

# Comprehensive Startup Performance & Growth Dashboard

Empowering Entrepreneurs with Data-Driven Insights

Dataset Link Click



#Advance Excel #PowerBI #DAX #Power Query



01

02

03

# Introduction

- A unified analytics dashboard designed for aspiring entrepreneurs and startups.
- Provides insights into unicorn startups, funding patterns, customer trends, app usage, employee dynamics, and financial metrics.
- Aims to empower decision-making by visualizing key startup metrics in an intuitive and professional manner.

Learn More



01

02

03

# DataSets and Transformations

- Unicorn startups
- Funding
- Product Sales Account
- Salaries
- Social Media Usage
- User Behavior
- Customer Churn



01

02

03

# Unicorn Startup Overview

## 1. Company-Wise Valuation Chart

**Purpose:** Visualizes the valuation of top unicorn startups, helping analyze their market position and potential growth.

**Why:** Key for understanding the leading companies in terms of valuation.

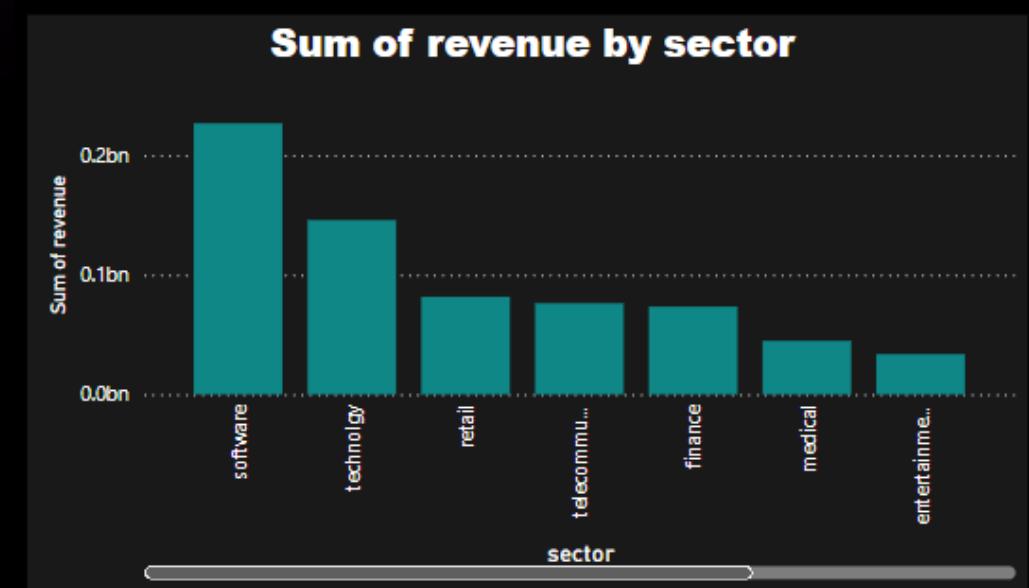


| Company           | Country       | Year | Day | Valuation | Industry                            |
|-------------------|---------------|------|-----|-----------|-------------------------------------|
| FTX               | Hong Kong     | 2021 | 20  | 25.00     | Fintech                             |
| J&T Express       | Indonesia     | 2021 | 7   | 20.00     | Supply chain, logistics, & delivery |
| goPuff            | United States | 2020 | 8   | 15.00     | E-commerce & direct-to-consumer     |
| GoodLeap          | United States | 2021 | 13  | 12.00     | Internet software & services        |
| ZongMu Technology | China         | 2021 | 3   | 11.40     | Auto & transportation               |
| Weilong           | China         | 2021 | 8   | 10.88     | Consumer & retail                   |
| Figma             | United States | 2020 | 30  | 10.00     | Internet software & services        |
| Notion Labs       | United States | 2020 | 1   | 10.00     | Internet software & services        |
| Thrasio           | United States | 2020 | 15  | 10.00     | Other                               |

## 2. Sum of Revenue by Sector (Bar Graph)

**Purpose:** Displays total revenue grouped by industry sectors, showcasing which sectors dominate the startup ecosystem.

**Why:** Essential for sector-wise performance analysis.



## 3. Location of Startups (Map)

**Purpose:** Geographical distribution of unicorn startups, showing where startups are concentrated globally.

**Why:** Provides insights into regional startup ecosystems.

## 4. Sum of Employees (Card)

**Purpose:** Highlights the total workforce employed by unicorn startups, reflecting the scale of human resources involved.

**Why:** Indicates employment contributions of the startup sector.

# Funding And Investors

## 1. Sector (Tile Slicer)

**Purpose:** Allows filtering data by sectors for focused analysis of funding and investors.

**Why:** Helps identify sector-specific investment trends.

## 2. Amount and Investor (Chart)

**Purpose:** Visualizes the relationship between investors and the amounts they have invested.

**Why:** Key for analyzing top investors and funding patterns.

## 3. Funding Stage (Card)

**Purpose:** Shows the current funding stage, such as seed, Series A, or IPO, for startups.

**Why:** Tracks startup lifecycle progress.

## 4. Invested Amount (Card)

**Purpose:** Reflects the total funds invested in startups, giving a snapshot of financial backing.

**Why:** Quantifies overall funding impact.

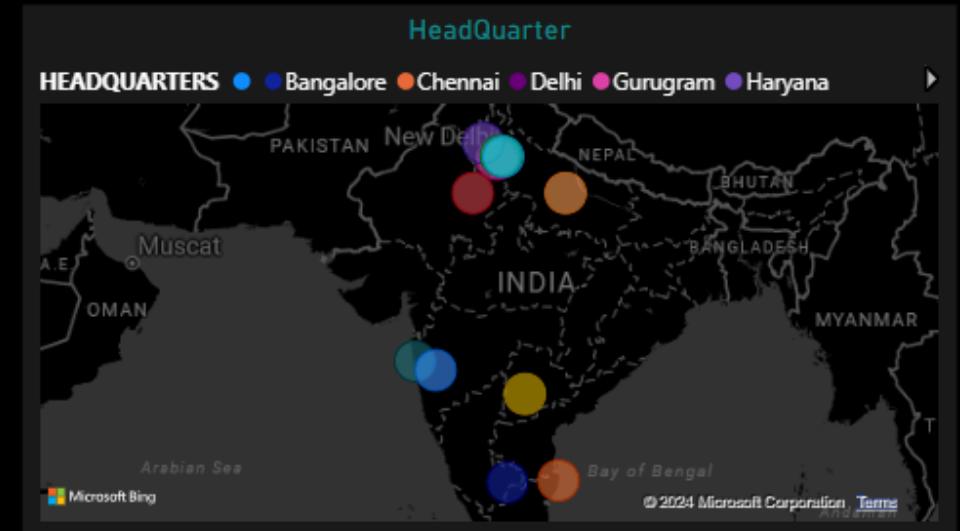
## FUNDING AND INVESTORS.....

| Sector                  |
|-------------------------|
| AgriTech                |
| AI                      |
| Automobile              |
| Automobile & Technology |
| Cosmetics               |
| Cybersecurity           |
| E-commerce              |

## A cloud based Customer Loyalty & Engagement Platform

\$1,000,000  
Invested Amount(\$)

Fresh funding  
Funding Stage



| Amount(\$)   | Company/Brand | Investor                                      |
|--------------|---------------|---|
| \$1,000,000  | eJOHRI        | Rajesh Ranavat                                |
| \$1,000,000  | Froogal       | US-based angel investors                      |
| \$1,000,000  | Kratikal      | Gilda VC, Art Venture, Rajeev Chitrabhanu     |
| \$1,000,000  | Kratikal      | Gilda VC, Art Venture, Rajeev Chitrabhanu.    |
| \$1,500,000  | Seekify       | Sequoia Capita                                |
| \$11,000,000 | Springboard   | Reach Capital                                 |
| \$12,000,000 | HungerBox     | Paytm, Asian VC fund NPTK, Sabre Partners, No |
| \$12,000,000 | Pristyn Care  | Sequoia India, Hummingbird Ventures, Greenoza |

## 5. Headquarter Map

**Purpose:** Geographically maps startup headquarters, showing regional funding hotspots.

**Why:** Identifies key locations driving investments.

# Employees And Salaries

## 1. Sum of Salary by Location (Bar Chart)

**Purpose:** Displays total salaries distributed by location.

**Why:** Identifies regional salary disparities.

## EMPLOYEES AND SALARIES.....

"ORACLE DBA"

16bn

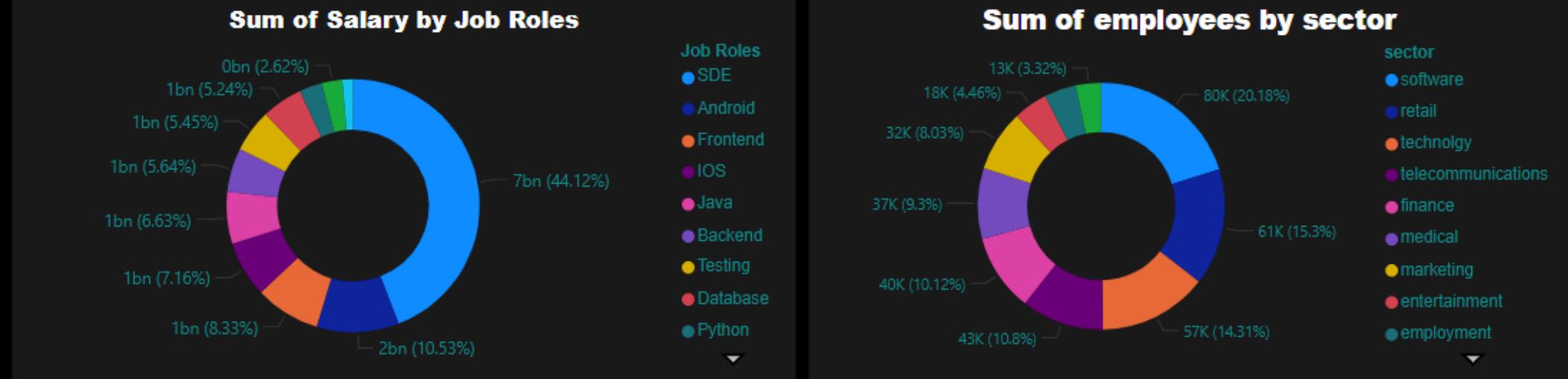
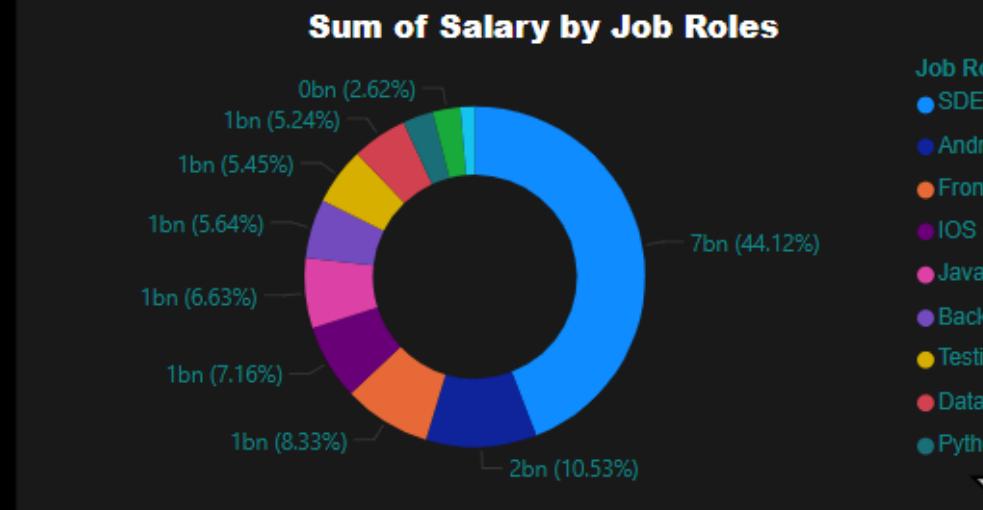
Salary by location



## 2. Sum of Employees by Sector (Pie Chart)

**Purpose:** Visualizes employee distribution across sectors.

**Why:** Highlights workforce sector composition.



## 3. Sum of Salary by Job Role (Pie Chart)

**Purpose:** Shows salary allocation per job role.

**Why:** Identifies role-based compensation variations.

## 4. Salary by Location (Card)

**Purpose:** Displays the total salary for each location.

**Why:** Provides quick location-based salary overview.

# USER BEHAVIOUR

## 1. Sum of Follows, Likes, Posts (Bar Chart)

**Purpose:** Displays the total counts of follows, likes, and posts.

**Why:** Shows user engagement and interaction.

## 2. Avg Spent On and Avg Screen Time (Pie Chart)

**Purpose:** Visualizes average time spent on the app and screen time.

**Why:** Highlights user engagement patterns.

## 3. Sum of Rating, Reviews, Screen Time (Pie Chart)

**Purpose:** Shows the sum of ratings, reviews, and screen time.

**Why:** Identifies user feedback and app usage.

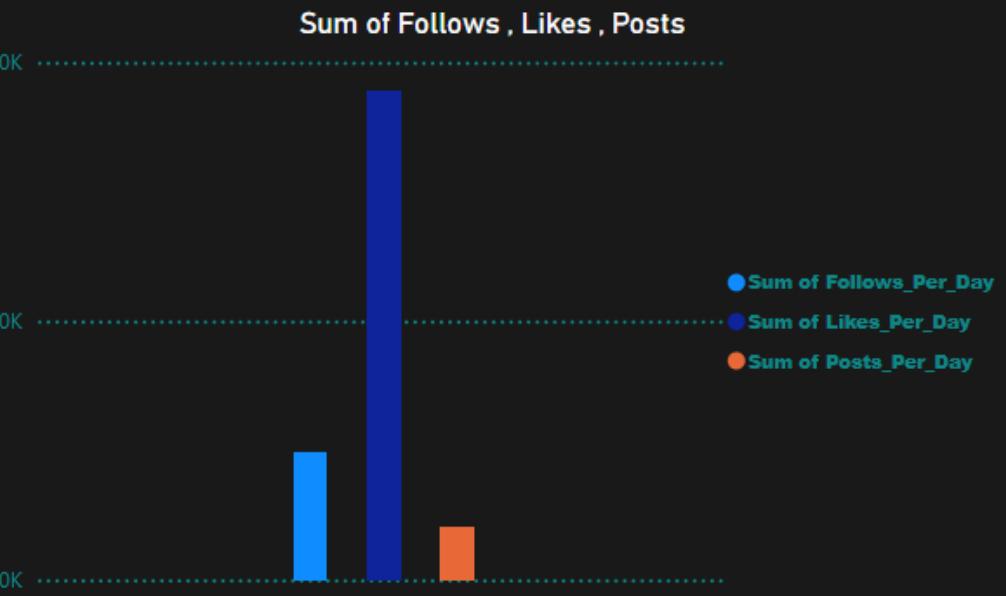
## USER BEHAVIOUR AND UNDERSTANDING OFF APP USAGE.....(MARKETING)

25K

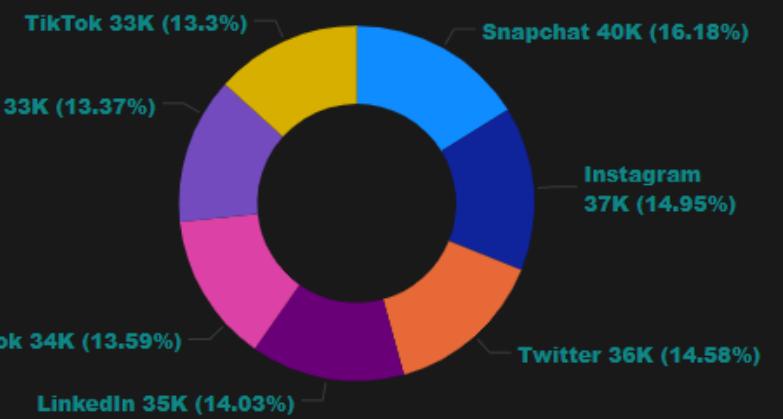
Sum of Follows Per Day

Facebook

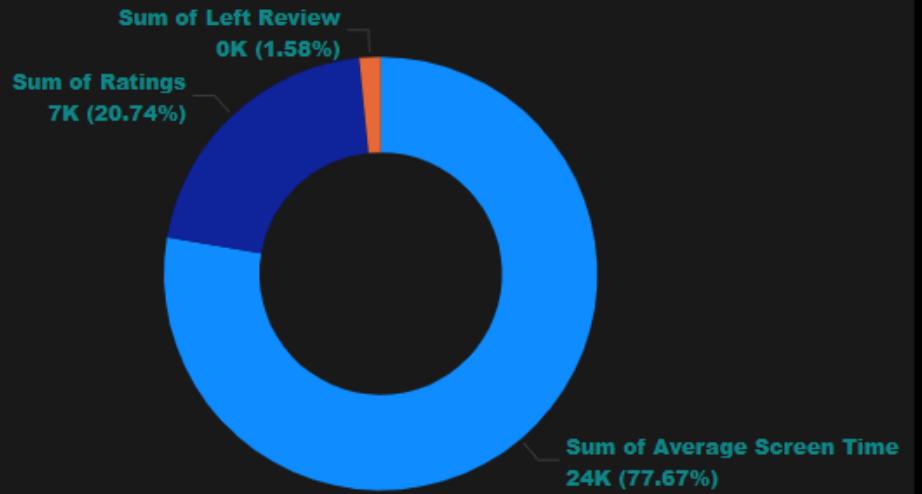
App



Average Spent on App and Average Screen Time



SUM ( Rating , Reviews , Screen time)



## 4. Sum of Follows Per Day (Card)

**Purpose:** Displays the total follows per day.

**Why:** Provides insight into user growth.

# Churn % and Losses

## 1. Sum of Churn by Gender (Pie Chart)

**Purpose:** Displays churn distribution by gender.

**Why:** Identifies gender-specific churn trends.

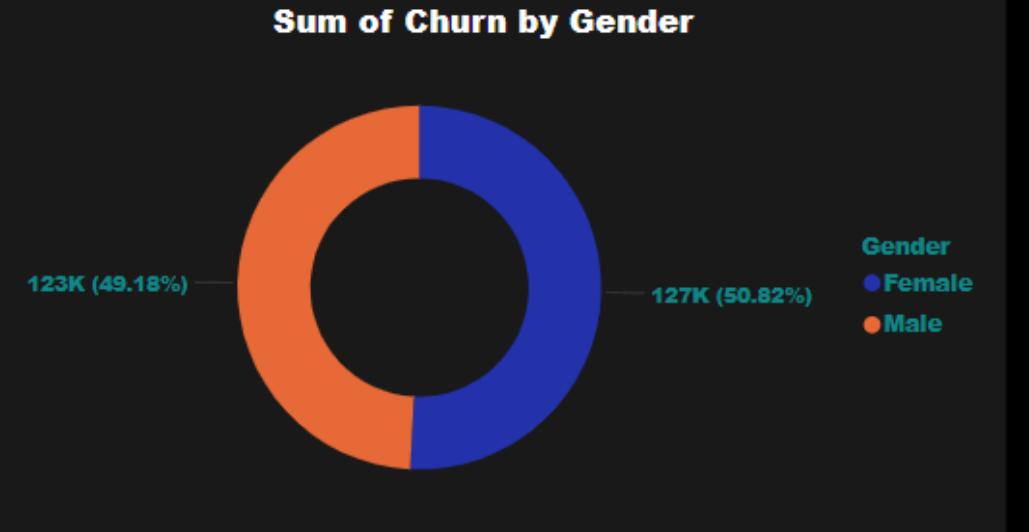
## CHURN % AND LOSSES.....

**440.83K**

Count of Payment Delay

**278M**

Sum of Total Spend

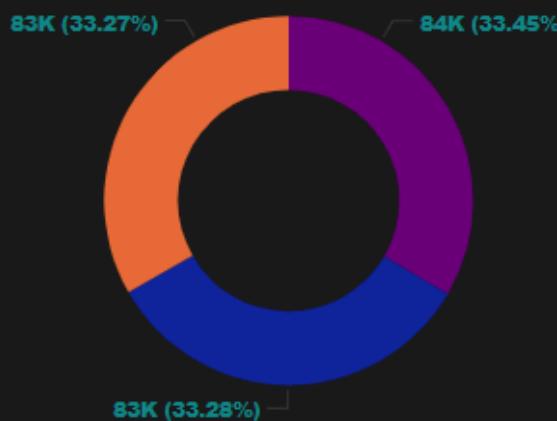


## 2. Sum of Churn by Subscription Type (Pie Chart)

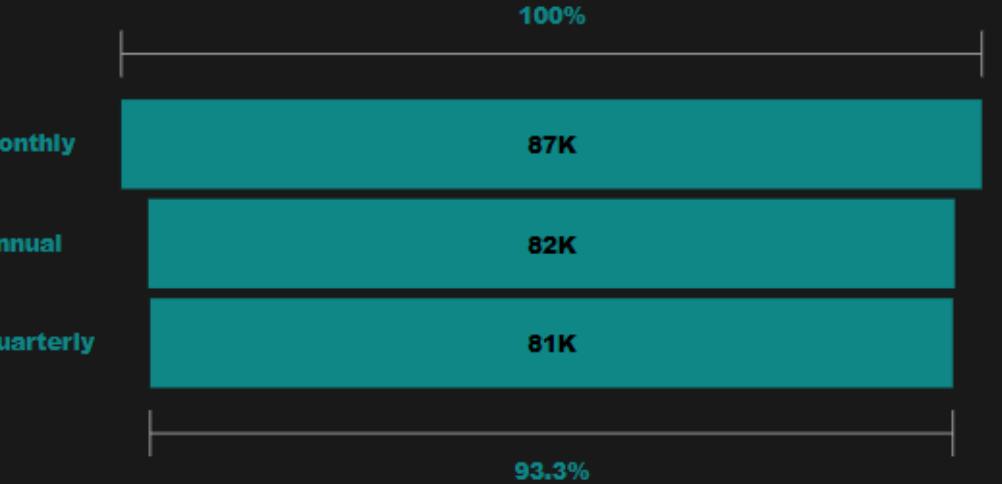
**Purpose:** Visualizes churn across different subscription types.

**Why:** Highlights churn patterns in subscription plans.

### Sum of Churn by Subscription Type



### Sum of Churn by Contract Length



## 3. Sum of Churn by Contract Length (Funnel Chart)

**Purpose:** Shows churn based on contract length.

**Why:** Identifies retention based on contract duration.

## 4. Count of Payment Delay (Card)

**Purpose:** Displays the total number of payment delays.

**Why:** Highlights payment delay issues.

## 5. Sum of Total Spend (Card)

**Purpose:** Reflects the total spend of users.

**Why:** Provides an overview of user expenditure.

## Get in Touch

### **Yash Davkhar**

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**Click:**



# Thank You

FOR YOUR ATTENTION

01

02

03