crowdfunding it acquired.
- 4 Determine whether or not a significant outlier in terms of total funding (USD) exists among companies that offer financial services. An outlier is an extremely high or low value. Provide details pertaining to this outlier such as its country, status, year founded, and total funding (USD).
- 5 Excluding the significant outlier, provide insights on the company in terms of the usual financing sources for businesses that offer financial services. Export your data from SQL to MS Excel, and create a data visualization that presents the average funds acquired from financing sources such as equity crowdsourcing, undisclosed sources, convertible notes, debt financing, and private equity.

## Tips and Hints

- ✓ Consider working on a copy which is a subset that only includes Financial Services to ensure that other irrelevant records are not included during querying.
- ✓ Be sure to clean the data prior to performing aggregate functions or conditional queries.
- ✓ Use 'order' command to find the unrealistically big value.
- ✓ Use **CREATE TABLE** to create a new table with selected data.

**CREATE TABLE** <<table name>> **AS**  
— insert select query here

Need help with this assignment? Check out [Supporting Materials](#).

## Definition of terms

For the definition of terminologies that are used in this task, you may check out the dictionary using the different links provided below:

- ✓ [Seed Fund](#)
- ✓ [Venture Capital](#)
- ✓ [Equity Crowdfunding](#)
- ✓ Undisclosed Sources—sources that are not disclosed to the public
- ✓ [Convertible Notes](#)
- ✓ [Debt Financing](#)
- ✓ [Private Equity](#)

## Completion Criteria

Learners are able to create a clean copy of the provided data set using SQL queries, address the objectives for data analysis and create a data visualization using MS Excel to compare the amount of funds gathered from various sources of financing.

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