



Final Report: Shark Tank US Data Analysis



1. Introduction

The Shark Tank TV show features entrepreneurs pitching their business ideas to a panel of investors (“sharks”) to raise funding. This project aims to analyze real data from the US version of the show to identify key trends in investment decisions, startup categories, and founder success patterns. By doing so, we gain insights into what makes a startup likely to receive funding and how investor behavior varies.



2. Abstract

In this project, I analyzed data from the Shark Tank US series using Python and Power BI. The goal was to clean and prepare the dataset, then visualize patterns across deals, investor participation, startup industries, and requested vs. granted valuations. The final dashboard allows easy exploration of which types of businesses got deals, how much was invested, and which sharks invested most often. The project enhanced my skills in data cleaning, data visualization, and storytelling using real-world datasets.



3. Tools Used

- **Python (Pandas)** – for data cleaning and preprocessing
 - **Power BI** – for interactive visualizations and dashboard creation
 - **CSV Dataset** – Shark Tank US startup data with 50+ columns
-



4. Steps Involved in Building the Project

1. Data Cleaning with Python

- Removed missing values in key columns like “Startup Name” and “Industry”
- Cleaned currency fields by removing \$ and , symbols
- Converted investment amounts to float format
- Added a new “Deal_Status” column for visual clarity

2. Import to Power BI

- Loaded the cleaned CSV file into Power BI
- Created charts including:
 - Pie chart of Deal vs. No Deal
 - Total number of deals
 - Industry-wise startup count
 - Map of entrepreneur locations
 - Requested vs. actual deal amounts

3. Dashboard Design

- Applied filters for Deal_Status
 - Styled with a futuristic dark theme and gradient visuals
 - Designed for easy storytelling and readability
-

5. Conclusion

This project helped me understand how data analytics can reveal powerful business insights from large real-world datasets. I learned how investor behaviour varies by industry, that most startups don't receive a deal, and how deal valuations differ from ask amounts. It improved my skills in Python, Power BI, and data storytelling. I'm now more confident in analyzing data and explaining insights visually — a key skill for any data analyst or business intelligence role.