# STARTUP FUNDING ANALYSIS

Overview: My friend has developed a product and he wants to establish the product startup. He has the startup funding data from 2015 to 2020. This data includes name of startups that got fundings, name of investors, investment type, location of the startups, funded amount. As this is his very first startup and has financial restriction, he approached me to tackle some major problems by analysis the given data and helping him in taking better decision towards his startup journey. Below are the problems that I have solved by analyzing the startup funding data.

Question 1.

My friend is searching for a perfect location where getting the investment has a high chance. But due to its financial restriction, he can choose only between three locations - Bangalore, Mumbai, and NCR. As a friend, you want to help your friend deciding the location NCR include Gurgaon, Noida and New Delhi. Find the location where the greatest number of funding is done. That means, find the location where startups have received funding maximum number of times. Plot the bar graph between location and number of funding.

Answer:

I have counted the number of funding funded for Banglore , Mumbai and NCR locations by creating a list of cities, then counting the required location by filtering and using len() function and then plot the bar graph corresponding to it.
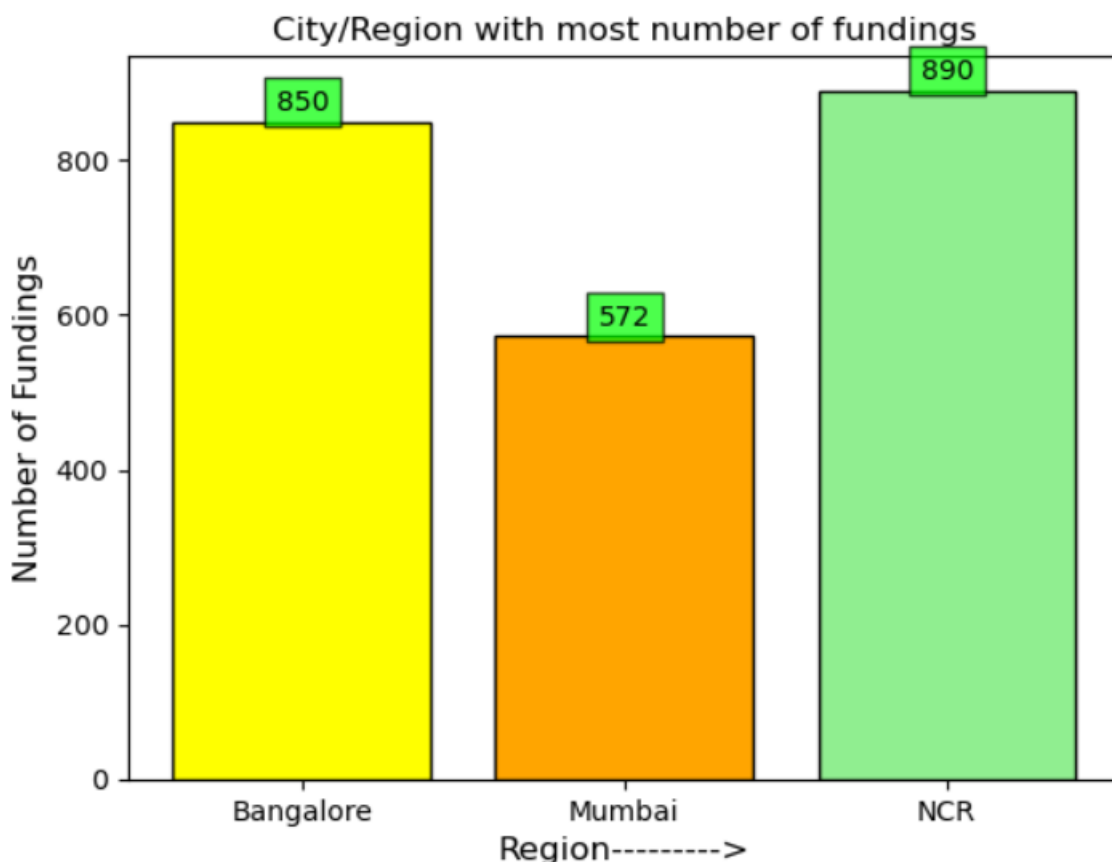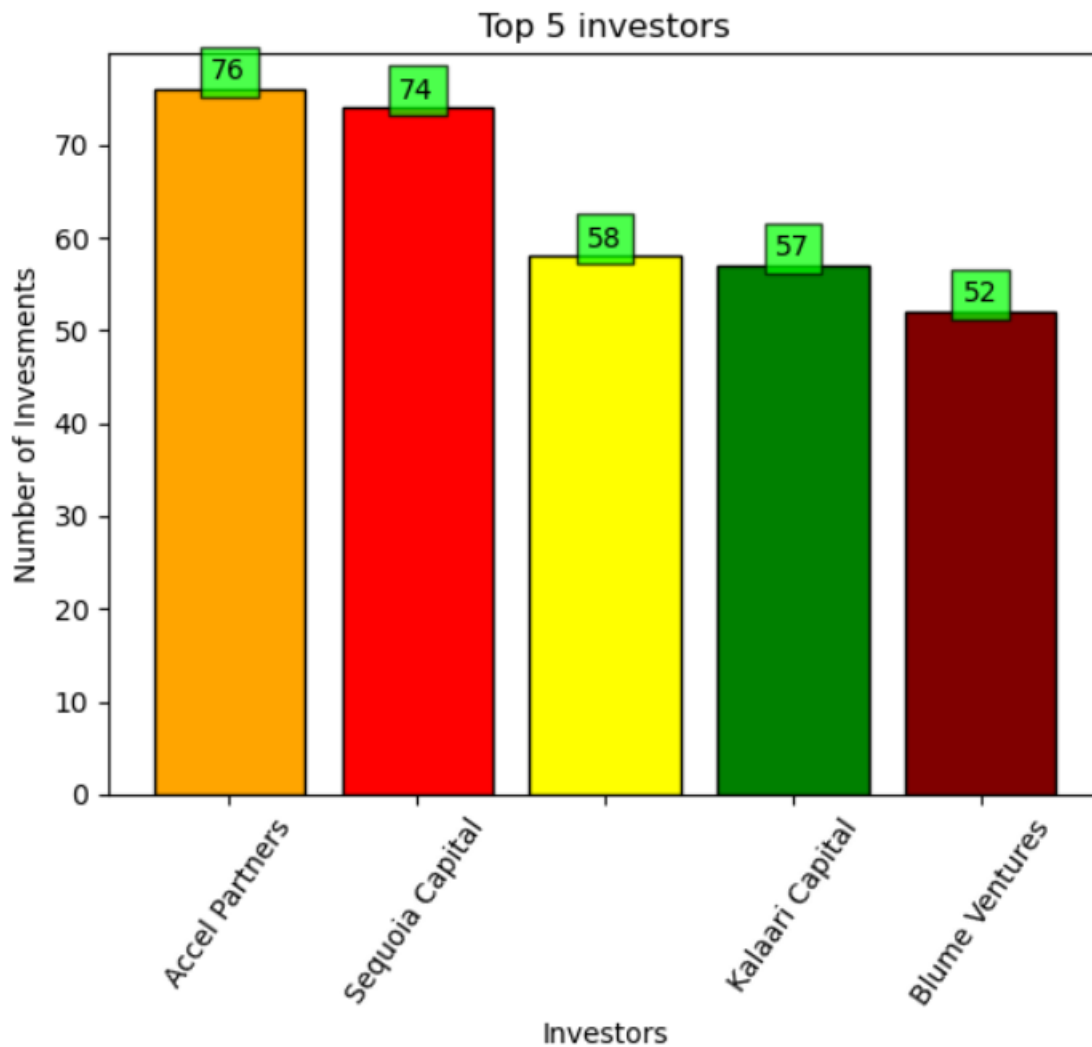

Clearly, **NCR** has the greatest number of funding. So, **NCR** will the best option to be chosen as location for the startup.

Question 2.

Find top five investors with maximum number of investment (Frequency) in the startups.

Answer:

I have created a dictionary with key as Investor name and value as the frequency of the investment. Sorted the dictionary in descending order and extracted top five for the graph plot.
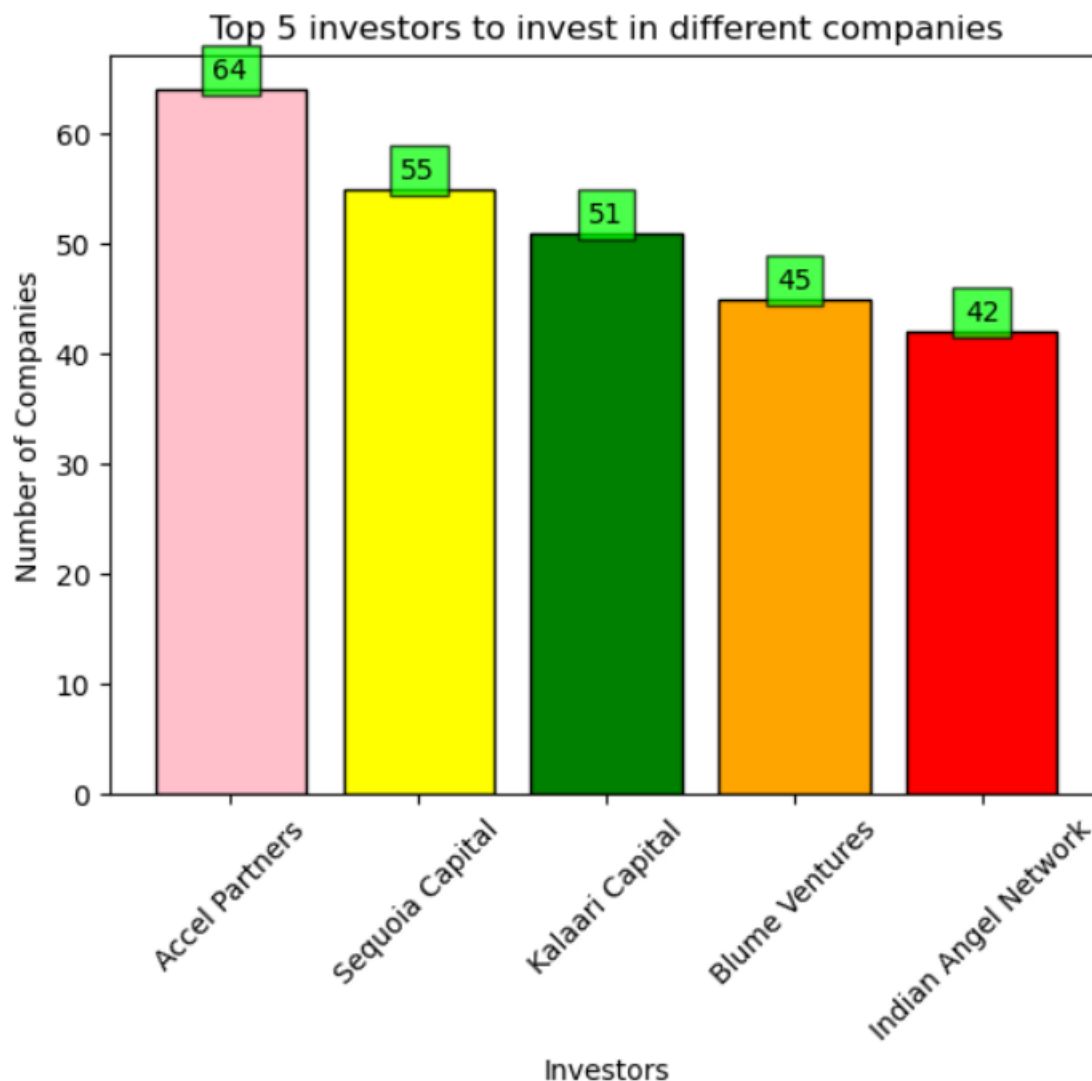

Accel Partners has the maximum number of investments i.e., 76. Seeking funding from Accel Partners will be the wise option.

Question 3.

Find top five investors who have invested in the greatest number of different Companies.

Answer:

I have created a dictionary with key as Investor names and value as the list of the companies they invested in. After that I remove the duplicate values by using set. Next, I sorted the dictionary in descending order and extracted top five investors name for graph plot.


Clearly, **Accel Partners** is leading the chart in seeding fund to maximum number of different companies.

Question 4.

Find the top 5 investors whose investment type is either Seed Funding or Crowd Funding.

Answer:

I have filtered the data with seed funding and crowd funding and saved it in new data frame. Used this new data frame to make the dictionary of investors and number of companies they invested in, sorted them in descending order and ploted the required graph.
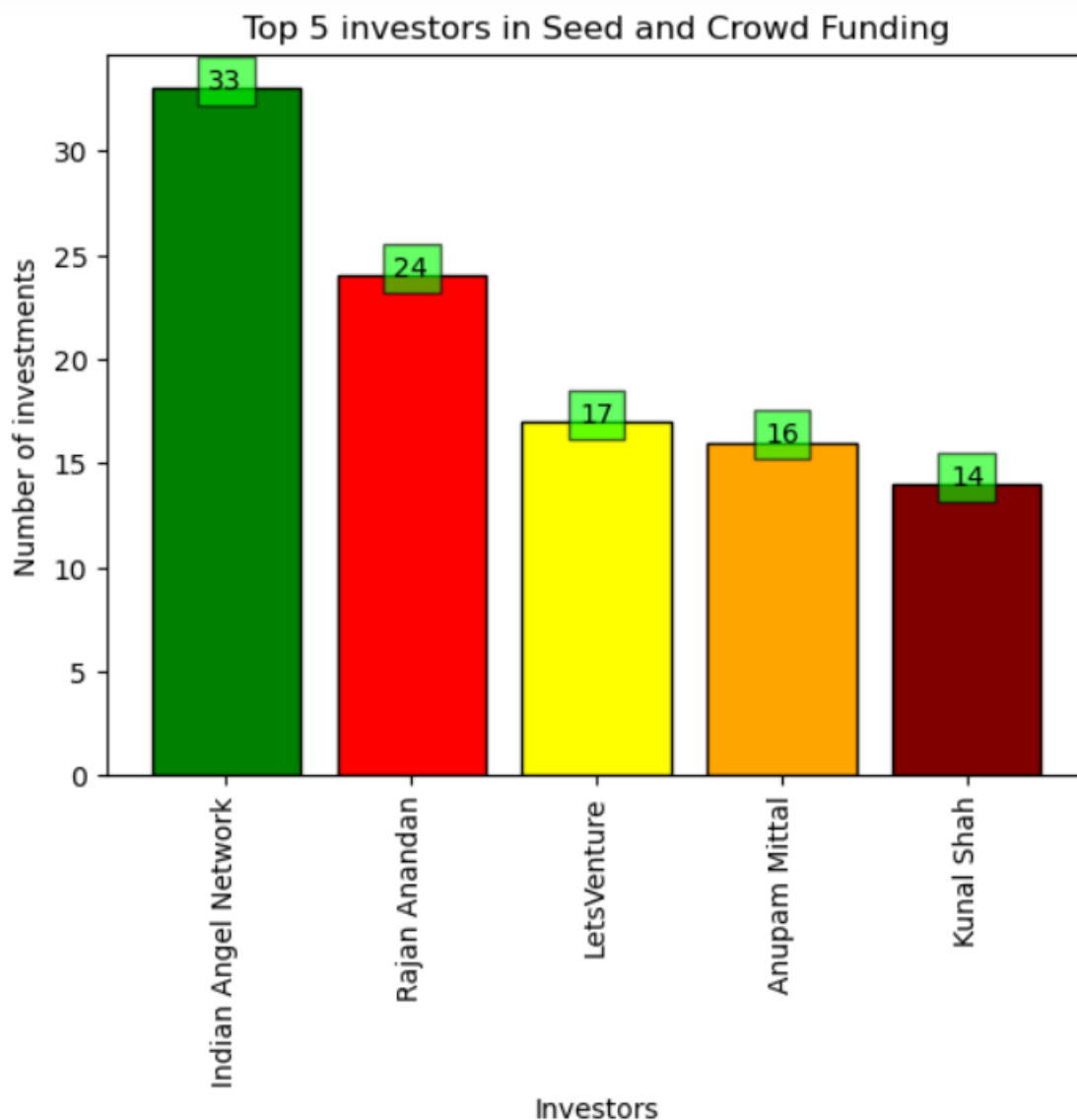

Here, **Indian Angel Network** winning the race by seeding 33 investments. So, for the initial investment, this will be the good option.

Question 5.

Find top 5 investors in Private Equity type funding for the second round of funding.

Answer:

I have again filtered the data by private equity and made a dictionary of investors as key and number of companies they invested in as value. Sorted them and ploted the top five investors whose investment type is Private Equity.

Top 5 investors in Private Equity Funding
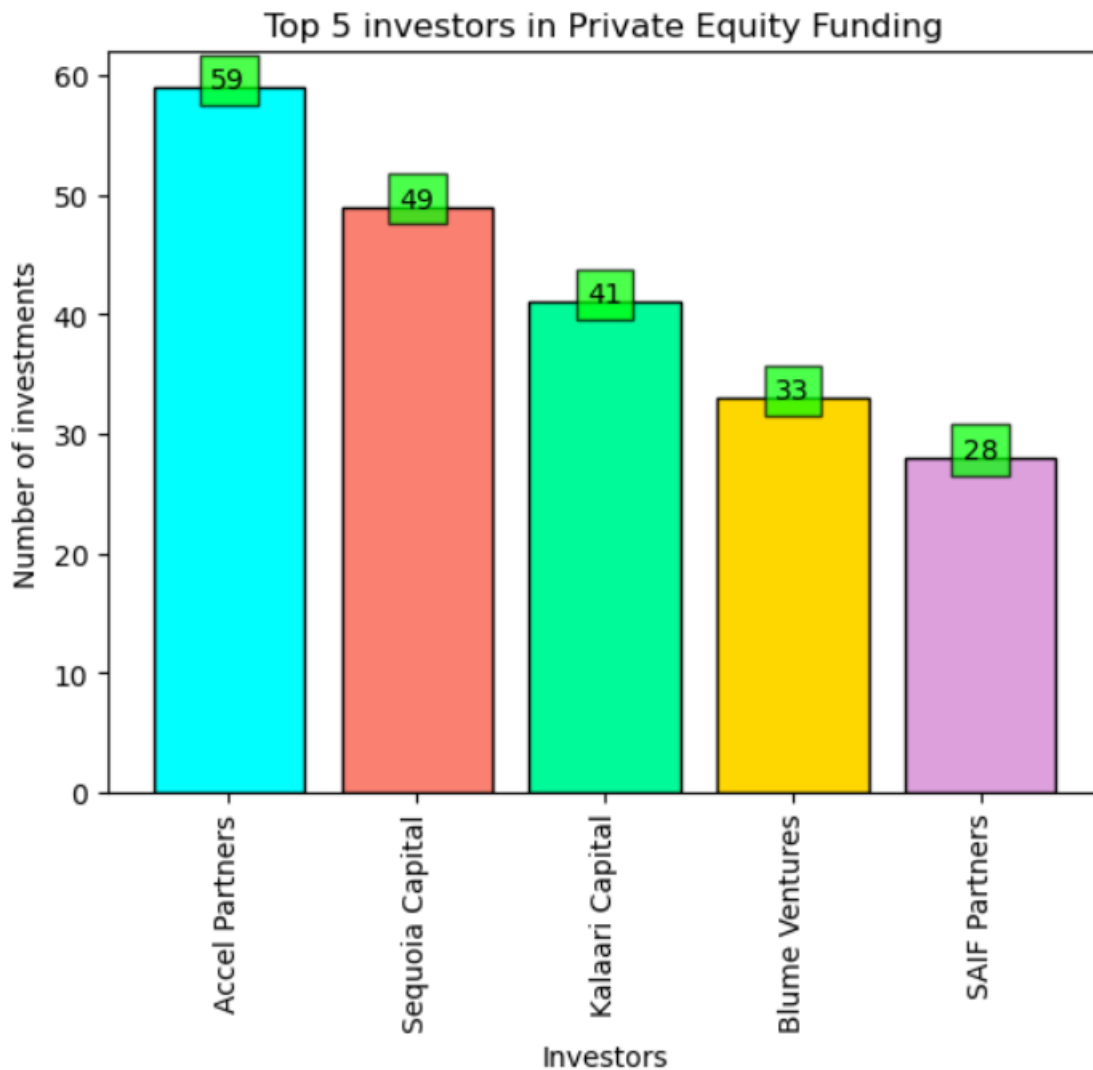
Here again**, Accel Partners** has invested maximum number of times as Private Equity type investment. So, Accel Partners should be the mindful option for the second round of funding.

Summary:

After analyzing all the five problems, I came to conclusion that for my friend's startup, **NCR** is the best option for starting the company. Moreover, **Indian Angel Network** and **Accel Partners** are the wise option to seek funding for **first** and **second** rounds respectively.