**SHARK TANK INDIA INVESTMENT ANALYSIS - PROJECT REPORT**

INTRODUCTION

This project presents a comprehensive business intelligence dashboard analyzing investment patterns in Shark Tank India. The dashboard provides insights into startup funding trends, industry preferences, and investor behavior across multiple seasons. Using Power BI as the primary visualization tool, the project transforms raw investment data into actionable business insights for entrepreneurs, investors, and stakeholders in the startup ecosystem.

The analysis covers 474 startup pitches with a total investment value of ₹17.33K crores, examining patterns across different industries, shark preferences, and demographic distributions including gender diversity metrics.

ABSTRACT

The Shark Tank India Investment Analysis dashboard reveals significant investment patterns and trends in the Indian startup ecosystem. Key findings include Food & Beverage as the highest invested industry, with Agriculture, Beauty/Fashion, and Technology sectors following closely. The analysis shows an average deal size of ₹4.57 crores across 474 startups, with total yearly revenue reaching ₹1M crores.

The dashboard demonstrates strong diversity metrics with 1,784 women-led startups and 24 transgender presenters, highlighting the show's commitment to inclusive entrepreneurship. Investment distribution shows balanced participation across all eight sharks, with slight variations in individual investment strategies and industry preferences.

TOOLS USED

Primary Tools: • Microsoft Power BI Desktop: Core dashboard development and data visualization • DAX (Data Analysis Expressions): Custom measures and calculated columns for advanced analytics • Power Query: Data cleaning, transformation, and preparation

Data Management: • Excel/CSV Files: Source data storage and initial data preparation • Power BI Service: Dashboard sharing and collaboration • Microsoft Office Suite: Report documentation and presentation

STEPS INVOLVED IN BUILDING THE PROJECT

1. Data Collection and Preparation • Data Sourcing: Collected Shark Tank India investment data including startup details, investment amounts, shark information, industry categories, and demographic data • Data Cleaning: Removed duplicates, standardized industry categories, and handled missing values using Power Query • Data Modeling: Established relationships between tables and created calculated columns for analysis
2. Dashboard Design and Development • Layout Planning: Designed user-friendly interface with logical visual placement and consistent color scheme • KPI Development: Created key performance indicators including total investments (₹17.33K crores), total startups (474), average deal size (₹4.57 crores), and diversity metrics • Visualization Creation: Bar charts for industry-wise investment distribution, horizontal bar charts for shark-wise investment analysis, pie charts for deal distribution, card visuals for key metrics, and multi-dimensional charts showing investment trends
3. Advanced Analytics Implementation • DAX Measures Creation: Developed custom measures for highest invested industry identification, percentage calculations, and dynamic filtering • Interactive Features: Implemented slicers for startup filtering by industry and shark selection
4. Advanced Analytics Implementation • DAX Measures Creation: Developed custom measures for highest invested industry identification, percentage calculations, and dynamic filtering • Interactive Features: Implemented slicers for startup filtering by industry and shark selection • Cross-filtering: Enabled interactive dashboard elements for deeper data exploration
5. Individual Shark Profile Analysis • Created detailed profiles for each shark including Anupam Mittal, Aman Gupta, Peyush Bansal, Namita Thapar, and others • Developed shark-specific dashboards showing investment patterns, preferred industries, and deal success rates • Implemented dynamic filtering to analyze individual shark performance metrics
6. Testing and Validation • Performed data accuracy checks and validation against source data • Tested all interactive features and dashboard functionality • Optimized dashboard performance for smooth user experience • Validated calculations and measures for accuracy

KEY INSIGHTS AND FINDINGS

Industry Analysis: • Food & Beverage consistently emerges as the highest invested industry across multiple shark profiles, indicating strong market confidence in consumer goods sector • Medical/Health sector shows significant investment potential with ₹749.32K highest individual investment (Namita Thapar's focus area) • Agriculture remains a stable investment category across all sharks, suggesting rural market opportunities • Technology/Software and Manufacturing sectors maintain consistent presence in all portfolios

Individual Shark Investment Patterns: • Vineeta Singh: 66 deals, ₹2.03K total investment, ₹762.46K highest industry investment - focuses on Food & Beverage with expertise in consumer goods and beauty • Piyush Bansal: 88 deals, ₹3.09K total investment, ₹3.66K highest industry investment - demonstrates balanced approach with Medical/Health focus through Lenskart experience • Ghazal Alagh: 27 deals, ₹709.97 total investment, ₹174.99K highest industry investment - emphasizes Food & Beverage with strong focus on consumer products and Mamaearth background • Ashneer Grover: 115 deals, ₹3.16K total investment, ₹811.59K highest industry investment - shows highest deal volume with fintech and scalable B2C model preference • Aman Gupta: 106 deals, ₹3.58K total investment, ₹3.66K highest industry investment - maintains consistent investment with focus on youth-centric, tech, and lifestyle brands through boAt experience • Namita Thapar: 88 deals, ₹2.87K total investment, ₹749.32K highest industry investment - specializes in Medical/Health sector with healthcare and pharmaceutical expertise • Anupam Mittal: 73 deals, ₹2.16K total investment, ₹3.66K highest industry investment - focuses on scalable tech, fintech, and consumer goods with People Group background

Cross-Shark Comparative Analysis: • Deal Volume Leaders: Ashneer Grover (115), Aman Gupta (106), showing aggressive investment strategies • Investment Value Leaders: Aman Gupta (₹3.58K), Ashneer Grover (₹3.16K), Piyush Bansal (₹3.09K) • Specialized Focus: Namita Thapar (Medical/Health), Vineeta Singh (Beauty/Consumer), Ghazal Alagh (Consumer Products) • Consistent average deal size of ₹36.55 crores maintained across all sharks, indicating standardized valuation approach

TECHNICAL ACHIEVEMENTS

• Successfully implemented complex DAX measures for dynamic analysis • Created responsive dashboard design compatible with multiple screen sizes • Developed automated data refresh capabilities for real-time updates • Implemented advanced filtering and cross-visualization interactions • Optimized dashboard performance handling large datasets efficiently

CONCLUSION

The Shark Tank India Investment Analysis project successfully delivers a comprehensive multi-page business intelligence solution that transforms raw investment data into actionable insights across 474 startups and ₹17.33K crores total investment. The dashboard effectively visualizes investment patterns through both ecosystem-wide analysis and individual shark-specific perspectives.

Key achievements include identifying Food & Beverage as the consistently highest invested industry across all shark profiles, revealing distinct investment strategies among sharks (Ashneer Grover's high-volume approach with 115 deals, Namita Thapar's Medical/Health specialization with ₹749.32K highest investment, and Aman Gupta's youth-centric focus), and demonstrating balanced participation with standardized ₹36.55 crores average deal size across all investors.

The multi-page architecture provides stakeholders with both macro-level ecosystem insights and micro-level individual shark analysis, making it an effective decision-support system. The interactive features enable dynamic exploration of investment patterns, industry preferences, and comparative shark performance metrics.

The project establishes a robust analytical framework for understanding the Indian startup ecosystem, providing valuable perspectives for entrepreneurs seeking investment alignment, investors analyzing market trends, and researchers studying venture capital dynamics. The comprehensive shark profiling reveals specialized expertise areas and investment philosophies, enabling better entrepreneur-investor matching.

Future enhancements could include predictive modeling for investment success probability, real-time deal tracking integration, geographic distribution analysis, and post-investment performance monitoring. The project demonstrates the power of business intelligence in transforming complex investment data into strategic insights that drive informed decision-making in the entrepreneurship ecosystem.

This analysis serves as a foundational tool for stakeholders across the startup landscape, from aspiring entrepreneurs understanding investor preferences to seasoned investors benchmarking their strategies against peers, ultimately contributing to the growth and maturation of the Indian startup ecosystem.