UK SPACE INVESTMENT TRACKER

know.space

BACKGROUND

- Know.space's objective is to be the source of authoritative economic knowledge for the space sector
- An online investment tracker would help startups, investors, space agencies, regulators, journalists etc. to analyse trends and spot gaps in the market
- The objective was to produce a basic tracker with potential to then be improved with increasing levels of complexity (including regional, companyspecific and space activity information) to suit the needs of a variety of users



THE PROJECT

Research and Planning

Identifying Metrics

Developing Database Framework

Initial Data Collection

Evaluating Data
Visualisation Software

Developing Dashboard

Integrating with Website

Continuing Improvements

- Reviewing of the Size and Health of the Space Industry Report for inspiration and background information
- Identification of sources of data and themes to explore within the topic of investment
- Identification of challenges and limitations

- Determination of the metrics to analyse in the tracker, including form of investment, location, specific space activity category etc.
- Work to define categories and tags to identify companies and investments

- Practice of identifying and inputting data into the database
- Identification of relevant companies and collection of data for initial set of metrics
- Inputting of data and cleaning with spreadsheet

- · Creation of Excel database
- Learning and application of formulas to build up the spreadsheet
- Planning of successive phases of improvement to the database's complexity

- Research of different data visualization platforms
- Analysis and presentation of advantages and drawbacks of each one
- Evaluation and final decision on which software to build the tracker with (Microsoft Power BI)

- Familiarisation with the Power BI platform and integration features
- Integrating data with the dashboard
- · Creation and design of dashboard itself

- Continuing addition of new metrics to improve the tracker
- Simplification of integration between spreadsheet, dashboard and website to facilitate operation

- Investigation of procedure for integration of tracker with the company website
- Integration and adaptation of the tracker for the website

SKILLS

Spreadsheet Management

Research

Design

Presentation Skills

Organisation and Planning

LESSONS LEARNT

Explaining process clearly for future work on the project by others

Updating colleagues frequently on progress to get feedback

Simplifying and refining the process over time

Finding useful ways to cooperate with colleagues more experienced in an area

INTERPRETATION OF INVESTMENT TRENDS

- · The number of investments into the industry continues to increase although investment value is quite volatile
- 5-year CAGR in investment value of over 10%

