Shark Tank India Season 1 - Startup Investment Analysis

1. Project Description

This project analyzes the investments made on Season 1 of Shark Tank India. It breaks down the dataset to understand which industries attracted the most funding, which sharks invested most frequently, and how the investment was distributed. The dataset was cleaned, normalized, and enriched to make it suitable for meaningful business insights and visualizations.

2. Objectives

- Clean and structure the dataset
- Convert investor marks and deal status into binary format
- Extract and quantify funding amounts
- Estimate individual shark investments
- Generate visualizations and actionable insights

3. Key Insights

- Total number of startups pitched: 117
- Number of deals finalized: 65
- Most funded industry: Food & Beverage
- Most active investor: Aman Gupta
- Highest single investment: INR 1.5 Crores in a single deal
- Common equity offered: 10% to 20%
- Sharks most frequently co-invest together: Aman & Peyush

4. Sample Shark Breakdown (Aman Gupta)

Aman invested in 21 startups. His primary focus was on consumer goods and electronics, with an average deal size of approximately INR 20 Lakhs per investment.

5. Data Dictionary

- Brand: Name of the startup
- Industry/Genre: Business category of the startup
- City/State: Location of the founder or headquarters
- Deal: Whether the pitch resulted in a deal (Yes/No)
- Funding: Amount of money and equity stake offered by sharks
- Funding_Amount_Lakhs: Numeric value extracted from funding
- Namita, Anupam, Vineeta, Aman, Peyush, Ghazal: Binary (1 = invested, 0 = did not invest)
- Num_Sharks: Number of sharks involved in a deal
- [Shark]_Investment_Lakhs: Estimated amount each shark contributed, equally divided

6. Technologies Used

- Python
- Pandas
- Matplotlib
- Seaborn
- Jupyter Notebook / Google Colab