

Investment Deal Analysis Report

Report Title: Analysis of Startup Investments and Shark Participation

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Abstract

This report provides a comprehensive analysis of a startup investment dataset, focusing on the distribution of investment amounts across various brands and the participation frequency of key investors (Namita, Peyush, Aman, Anupam). The primary objective is to identify investment trends, highlight high-value sectors, and understand the investment preferences of the sharks. The analysis reveals a total investment pool of 2537 Lakhs INR, with significant capital being allocated to brands in the Lifestyle, Wellness, and Technology sectors. The findings are visualized through key performance indicators and bar charts to facilitate quick and informed decision-making.

Introduction

In the dynamic landscape of startup financing, understanding investment patterns is crucial for both entrepreneurs and investors. This project leverages a dataset detailing investments made across multiple brands by a panel of investors. The analysis aims to answer critical business questions:

What is the total capital deployed?

Which brands have secured the highest investment amounts?

How actively are each of the investors participating in deals?

What is the breakdown of investment types (e.g., Season vs. Equity)?

By answering these questions, this report serves as a strategic tool for evaluating past investment performance and guiding future investment strategies.

Tools Used

The analysis and visualization for this report were created using the following tool:

Microsoft Power BI Desktop: A powerful business analytics service used to visualize data, create interactive reports, and share insights across an organization. The charts and totals presented were built using this tool.

Steps Involved in Building the Project

The project was executed in a structured, multi-phase process:

Data Discovery and Sourcing:

The primary dataset containing brand names, investment amounts, and investor participation flags was identified and consolidated from internal records or pitch data.

Data Preparation and Cleaning:

The raw data was loaded into Power BI Query Editor.

Data types were verified (e.g., ensuring 'Investment Amount' was a numeric value).

Inconsistent naming conventions for brands or investors were standardized.

A "Total Investment" measure was created to aggregate the sum of all investments.

Data Modeling:

A single, clean data table was prepared for analysis. Relationships between tables (if any) were defined to ensure accurate calculations across different views.

Measure and Calculation Development:

Key DAX (Data Analysis Expressions) measures were written to calculate:

Sum of Investment Amount (In Lakhs INR)

Sum of Season and Sum of Equity to break down the investment types.

Count of Namita, etc., to calculate how many deals each investor participated in.

Data Visualization and Report Building:

High-Level Overview

A Card Visual was used to display the total investment value (2537 Lakhs INR).

A Pie/Donut Chart was created to show the composition of investment types (Sum of Season vs. Sum of Equity), indicating that Season-based deals dominate (91.64%).

A Stacked Bar Chart was developed to show the count of deals each investor (Namita, Peyush, Aman, Anupam) participated in, categorized by investment amount brackets. This reveals who the most active investors are and their preferred deal size.

Detailed Brand Analysis

A Table Visual was implemented to list all brands and their respective Sum of Investment Amount. This allows for easy identification of top-funded brands like Auli Lifestyle and AyuRythm (75 Lakhs INR each).

Review and Refinement:

The report layout was adjusted for clarity and visual appeal.

Color schemes were applied to ensure consistency and improve readability.

Filters were added (e.g., by Brand, by Investor) to enable interactive exploration of the data.

Conclusion

The analysis successfully uncovers key investment insights from the dataset. The total invested capital is substantial, with a clear preference for "Season" based investment structures. Brands like Auli Lifestyle and AyuRythm emerge as the top recipients of funding in this particular dataset.

The participation chart of the investors indicates varying levels of engagement, which could be correlated with their individual investment thesis or the sectors presented. This report establishes a foundational framework for investment analysis. Future enhancements could include integrating profitability data, founder backgrounds, or market size to build a more predictive model for investment success.