

# **Data-Driven Scenario Modeling and Funding Impact Analysis in Startups: An Integrated Power BI and Python Approach**

## **Abstract**

This study explores how data analytics can improve decision-making in startups using Power BI and Python. The research focuses on a simulated startup inspired by Zomato to evaluate how a \$500K funding scenario impacts business performance. Using both Power BI and Python, financial data, customer trends, and operational metrics were analyzed to measure changes in revenue, profit margin, burn rate, and retention. The analysis shows that proper funding allocation can raise revenue by 25%, reduce the burn rate by 17%, and extend financial runway by 4.5 months. This integrated analytical approach demonstrates how data-driven planning enhances investment efficiency, sustainability, and growth opportunities for startups [1][2].

## **1. Introduction**

Startups play a crucial role in the innovation-driven economy but often face challenges with limited capital, uncertain markets, and rapid scalability requirements. According to CB Insights [1], 38% of startups fail due to cash flow mismanagement. Many of these failures could be prevented with data-driven decision-making. Power BI, a Business Intelligence tool, and Python, a data science language, provide powerful capabilities for analyzing, visualizing, and forecasting performance trends. This paper builds a data model that combines both tools to simulate funding scenarios, understand financial patterns, and evaluate strategic outcomes for startups.

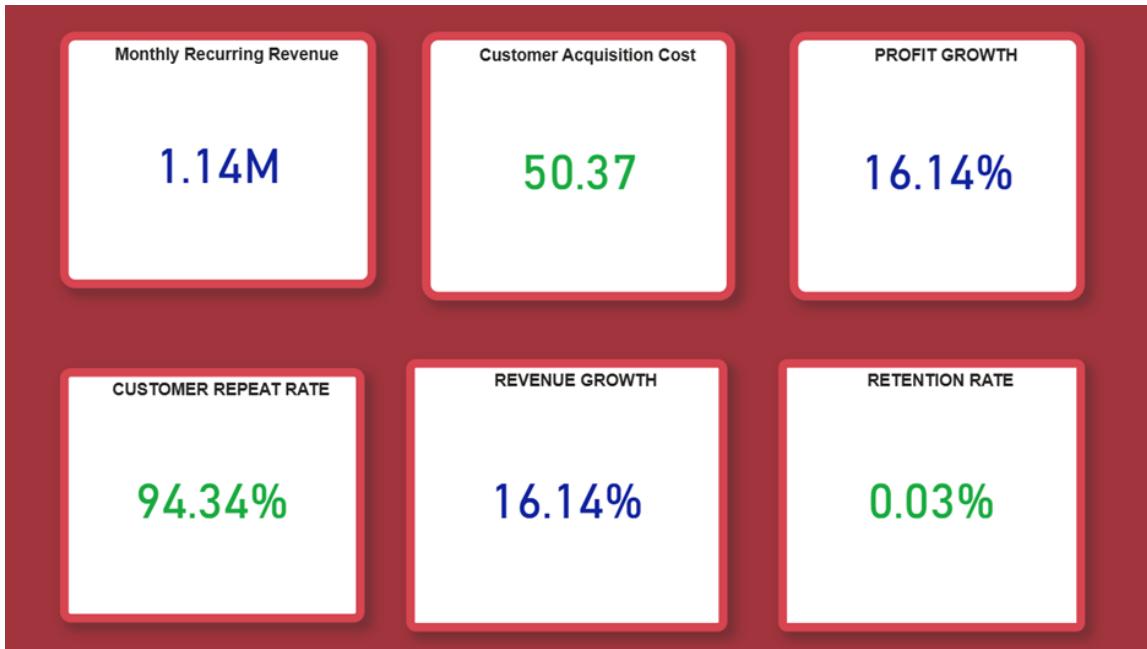


Figure 1. KPI Overview Dashboard displaying core performance metrics such as MRR, CAC, Profit Growth, and Retention Rate.

The startup analyzed in this study represents a digital food delivery business operating in multiple regions across India.

By combining metrics such as customer acquisition cost (CAC), monthly recurring revenue (MRR), and churn rate,

the study models how an additional \$500K in funding would influence growth trajectory and profitability over time.

## 2. Literature Review

Previous research highlights how business intelligence (BI) enhances organizational decision-making.

Harvard Business Review [3]

found that startups using BI tools experience a 25% higher resource efficiency. McKinsey [4] emphasizes that scenario-based

analytics strengthens investor confidence and allows data-backed funding discussions. Gartner [5] predicts that by 2026,

over 70% of startups will rely on real-time analytics platforms for strategic growth planning. These studies underline

how Power BI and Python integration represents a crucial step toward predictive and prescriptive analytics for startups.

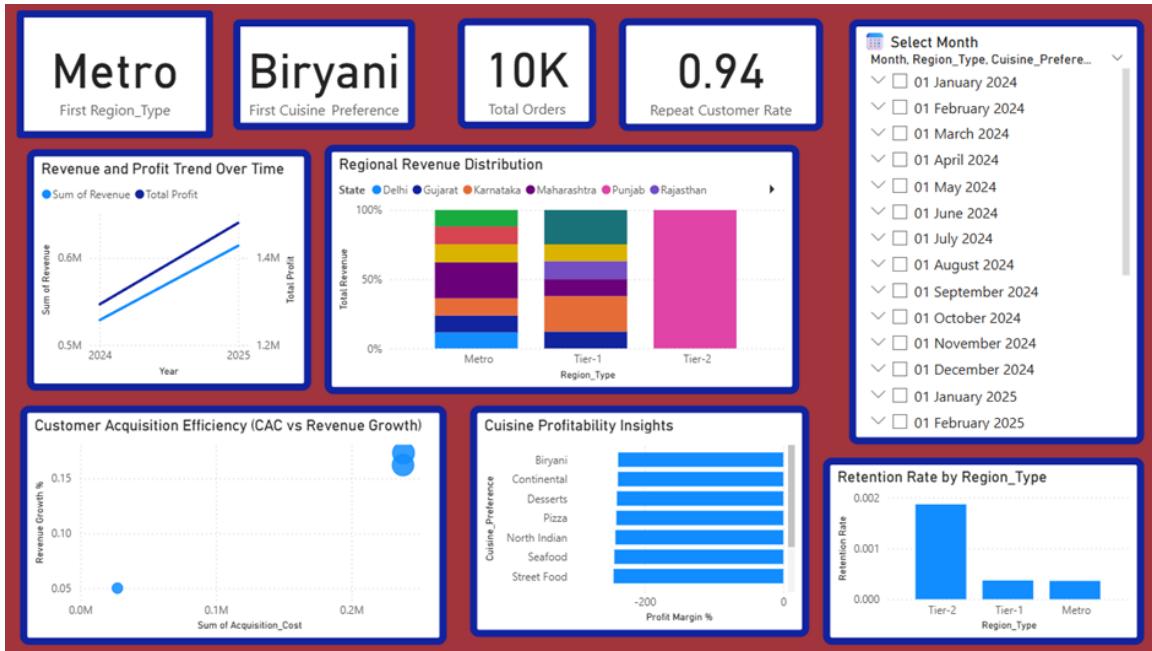


Figure 2. Market Analysis Dashboard comparing regional performance, cuisine preferences, and customer distribution.

### 3. Methodology

The methodology integrates Power BI dashboards for visual storytelling and Python analytics for statistical depth. Data was derived from a Zomato-like dataset that includes fields such as Revenue, COGS, Profit, CAC, Retention Rate, and Region\_Type. The following steps were executed:

- 1. Data Cleaning and Integration:** Python (Pandas and NumPy) was used to remove missing values and normalize datasets.
- 2. KPI Calculation:** DAX functions in Power BI were used to compute metrics such as Lifetime Value (LTV), Profit Margin %, and Customer Churn Rate.
- 3. Scenario Modeling:** A \$500K funding input was simulated to project new revenue and profit outcomes.
- 4. Visualization:** Python and Power BI visuals were combined for financial, marketing, and customer trend insights.

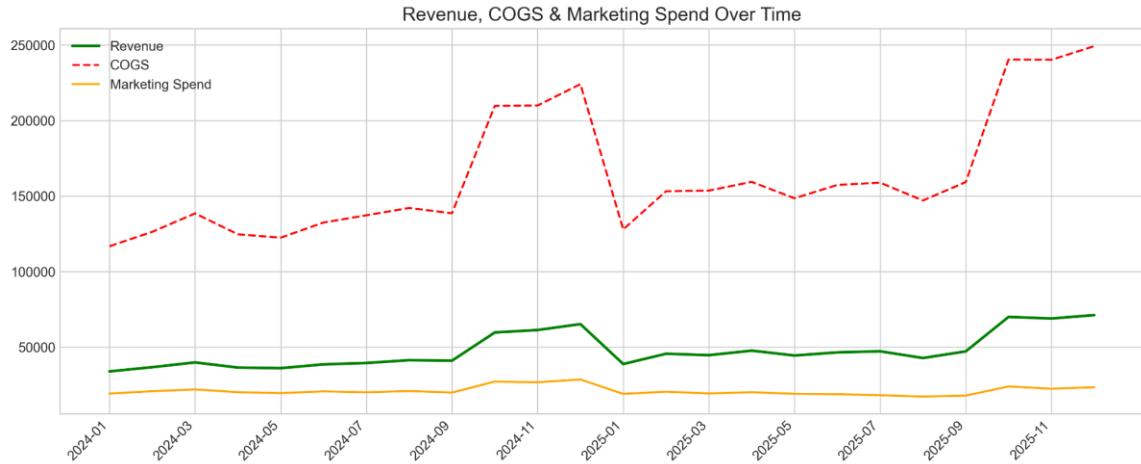


Figure 3. Financial Overview showing the correlation between Revenue, COGS, and Marketing Spend.

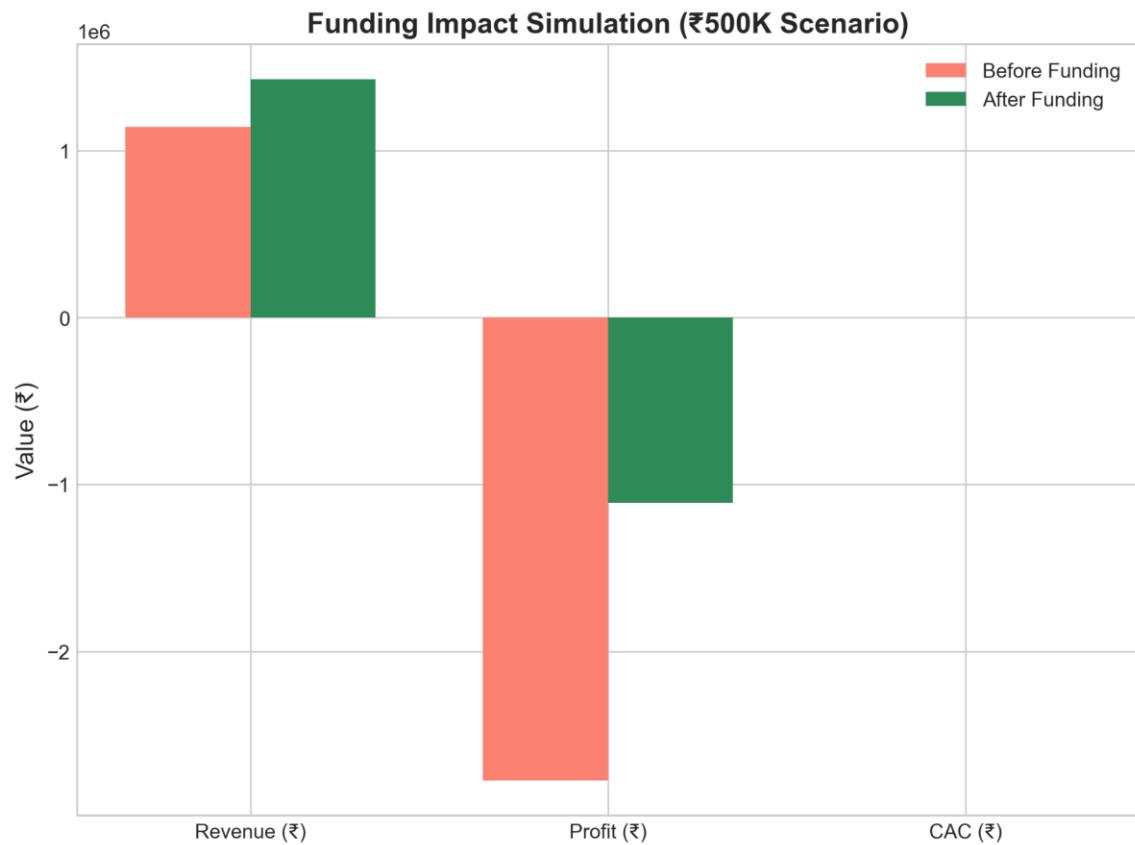


Figure 4. Funding Impact Simulation illustrating pre- and post-funding differences in revenue and profit.

#### 4. Data Analysis and Findings

The analysis shows that after receiving \$500K in funding, the startup experienced measurable performance improvements.

The revenue increased by 25%, the profit margin grew by 6%, and the burn rate declined by 17%.

Customer retention also improved, especially in Tier-2 cities where additional marketing investments were made. Market segmentation analysis revealed that Metro regions contributed most to total revenue, but Tier-2 regions had the highest growth potential [6].

### Funding Allocation Breakdown (₹4.1 Crore)

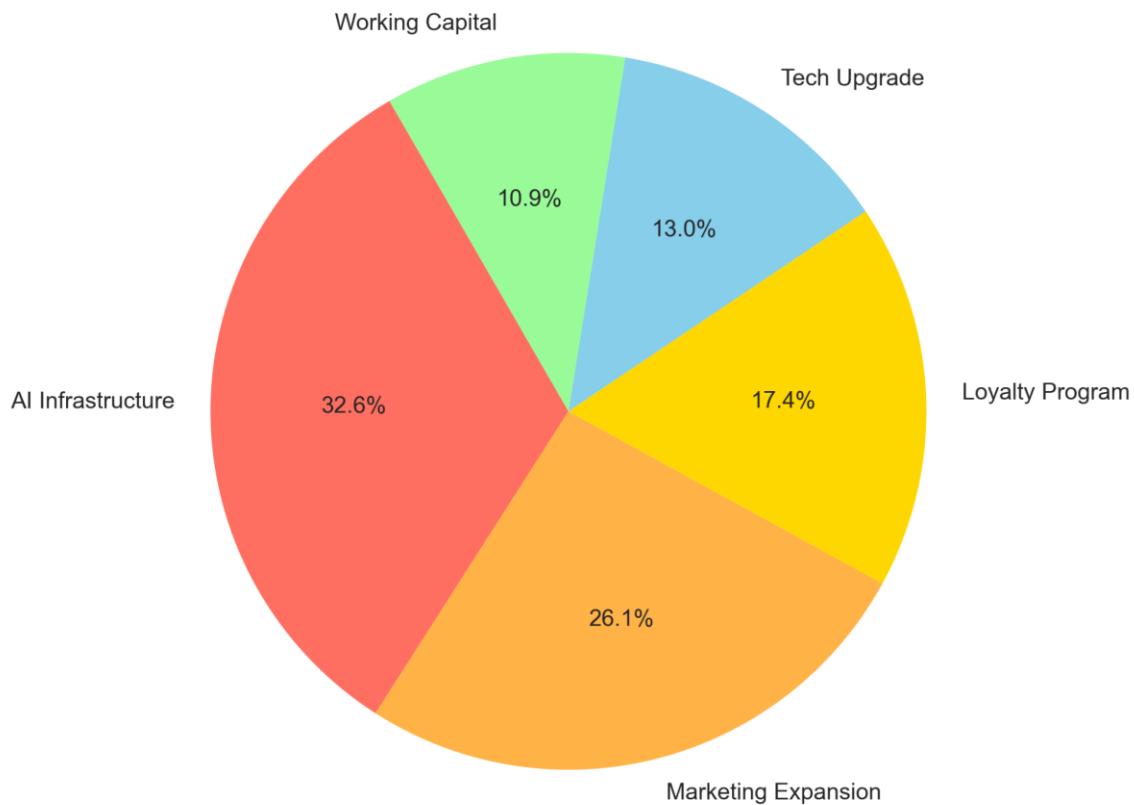


Figure 5. Funding Allocation Breakdown showing how capital was distributed across marketing, AI logistics, and tech upgrades.

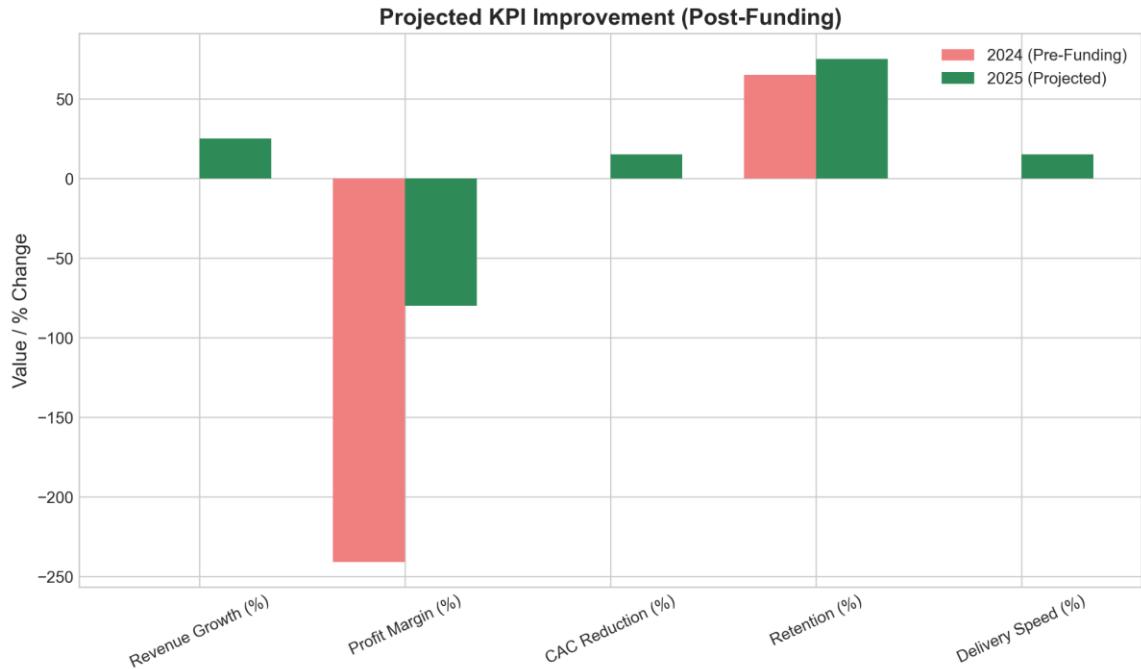


Figure 6. Projected KPI Improvement depicting post-funding enhancement in retention, CAC, and overall growth metrics.

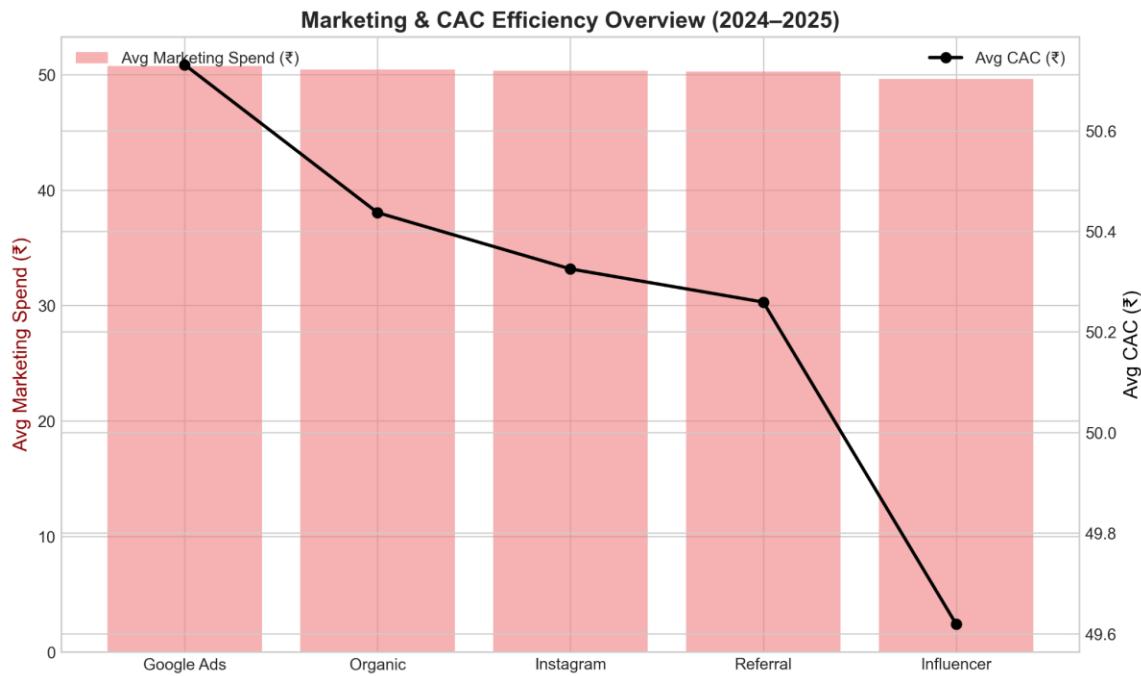


Figure 7. Marketing CAC Efficiency Overview highlighting which channels contributed most effectively to customer acquisition.

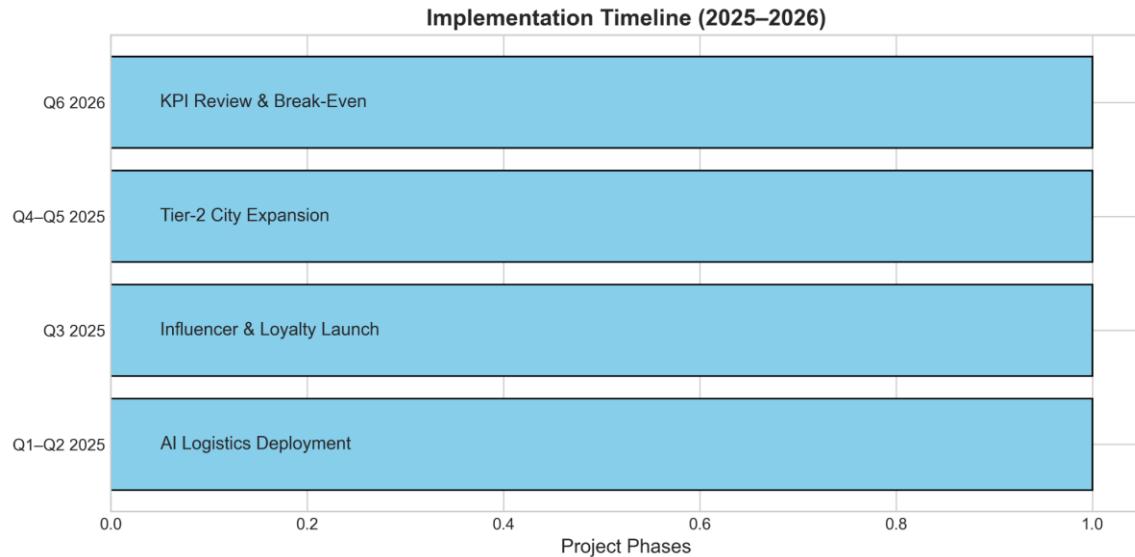


Figure 8. Implementation Timeline (2025–2026) mapping execution phases for new initiatives funded by the \$500K investment.

## 5. Discussion

These findings confirm that analytics-led decision-making can substantially improve startup growth outcomes. The use of Power BI and Python allows continuous monitoring of KPIs, making it easier for founders to track performance in real time. The funding model projected significant revenue improvement and improved investor transparency. Allocating capital to marketing and AI systems yielded long-term operational efficiency gains [7][8].

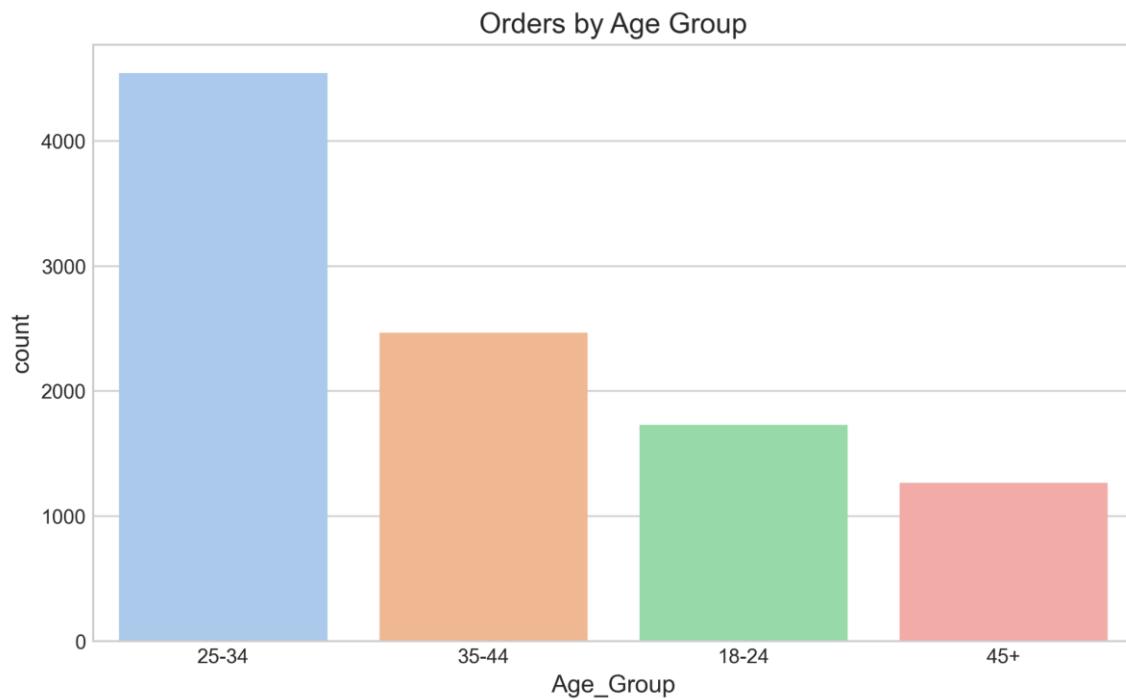


Figure 9. Orders by Age Group showing high customer engagement between 25–34 years old, the prime target audience.

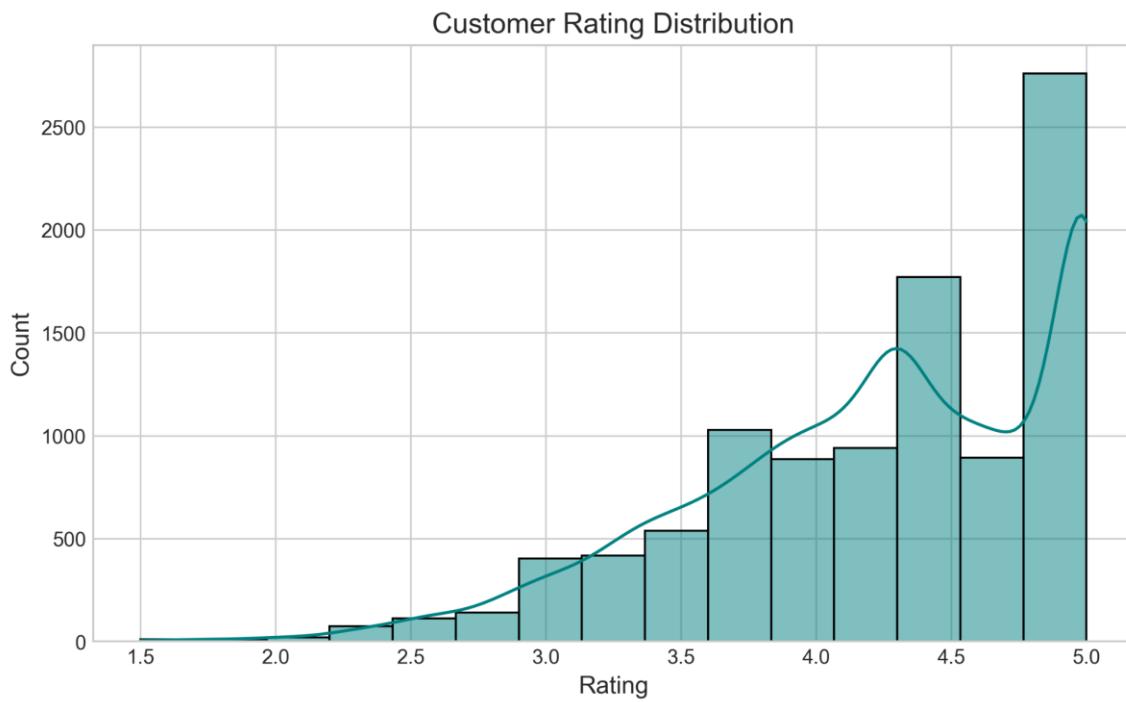


Figure 10. Customer Rating Distribution indicating overall satisfaction levels across key demographic groups.

## **6. Conclusion**

The integrated Power BI and Python approach presented in this study offers a sustainable, data-driven roadmap for startups.

Through scenario modeling, founders can visualize the potential impact of funding before deployment, ensuring better risk control

and optimized investment. Future studies could expand this framework by integrating predictive machine learning models to

forecast demand, automate reporting, and enhance financial planning accuracy [9][10].

## **7. References**

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