Shark Tank India Data Analysis Report

Introduction

This project involves analyzing startup investment data from Shark Tank India. The goal is to understand funding trends, investor behavior, startup profiles, and success factors behind the deals pitched on the show.

Abstract

The analysis focuses on exploring funding dynamics including valuation, equity, startup stages, and investor involvement. Using a cleaned dataset from Shark Tank India, we built data visualizations to uncover patterns and support insights-driven storytelling. Key metrics such as deal success rate, top industries, average ticket sizes, and equity trends were examined.

Tools Used

- Python (Pandas, Matplotlib, Seaborn)
- Jupyter Notebook
- Power BI (for dashboarding and interactive visuals)
- Microsoft Word (for documentation)
- SQLite (for lightweight database use in prototype)

Steps Involved in Building the Project

1. Cleaned the Shark Tank dataset and removed nulls or inconsistencies.
2. Performed Exploratory Data Analysis (EDA) to understand data distribution.
3. Created insightful visualizations such as:
   - Top funded industries
   - Deal valuation vs equity trends
   - Investor participation patterns
   - Startup stage vs deal success
4. Built a Power BI dashboard to present KPI cards, filterable visuals, and trend charts.
5. Interpreted patterns in valuation gaps, founder age profiles, and season-wise investment behavior.

Conclusion

The Shark Tank India project provided actionable insights into investment preferences and startup characteristics. Investors showed patterns of co-investment and funding was concentrated in specific industries and stages. The Power BI dashboard enables dynamic filtering and storytelling, making it a practical tool for startup analysts, founders, and business students.