

# Shark Tank Investment Dashboard Report

## Project Objective

The dashboard analyzes startup pitch data across multiple seasons of a Shark Tank-style show. It enables users to explore startup performance, investor behavior, funding trends, and demographic diversity.

## Key Interactive Filters (Slicers)

1. Season Number: Filters by season.
2. Industry: Filters by business domain.
3. Received Offer (Yes/No): Segments startups based on investment interest.

## Financial Highlights

- Highest Ask Amount: 30,000 (in thousands)
- Total Deal Made: 500 (in thousands)

## Key Visual Insights

1. Startup-Wise Total Deal Amount: Lists startups and deals.
2. Investment by Industry: High activity in Food, Health, and Tech.
3. Deal Valuation vs Requested Valuation: Shows mismatch in expectations vs reality.
4. Revenue vs Ask Amount: Highlights funding efficiency.
5. Shark Investment Distribution: Namita, Vineeta, Aman are key investors.
6. Accepted Offers vs Offered Equity: Visualizes conversion funnel.
7. Presenter Demographics: Majority male-led startups.

## Additional Observations

- Season 2 and 3 saw higher deals.
- Zoff, ZenmaCoffee, and YesMadam notable recipients.
- Gender data shows room for inclusivity.

## Recommendations

For Investors:

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- Explore undervalued but high-revenue startups.

For Organizers:

- Promote diverse founders.

For Startups:

- Align valuation with revenue and margin data.

## Next Steps

- Add a Time Series Visual with air dates.
- Use Tooltips for deeper metrics.
- Create Drillthrough pages for startup profiles.