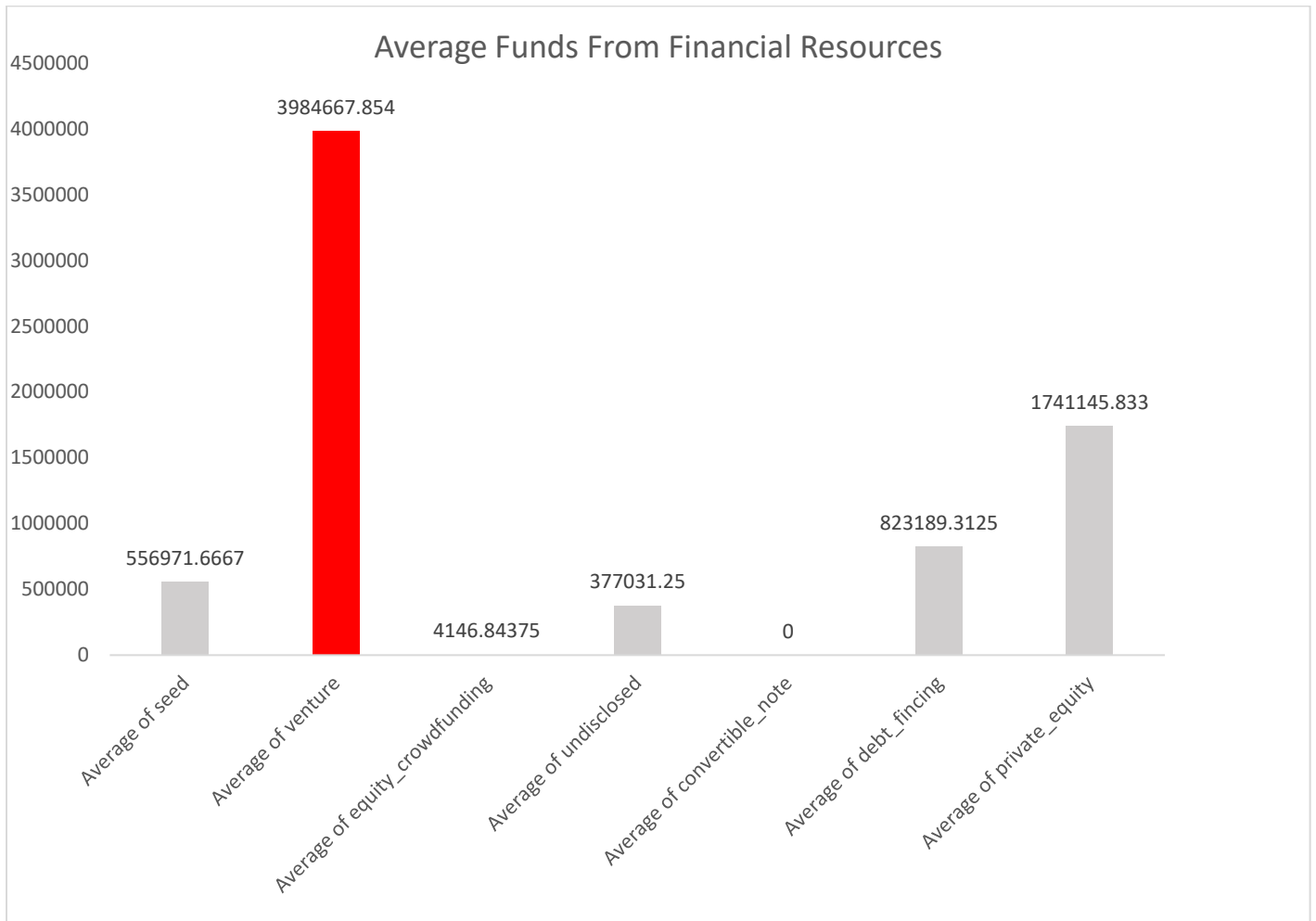# Scenario / task description

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.

Average Funds From Financial Resources

Category	Value
Average of seed	556971.6667
Average of venture	3984667.854
Average of equity_crowdfunding	4146.84375
Average of undisclosed	377031.25
Average of convertible_note	0
Average of debt_fincing	823189.3125
Average of private_equity	1741145.833

Values	Avg_Value	Percentage
Average of seed	556971.6667	7.44%
Average of venture	3984667.854	53.22%
Average of equity_crowdfunding	4146.84375	0.06%
Average of undisclosed	377031.25	5.04%
Average of convertible_note	0	0%
Average of debt_fincing	823189.3125	10.99%
Average of private_equity	1741145.833	23.26%
Total	7487152.76	100.00%

By the observation of this chart, you can see the average funds of every financial resource
and the highest average is venture, and private equity, this show that the market is
more on ownership and partnership from other investors but more on selling large ownership chunks
of the company to investors.

Based on my query on the average of seed the maximum fund that has been given is 4.4mil in 2012
and the minimum is 7.5k in 2013 showing that there is a decreased number of seeds received in 1 year.

In crowdfunding there is a record that financial services received equity of crowdfunding, operating
in FRA and founded in 2010 receiving 398097.0

Financial Services has an increasing gap of outliers, which means it's a fundable market

In conclusion, its best, and I recommend to Venture into financial services rather than choosing other financial
resources