

Industry-wise Investor Trends

This section highlights the preferences of individual investors (sharks) across various industries. The following trends were observed based on the Shark Tank India dataset: -

- Aman Gupta prefers deals in Consumer Tech, Fashion, and Health.
- Anupam Mittal invests significantly in Fintech, SaaS, and Matrimonial services.
- Namita Thapar favors Health & Wellness startups.
- Vineeta Singh supports Beauty, Wellness, and D2C brands.
- Peyush Bansal often invests in Tech-driven and EdTech companies.
- Ashneer Grover leaned towards Tech and Mass-market consumer products.

This trend analysis was visualized using bar charts and matrix heatmaps to compare investment count and amount by industry.

Founder Success Pattern Summary

Key patterns were identified among founders who successfully secured deals: -

- Founders in teams (2 or more people) had higher success rates than solo founders.
- Startups with at least minimal revenue or proven traction were more likely to receive funding.
- Pitches with clear unit economics and product-market fit had higher success.
- Founders with prior entrepreneurial or corporate experience were favored.
- Industries such as HealthTech, Consumer Goods, and EdTech saw more founder wins.

These insights were derived from visualizations focused on pitch outcomes, founder profiles, revenue stages, and investment patterns.