

VisualizingCrunchBase

Motivation

Tracking venture capital activity in specific industries will help start-up founders better understand which investors to target in their fundraising efforts

Solution

A visualization tool that allows users to view the most recent series of fundraising in various industries, and the VCs involved in each investment

Approach

The Dataset

- Crunchbase data (May 1977 - Dec. 2015)
- 168,647 observations/investments
- Key variables: company name, investor name, company category, date of funding, amount raised

Exploring/Processing the Data

- R and Python
- Focused on investors and companies in US

Building the Visualization

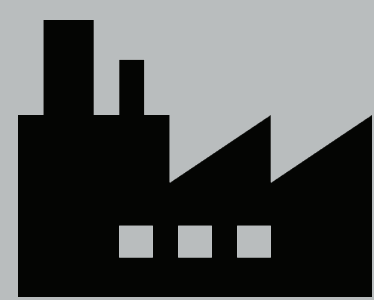
- d3 Javascript library, HTML5, CSS3

Problem

Currently, there is not a consolidated place for founders to go in order to answer the following questions:



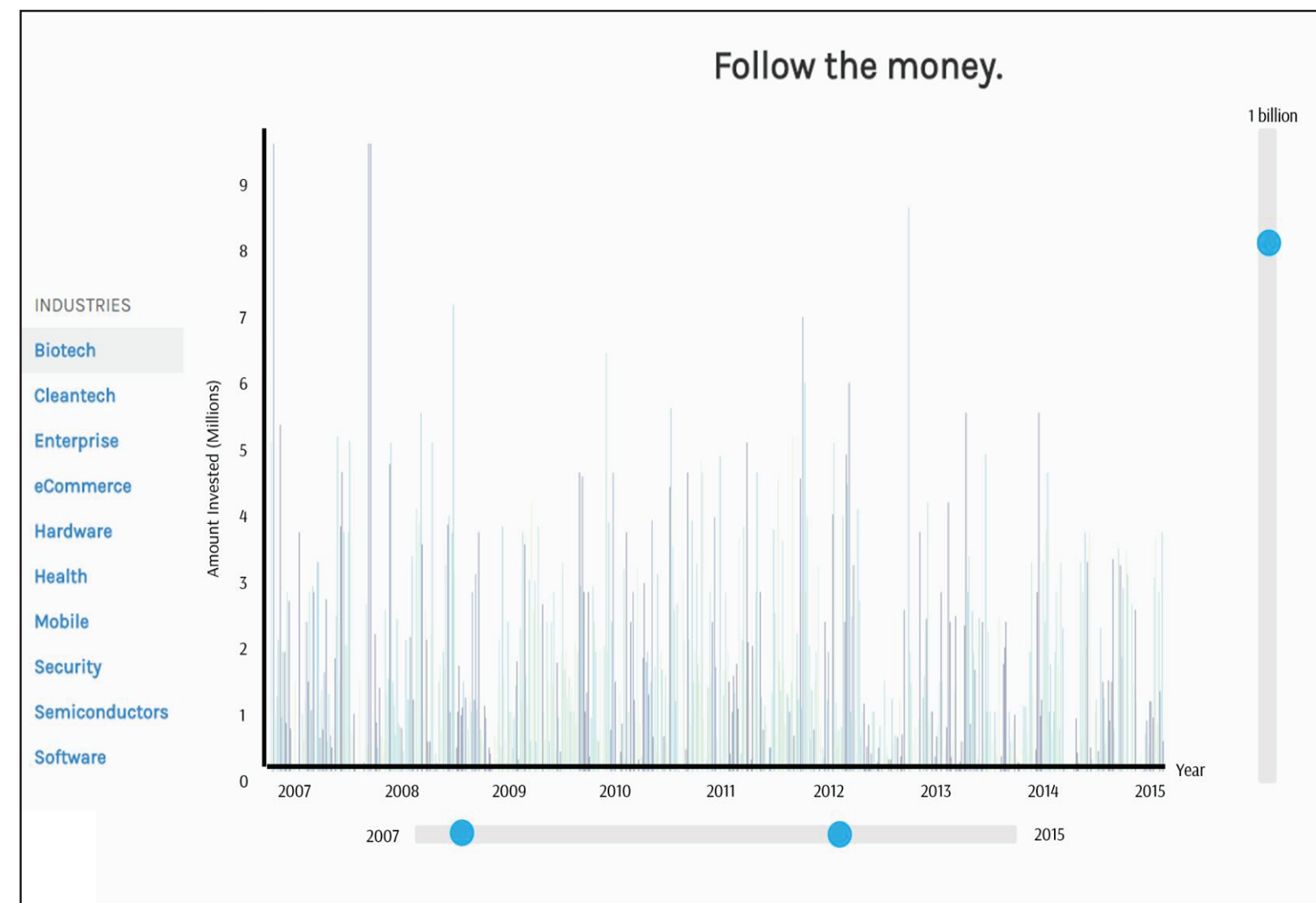
How much is my company **valued**?



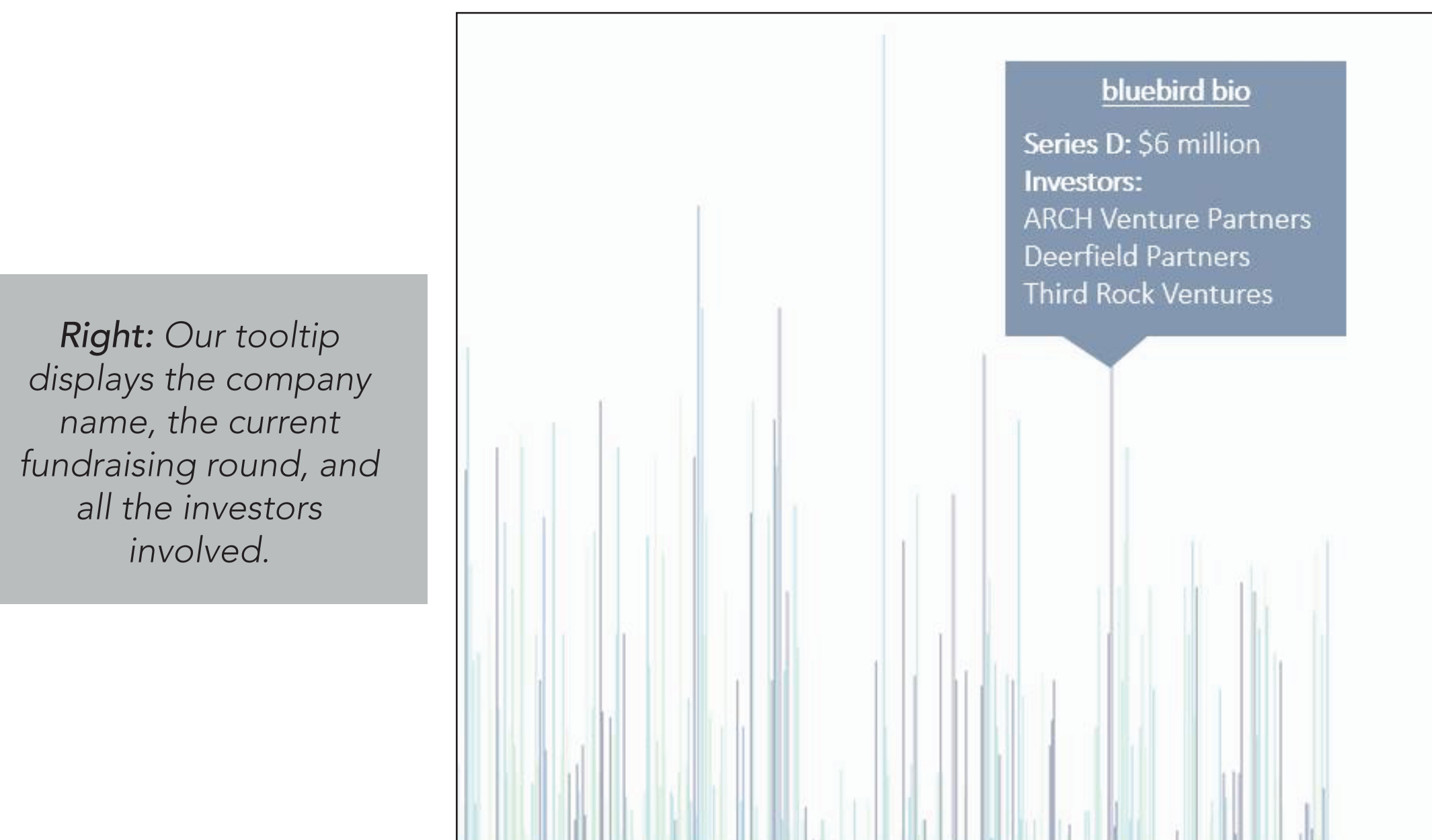
What is the current venture **landscape** in my industry?



Which **VCs** are most interested in my industry?



Left: Users can filter between views of different industries, as well as time periods and fundraising round value ranges.



Right: Our tooltip displays the company name, the current fundraising round, and all the investors involved.

Future Work

- Access CrunchBase and AngelList APIs
- Implement investor-focused view
- Include foreign investors and companies
- Include more industries
- Add coordinated interactive small multiples through graphical timelines
- Add animated transitions
- Produce recommendations for potential investor targets