

A Data-Driven Exploration of Pakistan's Startup

Objective:

The objective of this case study is to analyse and derive insights from a dataset containing information about startups based in Pakistan and their monthly sales. The goal is to gain a deeper understanding of the startup ecosystem, identify trends, and draw meaningful conclusions that can inform business strategies.

Dataset:

 Pakistan-startup-census

Description:

The dataset contains information about startups, including their names, locations, taglines, categories, and founding dates. Additionally, there are two monthly sales sheets providing data for six months each, showcasing the performance of selected startups in terms of sales.

Tasks:

1. Data Cleaning:

- Extract only city names from the 'Location' column.
- Standardize the 'Year' column by keeping only the YEAR value.
- Merge the two Monthly Sales Sheets.
- Remove errors in the Monthly Sales sheet.
- Create a 'City' column in the 'Monthly Sales' sheet and fill it with the respective startup cities, referencing the information from the first sheet."

2. Startup Overview:

- How many Startups are in the data?
- Which city has the most startups

3. Founding Dates:

- Which is the oldest startup(s) in the dataset? (if multiple name all)

4. Founding Trends:

- In which year most startups were founded?

5. Geographical Analysis:

- From the previous question, identify the city with the highest number of startups founded in that specific year.

6. Sales Analysis:

- Identify the month with the highest total sales across all startups.

- Which month had the highest average sales?

7. City-wise Sales:

- Identify the city with the highest average sales in July.
- Determine the city with the highest total sales for the complete year.

8. Startup Performance:

- Identify the startup with the highest total sales for the complete year.
- Determine the startup with the highest average sales per month for the complete year.

9. Lowest Sales:

- Identify the city with the minimum total sales for August.

10. Sales Trends:

- Determine the month with the lowest average sales.
- Identify startups with the highest monthly sales for two or more months.

Deliverables:

A detailed analysis of Pakistan's startup ecosystem and monthly sales data using Excel, including pivot tables and insights.