

Shark Tank Investment Analysis – Project Report

Title: Shark Tank India Investment analysis

1. Introduction

The Indian entrepreneurial ecosystem has seen massive visibility through the reality TV show *Shark Tank India*, where startups pitch to seasoned investors ("sharks") for funding. This project aims to extract valuable investment trends using actual show data, providing a dashboard-driven view into industries, funding stages, and startup success.

2. Abstract

The project focuses on analyzing structured data from *Shark Tank India*, showcasing startup funding patterns across industries and funding stages. Using Python for exploratory data analysis and Power BI for interactive visualization, this mini-project delivers a single-page dashboard that helps users and stakeholders quickly grasp which sectors received the most attention, how many startups were funded, and the average size of investments.

3. Tools Used

| Tool | Purpose |
|----------|---|
| Excel | Initial data cleaning and structuring |
| Python | Data analysis using Pandas, Matplotlib |
| Power BI | Visualization dashboard and interactivity |

4. Steps Involved in Building the Project

- 1. Data Collection & Cleaning**
 - Used the provided CSV dataset: `SharkTank_Cleaned_Data1.csv`
 - Removed duplicates, cleaned columns like industry, amount, and funding stage
- 2. Exploratory Data Analysis (Python)**
 - Analyzed total funding, startup count, and investor profiles
 - Identified top-performing industries and outliers using Jupyter Notebook
- 3. Power BI Dashboard Development**
 - Imported the cleaned CSV file

- Created visuals like:
 - Bar chart for funding by industry
 - Doughnut chart for funding stage (Yes/No)
 - Card visuals for total funding & investor count
 - Column + line chart for startup count per season
 - Included slicers for filtering by season, stage, or industry
 - Applied a clean blue theme and arranged visuals for single-page storytelling
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5. Conclusion

The project highlights key insights from Shark Tank India, such as the dominance of sectors like food, apparel, and health tech in securing deals. With a total funding value of **₹2537 Lakhs** across **65+ startups**, it provides a snapshot of how early-stage startups gain traction. The Power BI dashboard allows for rich, interactive storytelling that helps investors, analysts, and entrepreneurs understand market leanings. This project also demonstrates the power of combining Python and Power BI for end-to-end business analytics.

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