

SHARK TANK

CAN YOU SWIM WITH THE SHARKS?

Shark Tank US - Data Analysis

Season 1 - 14, 2009 - 2022

Cover

Deal

Investment

A deep dive into Shark Tank US data from season 1(2009) to season 14(2022)- Onxy Data Challange, September 2023, #DataDNA
Analyzed by *Madhupa Samanta*, Data Analyst



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Deal

Investment

Seasons

1	2	3	4	5	6	7	8	9	10	11	12	13	14
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Industry

All	▼
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Pitcher's State

All	▼
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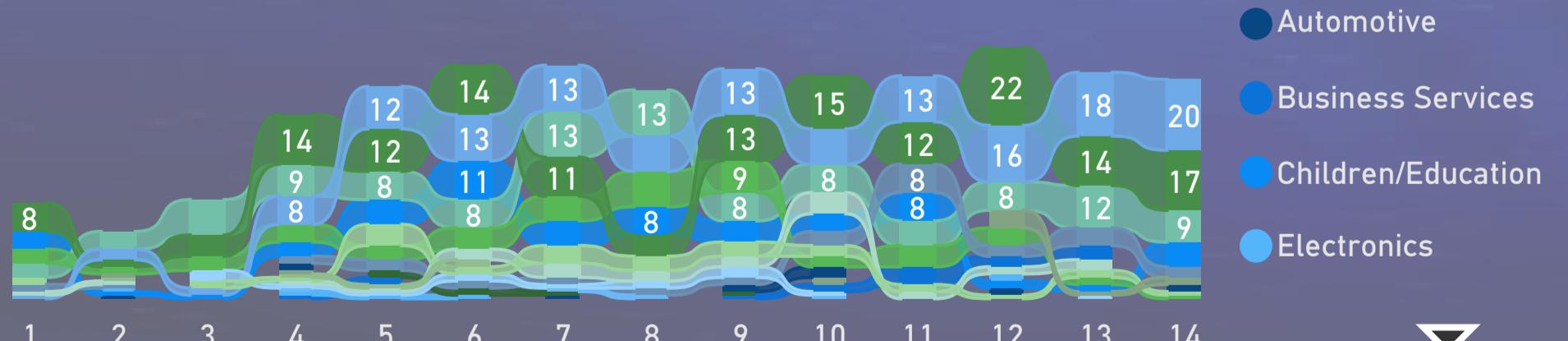
Deal success trend by Season



- In Season 1, the deal success rate was the lowest among all seasons, with a **57.8%** rate of **unsuccessful deals**.
- The overall deal success rate across all seasons is approximately **58%**. However, a significant percentage(**42% avg**) still leaves without a deal.
- Season 4 and Season 12 had notably high deal counts (**52** and **71** deals, respectively). It might be worth exploring what factors in the show contributed to these spikes.

The number of deals made has generally increased from Season 1 to Season 14. The show seems to have become more attractive to entrepreneurs over the years.

Industry Deal trend by Season



Food & Beverage and Lifestyle/Home, Fashion/Beauty industries are leading in top 3 positions in most of the seasons.

226.5M

Total deal amount



75

Deal success rate by pitchers gender

Mixed Team

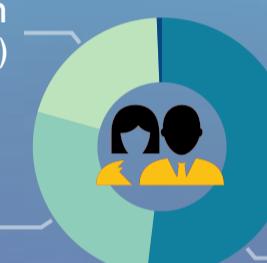
153 (20%)

Female

210 (27...)

Male

397 (52%)



22.4M

Loan amount

52

Total loan

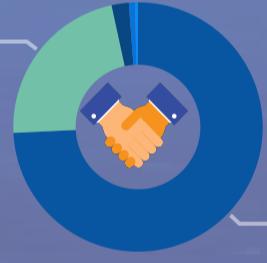
Deal by Number of sharks in deal

2

171 (22...)

1

568 (74%)



Top 5 Industry in Successful deal

Food and Beverage

Lifestyle/Home

Fashion/Beauty

Children/Education

Fitness/Sports/Outdoors

29%

26%

21%

13%

12%

Successful deals in Shark Tank predominantly exceeded **50%** in the **Food & Beverage and Lifestyle/Home industries**.

Top 5 State for successful deal

NA

352

CA

126

TX

36

NY

32

FL

30

NA - Data not available

Uncertain/Other

Electronics

Green/CleanTech

Travel

Liquor/Alcohol

36%

18%

18%

15%

12%

Travel and Liquor/Alcohol industries face challenges in striking successful agreements with the investors compared to other sectors .



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Barbara Corcoran
Total deal - 120, 17.7M
Lowest Investment
Most invested industry - **Food and Beverage**

Industry	Deal	Investment	Equity	Partnership
Food and Beverage	36	6.2M	789	10
Fashion/B. eauty	22	3.0M	553	8
Total	120	17.7M	2742	41



Mark Cuban
Total deal - 230, 59.4M
Highest deal
Most invested industry - **Food and Beverage**

Industry	Deal	Investment	Equity	Partnership
Food and Beverage	58	15.3M	1,047	20
Fashion/B. eauty	35	7.5M	686	18
Total	230	59.4M	4,071	111



Kevin O Leary
Total deal - 117, 28.2M
Most invested industry - **Food and Beverage**

Industry	Deal	Investment	Equity	Partnership
Food and Beverage	19	7.2M	327	8
Lifestyle/ Home	33	5.7M	484	12
Total	117	28.2M	1,768	52



Daymond Jhon
Total deal - 111, 20.2M
Second Lowest investment
Most invested industry - **Fashion and Beauty**

Industry	Deal	Investment	Equity	Partnership
Fashion /Beauty	31	4.4M	794	12
Automotive	4	3.4M	176	1
Total	111	20.2M	2,869	33



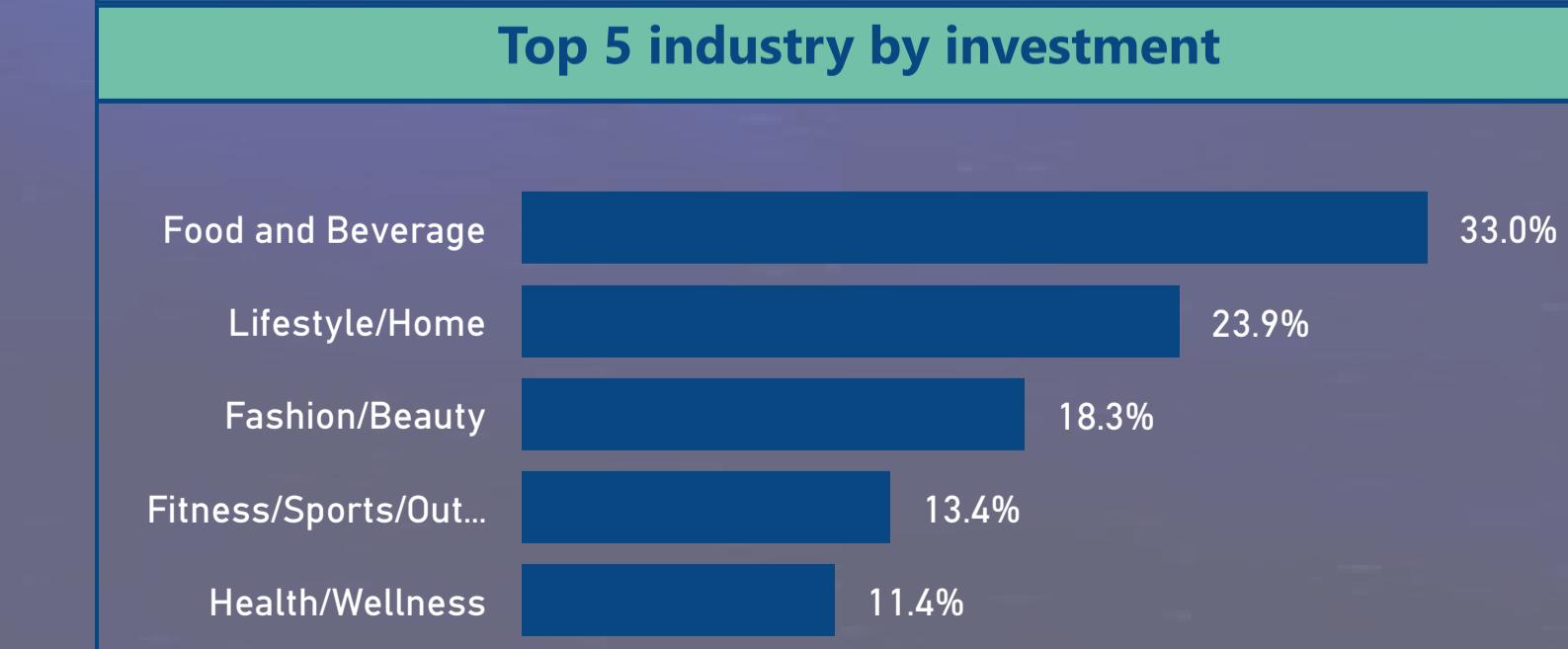
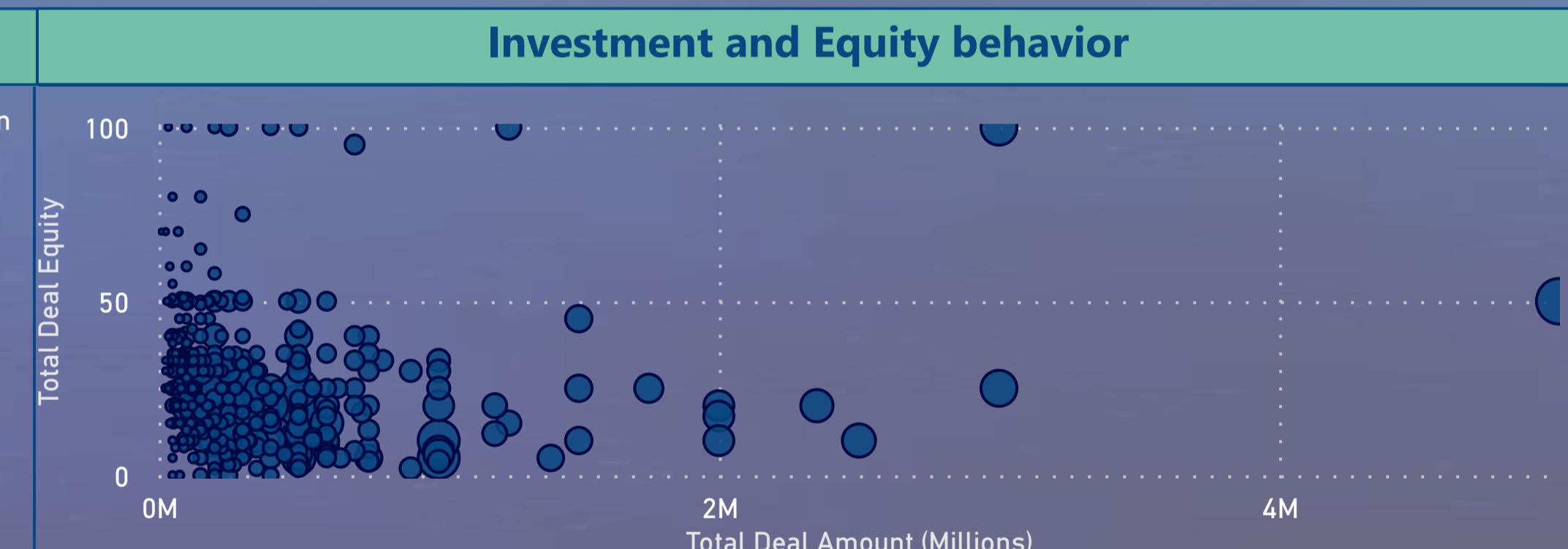
Robert Herjavec
Total deal - 121, 35.4M
Most invested industry - **Fashion and Beauty**

Industry	Deal	Investment	Equity	Partnership
Fashion/ Beauty	21	5.6M	395	6
Health/W. ellness	9	5.6M	136	3
Total	121	35.4M	2,223	47



Lori Greiner
Total deal - 199, 43.2M
Most invested industry - **Lifestyle/Home**
Highest number of partnership deal

Industry	Deal	Investment	Equity	Partnership
Lifestyle/ Home	57	12.3M	1,070	56
Food and Beverage	33	7.5M	499	32
Total	199	43.2M	3,258	191



- Most of the investments are below 1 million dollars, with less than a 50% equity stake. The highest investment in the **Fashion and Beauty industry**, which was made by Robert Herjavec, amounted to **5 million USD with a 50% equity stake**.
 - Female investors **Barbara Corcoran and Lori Greiner show a stronger inclination to invest in female entrepreneurs** compared to their male counterparts, with percentages of **40%** and **31%**, respectively.
- See details :