Report on Shark Tank India Dataset using Power BI

1. Introduction

This report presents insights derived from the Shark Tank India dataset using Power BI. The objective is to analyze and visualize key trends and business patterns showcased in the show. This project focuses on data cleaning, transformation, and the creation of interactive dashboards.

2. Abstract

The Shark Tank India dataset contains detailed information about startups, including pitch details,
funding amounts, industries, and participating sharks. The report explores patterns such as
industry-wise investments, sharks' preferences, equity deals, and founder backgrounds.
Power BI was used to clean and visualize the data, helping to discover insights about startup trends and investment behavior.

3. Tools Used

- Dataset: Shark Tank India dataset (CSV format)
- BI Tool: Power BI
- Features Used: Power Query for data cleaning, Power BI DAX for measures, and Visualizations such as bar charts, pie charts, and slicers.

4. Steps Involved in Building the Report

1. Imported the Shark Tank India dataset into Power BI.
2. Cleaned and transformed data using Power Query including:
   - Corrected data types
   - Handled missing values
   - Replaced values
   - Split columns
   - Unpivoted columns
   - Reordered columns
3. Built key visuals such as
   - industry-wise investment
   - shark-wise deal summaries, and
   - region-based startup analysis.
4. Added interactive filters to allow dynamic exploration of insights.

5. Conclusion

Using Power BI, the Shark Tank India dataset was successfully analyzed to uncover key investment trends and startup characteristics. This project demonstrates the importance of data visualization in understanding business patterns and aiding decision-making processes.