**Analysis of Shark Tank Dataset**

The analysis of the Shark Tank dataset revealed several key insights:

**How Many Pitches Result in Deals?**

Deal Success Rate: We conducted an analysis of 1361 pitches over fifteen seasons of the television show "Shark Tank." Throughout the fifteen seasons, entrepreneurs presented 1361 business proposals to the sharks in the hope of making a deal. Out of these pitches, 824 deals were made, which means around 60.5% of the pitches resulted in deals. This suggests a competitive environment where successful pitches have an advantage.

A blue and orange pie chart

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**What industries appear most frequently on the show?**

Top Industries: The industries most frequently featured on the show include Food and Beverage, Lifestyle/Home, and Fashion/Beauty, suggesting these sectors attract investor interest.

A graph of blue bars with white text

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**Which industries receive the most deals?**

Top Deals by Industry: In line with the pitches, the top three industries that secured deals on the show are Food and Beverage, Lifestyle/Home, and Fashion/Beauty.

A graph of a number of green bars

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**How many sharks invest in each deal?**

Solo or Multiple Shark Deals: Not all deals are funded by individual investors. This chart shows the number of investors participating in each deal. Solo investors are a clear favorite. The majority, 73.5%, of deals analyzed were secured by sole investors/sharks.

A pie chart with numbers and a triangle in the middle

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**Which shark makes the most deals?**

Top Shark: The shark who makes the most deals is billionaire, Mark Cuban. He leads the group with 249 secured deals. A graph of a shark

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**Who does Mark partner with?**

Top Shark Collaborators: Part of Mark’s success can be attributed to his tendency to pair up with his counterparts to secure a deal. Mark has partnered with every other shark to make a deal. Lori Greiner is clearly his preferred partner, accounting for 39.2% of Mark’s joint deals.

A pie chart with numbers and text

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**Which industry do Mark and Lori invest in the most?**

Mark and Lori Top Industry Selection: Mark and Lori invest in the Lifestyle/Home industry the most. They have made 16 deals in the Lifestyle/Home sector of the industry.

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**Which industries have the highest success rate?**

Highest Success Rate by Industry: The highest success rate is the automotive industry with a success rate of 76.47%. The lowest success rate is the electronics industry with a success rate of 43.75%.

Industries like Automotive, Lifestyle/Home, and Media/Entertainment have high success rates, indicating that pitches in these sectors are more likely to succeed. Sectors like Health/Wellness and Fitness/Sports/Outdoors also show relatively high success rates. Adversely, categories such as Electronics and Business Services are at the lower end of the success spectrum, suggesting these may be more challenging or competitive.

**What gender is represented the most in Shark Tank?**

Gender Representation: In this graph we conducted an analysis of the three different types of groups of pitchers who have appeared on Shark Tank based on gender. These three groups are solo groups of male pitchers, female pitchers, and teams with both male and female pitchers. Making up more than half of the total pitchers, this graph shows us that the gender who appears the most on Shark Tank is male at 54.6%. The second most represented group is solo female entrepreneurs at 26.4%. The least represented group is the team groups that are made up of both male and female pitchers at 19.0%.

A pie chart with different colored circles

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**What percentage of each group receives a deal?**

Deals By Gender: After finding the percentage of entrepreneurs who appear on Shark Tank, we conducted an analysis to see who actually receives a deal based on gender. In this graph we see that male pitchers make up over half of the pitchers who received a deal with 51.4%. Next, we see that female pitchers make up 28.0% of pitchers who received a deal. Finally, we see that teams made up of both male and female groups make up 20.6% of all successful Shark Tank pitchers.

While this graph shows us the total numbers of pitchers who successfully made a deal based on gender, it is not representative of which group of pitchers are statistically more successful at receiving a deal.

A pie chart with text on it

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**What gender has the highest success rate?**

Gender Success Rate: This graph represents the overall success rate of male pitchers and female pitchers. When looking at the data we see that out of 739 solo male pitchers only 421 were successful in receiving a deal. Alternatively, out of 358 solo female pitchers only 229 solo female pitchers were successful at receiving a deal. Overall, 56.97% of solo male pitchers were successful at receiving a deal while 63.97% of solo female pitchers were successful at receiving a deal. According to the data, solo female pitchers are more successful in receiving a deal.

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**Are solo pitchers or teams more successfull?**

Solo or Team Pitcher: In this graph we conducted an analysis to see the percentage of who receives a deal on Shark Tank based on rather the pitchers were solo or on a team. We see that if the pitchers decided to be solo or on a team there is an equal chance for a deal for both choices. There is no significant difference between solo and teams, so we suggest choosing whichever option is most comfortable!

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**Conclusion of Shark Tank Analysis**

**Successful Industries:**

Key aspects to consider when selecting an industry for Shark Tank. While Automotive has a 76.47% success rate it has a very low portion of the population making it high risk high reward. Lifestyle/Home is in the top three of deals with a 66.26% success rate and the top industry invested in by our top Sharks (Mark and Lori) when they team up. The data shows that these industries have done well. So, choosing one of these to pitch may increase your odds of gaining funding for your venture. These industries are trending in high demand with consumers which likely can lead to venture growth in the future.

**Gender Comparison**

The data demonstrates that female pitchers have a higher success rate obtaining investment throughout the 15 seasons. Please refer to Overall Success Rate of Male vs Female Pitcher graph.

**Pitcher Quantity**

The data reveals that there is no profound difference in which approach you choose when it comes to individual or multiple pitched deals. So, it is best to go with what works well for you or your team.

**Sharks**

The data puts power in your hands with the knowledge of the top Sharks investment interests. It also allows you to use this information to get them to collaborate with each other for a double Shark investment, making the venture opportunities endless.

In conclusion to have success as an entrepreneur on Shark Tank you will want to select from one of the top ranked industries. You will also need to consider if you feel more comfortable solo or team pitching and which do you feel will yield the highest chance of securing an investment. The data shows that using the gender insights and deal ask valuation as key points when creating and presenting your pitch to pique the interest of the top investing Sharks is something you can use to your advantage. This data driven blueprint showcasing the interests of the highest investing Sharks can allow you the opportunity of a lifetime to enter into the Shark Tank competition with a calculated successful plan to win a double Shark deal.