

# CHARTING THE COURSE OF INNOVATION

## 1. INTRODUCTION

### 1.1 Overview

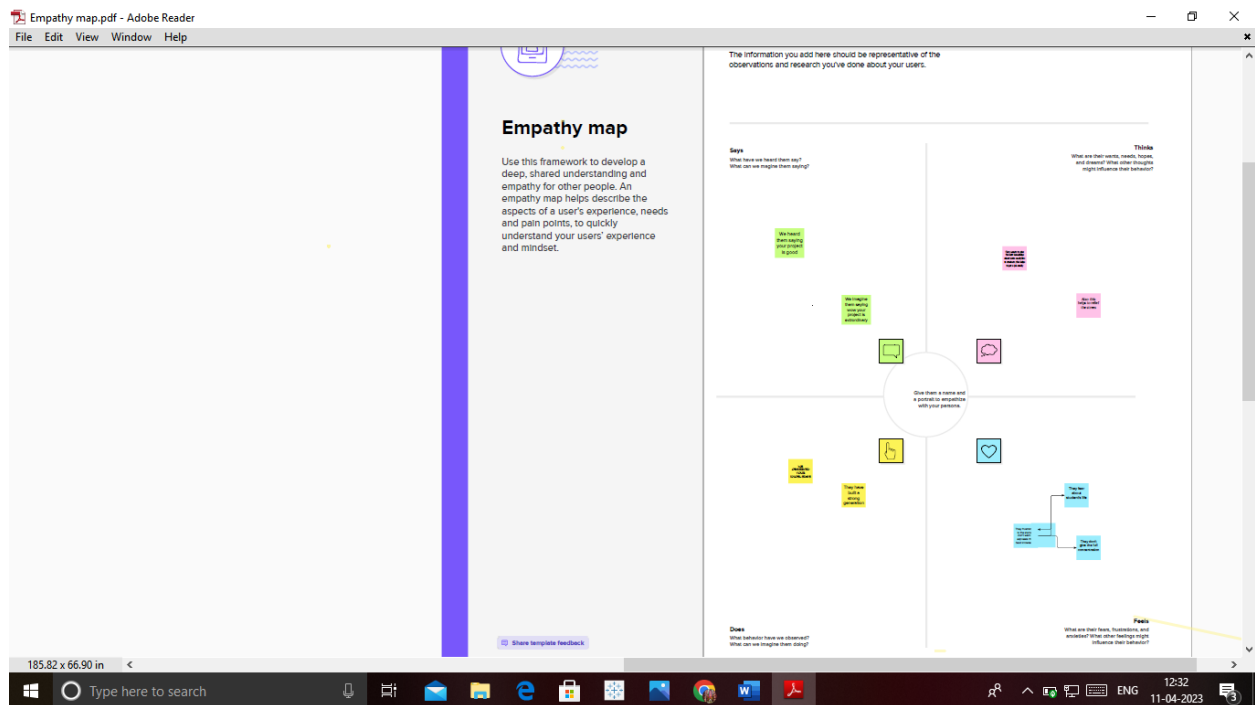
The business requirements for analyzing the performance and efficiency of startups in India include identifying KPIs, comparing performance across different industries and states, identifying patterns and trends overtime, identifying affecting factors, creating interactive dashboards and reports identifying areas for improvement, making data-driven decisions, comparing to the industry average and creating forecasting models for future performance. The ultimate goal is to gain insights and improve performance through data visualization techniques.

### 1.2 Purpose

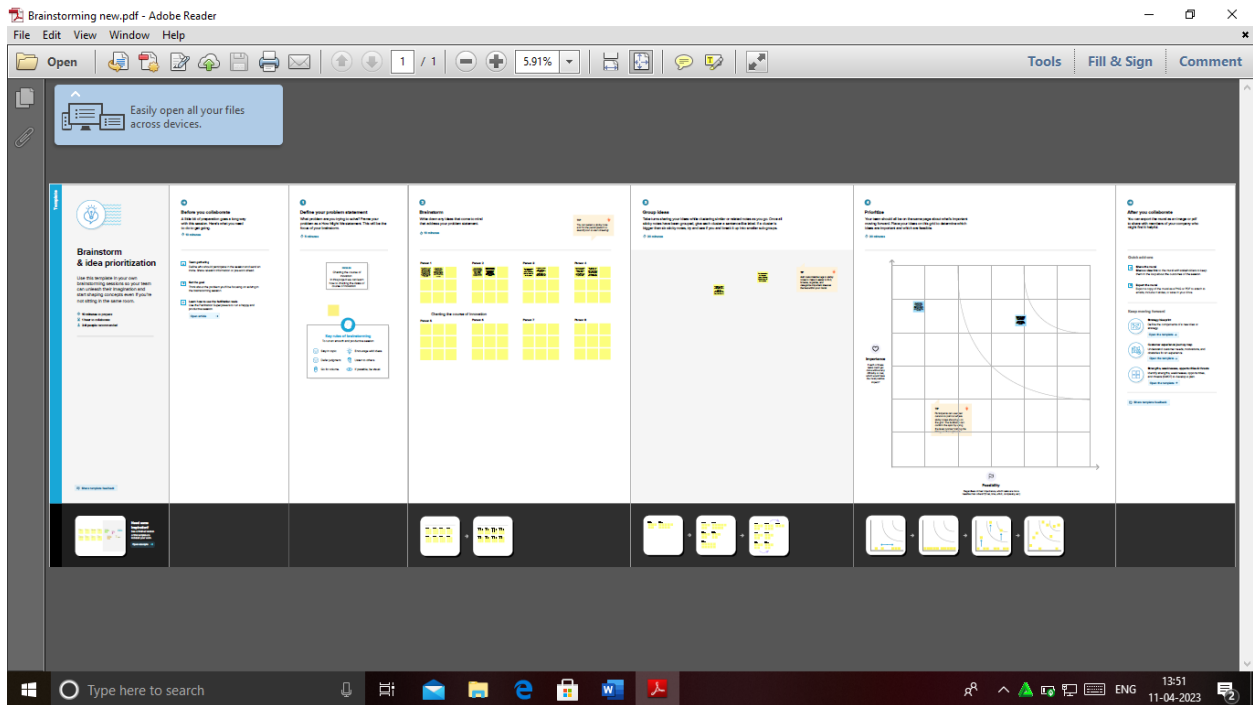
It used to know the levels of the industries in India, even in the Covid lockdowns.

## 2. Problem definition & Design thinking

### 2.1 Empathy map

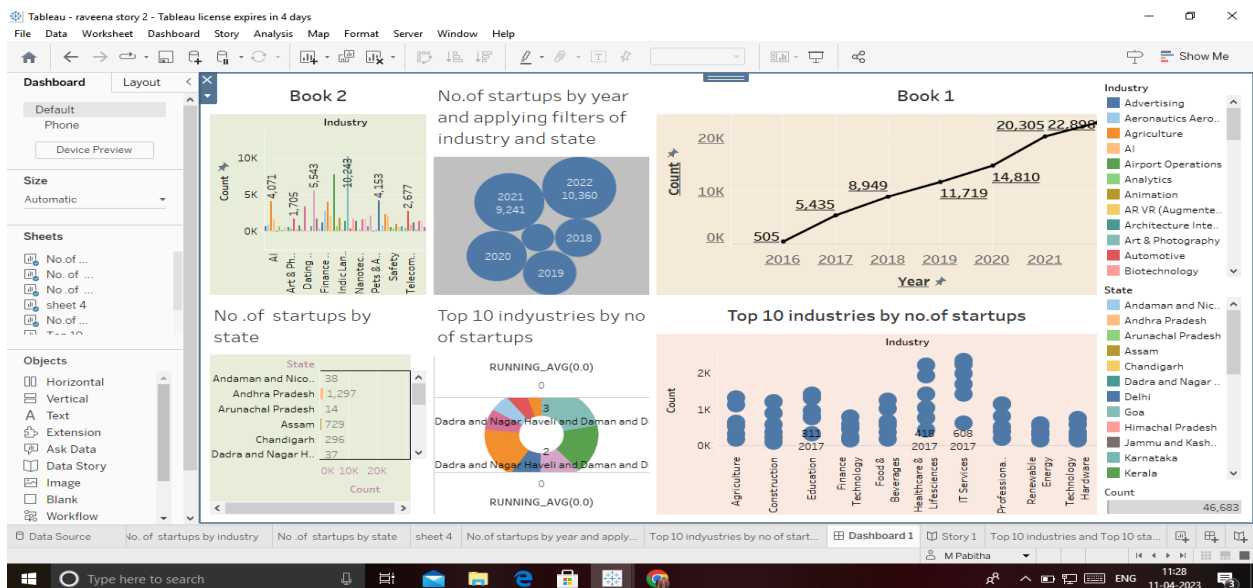


## 2.2. IDEATION & BRAINSTORMING MAP:

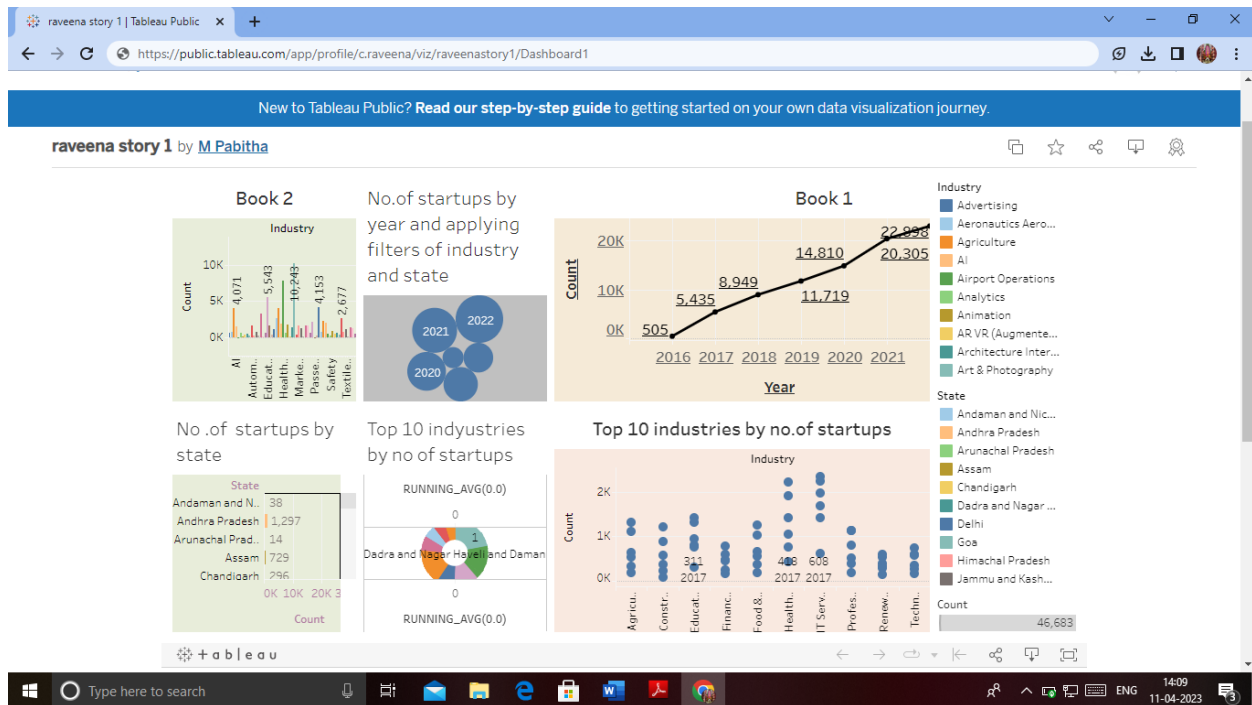


## 3.RESULT

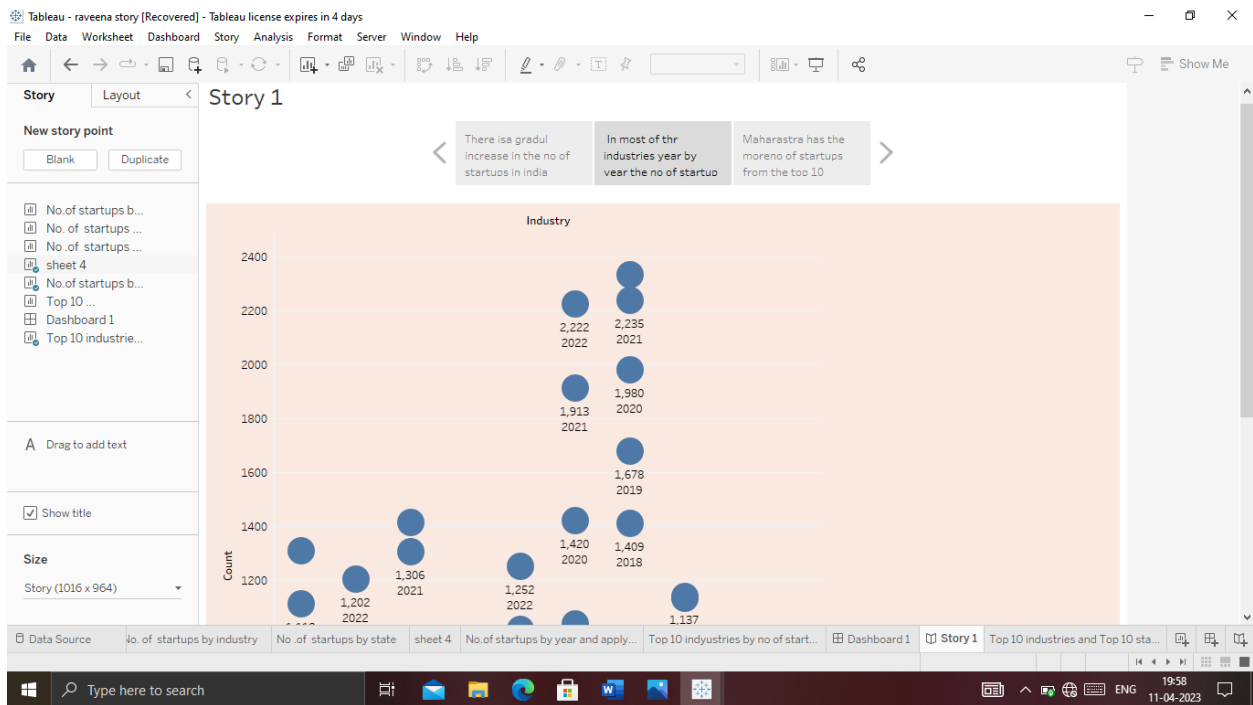
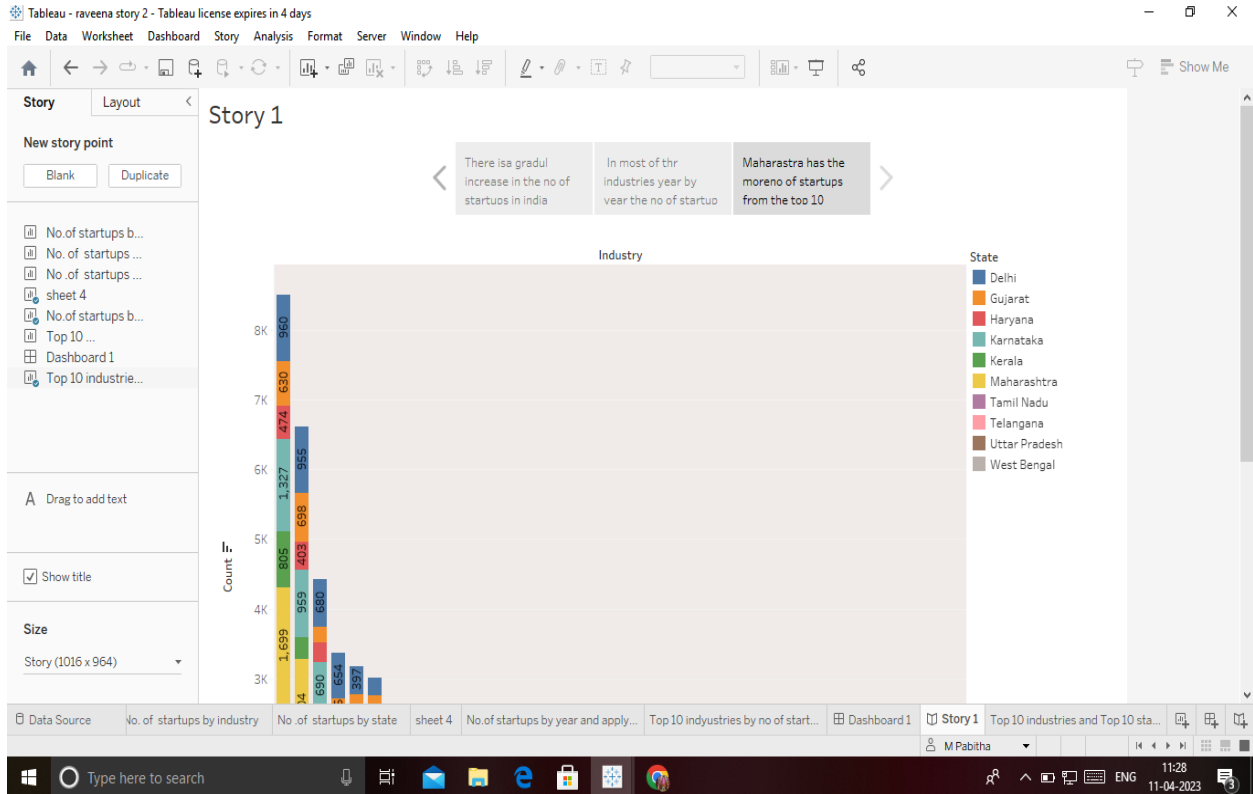
### Dashboard:1

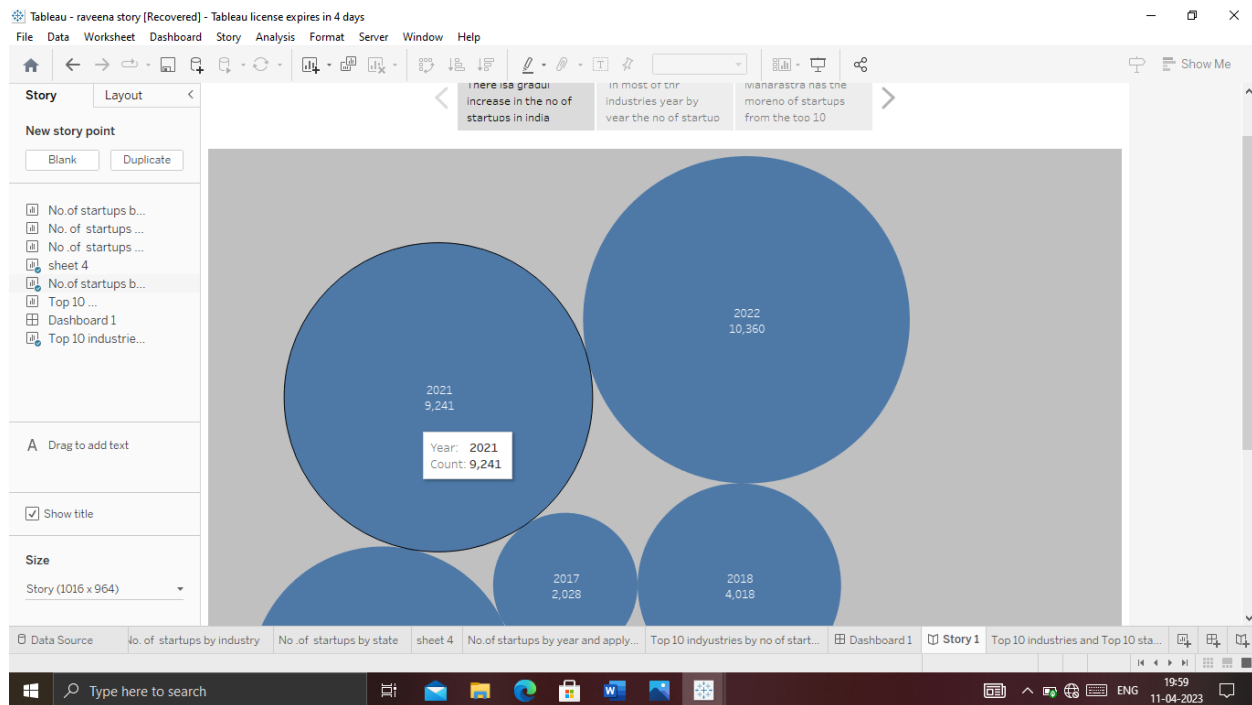


# FINAL DASHBOARD OUTPUT IN TABLEAU PUBLIC:



## STORY





## 4.ADVANTAGES & DISADVANTAGES:

### Advantages:

Business can initially charge higher prices for new products before competitors product come on the market .Being innovation good for a firm's reputation .If they have been first in the past- people naturally interested in future products . Innovations in processes add value to existing products / services . Business with lots of innovation products can take advantage of economies of scope.

Greater information visibility helps managers plan, execute and evaluate results with greater precision and speed. Better communication skills formulate more accurate predictions. Partners can collaborate more intensely around market opportunities.

### Disadvantages:

Very costly and time consuming . Businesses can run out of money if they invest too much and don't get products to market quickly enough . End up wasting resources by developing something that doesn't sell .Business risk ruining reputation if new product is poor quality

## **5.APPLICATIONS**

Starting a new company can be an exciting and rewarding Experience , but it also requires careful planning and analysis to ensure that the business is viable and successful. There are several key areas that you should focus on when conducting a startup company analysis .Conducting a through analysis of these areas can help you identify potential challenges and opportunities , and develop strategies to address them. It is also important to regularly review and update your analysis as the business progresses, in order to adapt to changing market conditions.

## **6.CONCLUSION**

It is a process of comparing a particular company's innovative development with previous year. It is also used to comparing one company's innovative development to another company. Innovation is often necessary for companies to adapt and overcome the challenges of change. It fosters growth: Stagnation can be extremely detrimental to your business. Achieving organizational and economic growth through innovation is key to staying afloat in today's highly competitive.

## **7.FUTURE SCOPE**

The future of innovation management requires you to take advantage of new technology and develop a strategy in line with company goals . Being able t manage all of your activities in a single system of record for innovation will help your business organize a strategy and put initiatives into action.

## **8.APPENDIX**

A. Source code : Nil