Startup Investment Analysis (Shark Tank Data)

**1. Introduction**

This project aims to analyze investment patterns in startups featured on Shark Tank India and US. It explores the distribution of funding across industries, success rates at different funding stages, and how team composition (number of founders) and investor participation influence funding outcomes.

#### ****2. Abstract****

The project uses data-driven methods to uncover investment trends based on real-world startup pitches. The dataset includes startup names, industries, founders, investors, funding amounts, and stages. By leveraging Excel, Python (Pandas), and Tableau, the dataset is cleaned, analyzed, and visualized to generate actionable insights on investment behavior and success factors among startups.

#### ****3. Tools Used****

* **Microsoft Excel** – for formatting, cleaning, and initial data exploration.
* **Python (Pandas)** – for grouping, aggregation, and statistical analysis.
* **Tableau** – for building visual dashboards to reveal trends and patterns.

#### ****4. Steps Involved in Building the Project****

1. **Excel Cleaning**:
   * Removed null values, standardized columns, and ensured numeric formatting.
2. **Python Analysis**:
   * Grouped funding by industry to identify the most invested sectors.
   * Evaluated funding distribution across stages (Seed, Series A).
   * Derived founder count to study its relationship with funding success.
3. **Export to CSV**:
   * Outputs like industry\_funding.csv, stage\_analysis.csv, and founder\_trend.csv were prepared.

**4.Tableau Visualization**:

Built charts including:

* Total funding by industry (bar chart)
* Stage-wise trends (stacked bar / pie)
* Founder count vs average funding (line chart)
* Investor-wise deals (bar chart)
* Funding success ratio (pie chart)

#### ****5. Conclusion****

The analysis showed that sectors like **Tech** and **Education** received the highest funding. Startups with **2–3 founders** generally secured better funding than solo entrepreneurs. **Seed stage** deals were most frequent, whereas **Series A** rounds had higher average funding. Tableau visualizations provided a clear overview of industry and investor trends, proving that structured data analysis can yield valuable investment insights.

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