In this tutorial, we will build an advanced search to find historical deal activity. From that list, we can take a look at the individual transaction details, or we can create charts to identify trends of the overall market.
From the Dashboard, hover over the Search icon to open the Advanced Search menu. Click Companies & Deals.
From the Search Criteria page, the Key Fields section will display the most commonly used fields. Let's visit some of the tabs on the side so that we can have a deeper view of our options.
How to Search for Deal Activity
PitchBook Data

Click Deal Criteria
Under Deal Status, click **Completed**. This is selected so that we don't pull in any upcoming or cancelled transactions into our results.
Next, we'll want to set parameters on when the deals occurred. Click Deal Date - From.
Type **2012**  This will automatically set the Deal Date to January 1, 2012.
Click **Deal Types**
The Deal Types section allows us to determine which types of transactions we want to see. The main categories are Private Equity, Venture Capital, M&A and IPO/Liquidity.
For our search, let's look at only Venture Capital deals. Click All VC Stages
How to Search for Deal Activity
PitchBook Data

Click **Industry**
Currently, our criteria is set up to look for all VC deals that have been completed since 2012. The next step is to determine the industry of the companies involved in these deals.
There are seven main Industry Sectors, and housed within each sector are Industry Groups. Click + to expand Information Technology.
Click to select the **Software** industry group.
Every company in the PitchBook Platform is associated with at least one industry, and some might be sorted into multiple industries. Click Search Primary Industry Only to focus our search on companies that are primarily within the Software space.
How to Search for Deal Activity
PitchBook Data

Click Location
Click **United States**
How to Search for Deal Activity
PitchBook Data

Click **Search HQ Only**
Let's recap our search. We're looking for any type of Venture Capital deal completed since 2012, for Software companies based in the United States.
Click **Search**

![PitchBook Data Search Interface]

**How to Search for Deal Activity**

**PitchBook Data**

[Image of PitchBook Data search interface]
The Search Results page will first show us a list of companies that have gone through any deals that match our criteria. We can see that they're tagged to the Software industry, while also being located in the U.S.
Click the Deals tab.
The Deals tab will display a list of all transactions that match our criteria. There are many Deal Types surfacing but they all fall within the Venture Capital category. Let's try sorting some of the columns to get a different view.
### How to Search for Deal Activity

**PitchBook Data**

**Click Deal Date**

![PitchBook Data](image)

**Companies & Deals**

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Deal Date</th>
<th>Deal Type</th>
<th>Deal Type 2</th>
<th>Deal Size</th>
<th>Post Valuation</th>
<th>Investors</th>
<th>Deal Synopsis</th>
</tr>
</thead>
<tbody>
<tr>
<td>X</td>
<td>X</td>
<td>Seed-Round</td>
<td>Seed</td>
<td>0.99</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Y</td>
<td>X</td>
<td>Series A</td>
<td>Series A</td>
<td>1.80</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Z</td>
<td>X</td>
<td>Seed-Round</td>
<td>Seed</td>
<td>1.40</td>
<td>5.28</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Jan 29, 2019**

24 of 47
The list has been reorganized to show only the most recent deals first. Next, click **Deal Size**.

---

### Companies & Deals - 31,354 Deals

<table>
<thead>
<tr>
<th>#</th>
<th>Company Name</th>
<th>Deal Date</th>
<th>Deal Type</th>
<th>Deal Type 2</th>
<th>Post Valuation</th>
<th>Investors</th>
<th>Deal Synopsis</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Worldre <strong>X</strong></td>
<td>22-Feb-2018</td>
<td>Later Stage VC</td>
<td>Series A</td>
<td>1.94</td>
<td>Eniac Ventures (VC Singh), Rabobank...</td>
<td>The company raised $1.84 million of Series A...</td>
</tr>
<tr>
<td>2</td>
<td>Venmo</td>
<td>22-Feb-2018</td>
<td>Early Stage VC</td>
<td>Series B</td>
<td>17.00</td>
<td>Accel (Ping Li), Harmony Partners, Lp...</td>
<td>The company raised $17 million of Series B...</td>
</tr>
<tr>
<td>3</td>
<td>Split, Inc.</td>
<td>22-Feb-2018</td>
<td>Seed Round</td>
<td>Seed</td>
<td>2.50</td>
<td>BDS Capital, Braftcorp Venture...</td>
<td>The company raised $2.5 million of Seed...</td>
</tr>
<tr>
<td>4</td>
<td>Herj</td>
<td>22-Feb-2018</td>
<td>Early Stage VC</td>
<td>Series A</td>
<td>6.35</td>
<td>Silicon Valley Capital Management, Inc...</td>
<td>The company raised $6.3 million of Series A...</td>
</tr>
<tr>
<td>5</td>
<td>Ares</td>
<td>21-Feb-2018</td>
<td>Early Stage VC</td>
<td>Series A</td>
<td>15.00</td>
<td>Edison Partners (Tom Vanden Sande)</td>
<td>The company raised $15 million of venture fund...</td>
</tr>
<tr>
<td>6</td>
<td>Zapier</td>
<td>21-Feb-2018</td>
<td>Later Stage VC</td>
<td>Series D</td>
<td>34.40</td>
<td>Accel, A&amp;H Cloud Ventures, Anthos...</td>
<td>The company raised $36 million of Series D...</td>
</tr>
<tr>
<td>7</td>
<td>HackerOne Management Corp.</td>
<td>21-Feb-2018</td>
<td>Accelerator/Incubator</td>
<td>MassChallenge</td>
<td>1.00</td>
<td></td>
<td>The company joined MassChallenge as part of...</td>
</tr>
<tr>
<td>8</td>
<td>Shop</td>
<td>21-Feb-2018</td>
<td>Early Stage VC</td>
<td>Series A</td>
<td>1.93</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Mobi</td>
<td>21-Feb-2018</td>
<td>Early Stage VC</td>
<td>Series B</td>
<td>10.00</td>
<td>Amplify Partners, Charles River Ventures...</td>
<td>The company raised $10 million of Series B...</td>
</tr>
<tr>
<td>10</td>
<td>Nice</td>
<td>21-Feb-2018</td>
<td>Angel (Individual)</td>
<td>Angel</td>
<td>1.60</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Imad</td>
<td>21-Feb-2018</td>
<td>Seed Round</td>
<td>Seed</td>
<td>1.33</td>
<td>Backstop Capital, BoxGroup, Clark...</td>
<td>The company raised $1.33 million of seed fund...</td>
</tr>
<tr>
<td>12</td>
<td>Gaph (Personal Insurance Shopper)</td>
<td>21-Feb-2018</td>
<td>Early Stage VC</td>
<td>Series A</td>
<td>9.53</td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Eventbrite</td>
<td>21-Feb-2018</td>
<td>Later Stage VC</td>
<td>Series A</td>
<td>7.30</td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Diver Microsystmes</td>
<td>21-Feb-2018</td>
<td>Seed Round</td>
<td>Seed</td>
<td>6.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Bluifi VR</td>
<td>21-Feb-2018</td>
<td>Early Stage VC</td>
<td>Series A</td>
<td>5.84</td>
<td></td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Era</td>
<td>21-Feb-2018</td>
<td>Seed Round</td>
<td>Seed</td>
<td>4.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>Zestly</td>
<td>21-Feb-2018</td>
<td>Seed Round</td>
<td>Seed</td>
<td>2.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Upper Hand</td>
<td>20-Feb-2018</td>
<td>Seed Round</td>
<td>Seed</td>
<td>1.25</td>
<td></td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>Tidby</td>
<td>20-Feb-2018</td>
<td>Early Stage VC</td>
<td>Series A</td>
<td>12.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>SpanLumos</td>
<td>20-Feb-2018</td>
<td>Early Stage VC</td>
<td>Series A</td>
<td>9.30</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

**Jan 29, 2019**
The list has been rearranged once again to display the largest Venture Capital deals since 2012. For example, we can see that Uber had the largest deal during this time period, when they received $5.6 billion from their Series G financing in 2016.
Since we're able to see the details surrounding each individual deal, let's try looking at the data as a whole. Click Charts
The chart displayed was generated using the data from our search results. We can see the number of transactions that happened each year and the sum of their combined deal sizes. By hovering over a data point, a pop-up appears with more details.
Under Chart Settings, we can change the data points used in the X-axis and Y-axis. For now, let's take a look at data using a different chart type. Click the **Stacked Bar Chart** icon.
This chart is currently looking at the ratio of capital invested into different industries. Since all the companies in our search share the same industry, this chart shows the same color throughout. Click **Breakdown by:**
How to Search for Deal Activity

PitchBook Data

Click Series
Our chart has changed to show the percentage of Capital Invested by Series for each year since 2012.
How to Search for Deal Activity
PitchBook Data

Click the Pie Chart icon
We're looking at the same Capital Invested by Series data set, but instead of by year, we're looking at the entire list of deals from 2012 to the present. Let's change the settings to see how frequently each Series type occurred.
Click **Percentage:**

![PitchBook Data Interface](image)

Jan 29, 2019
How to Search for Deal Activity
PitchBook Data

Click Deal Count

Capital Invested by Series

© 2018 PitchBook Data, Inc. All rights reserved. Terms of Use | Privacy

Jan 29, 2019
For all the transactions that were pulled into our search results, we can now see that Seed rounds make up about 47% of the total, followed by Series A deals at 28.45%.
Now that we know how to chart our search results, let's view it in the form of a table. Click Analytics.
Rather than a visual display, the Analytics section presents the data in the form of a table where we can easily see the values. The default view shows us the deal count per year and medians regarding the deal size and valuation of the companies.
We can add new fields to further segment our initial data set. Click **Add New Field**.
Click **Series**
We can now see the Deal Count and Capital Invested Median by Series. This is going to correlate directly to the charts we created previously, except now we can see the values more clearly. The Analytics section allows us to view other metrics too.
Click X to remove the Series field.
Click Add New Field
Click US Regions
We're now looking at the deal activity in US region, based on where the companies were located. From here, you can continue removing and adding fields or data points to create your own customized table.
You've now learned how to create a search to pull a list of deals, how to look at their individual transaction details, and how to view the data in the form of a chart or table.