

# Shark Tank India – Startup Funding Overview

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## Introduction:-

This project is based on the *Shark Tank India* dataset which contains details of startups, industries, funding amounts, and investments made by different sharks. The objective of this project was to analyze the data and create an interactive dashboard in **Power BI** that provides insights into startup funding patterns in India.

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## Abstract:-

The dataset consists of information such as startup names, industries, city/state of pitchers, original ask, offered equity, deal amount, and individual shark investments. Using this data, a dashboard was created to show funding trends by industry, city, and investor. The project aims to answer simple questions like:

- Which industries receive the most funding?
  - Which cities contribute the most to the startup ecosystem?
  - Which shark invests the most in startups?
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## Tools Used:-

- **Power BI** → for data visualization and dashboard building
  - **Excel / CSV** → for storing and cleaning the dataset
  - **Jupyter Notebook (optional)** → for exploring the dataset before visualization
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## Steps Involved in Building the Project:-

1. **Data Import:** Loaded the cleaned CSV dataset into Power BI.
  2. **Data Preparation:** Checked column data types and handled missing values where needed.
  3. **Dashboard Design:**
    - **KPIs:** Total deals made, average deal size, and total investment by sharks.
    - **Visuals:**
      - Bar chart → Deals by Industry
      - Line chart → Deal Amount by Pitchers' City
      - Donut chart → Total Deal Amount by Industry
      - Stacked bar chart → Investment by Shark
    - Added slicers for filtering by industry.
  4. **Formatting:** Improved readability with titles, labels, and color coding.
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## Conclusion:-

From the dashboard, a few key insights were observed:

- **Beauty/Fashion and Food & Beverage** industries received the highest funding.
- Startups from **Delhi and Mumbai** attracted the largest deal amounts.

- **Peyush and Aman** emerged as the most active investors among the sharks.
- The **average deal size is around 41 lakhs**, showing most deals were medium-sized.

This project helped me practice cleaning data, creating visuals in Power BI, and summarizing insights into a clear report.