**Elevate Labs**

*Data Analyst Internship*

**Project Title:**

*Startup Investment Analysis*

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**Introduction:**

The Indian startup ecosystem has gained significant momentum in recent years, driven by innovation, digital transformation, and increasing investor interest. *Shark Tank India* has emerged as a popular platform showcasing real-life entrepreneurial pitches and investment decisions, offering valuable insights into the dynamics of startup funding in the country.

This project focuses on analysing investment trends using data from *Shark Tank India*. By exploring factors such as deal size, industry sector, pitch success rates, and investor preferences, the study aims to uncover patterns that influence funding decisions. The analysis provides a data-driven perspective on the evolving landscape of startup investments in India.

**Abstract:**

This study analyses investment patterns and founder demographics from *Shark Tank India*, with particular emphasis on investor Aman Gupta and rest 6 investors. The findings reveal that Aman’s investment decisions vary significantly across industries, with notable preferences toward certain sectors. His contributions include a mix of equity and debt funding, reflecting a flexible approach to deal structures.

The data indicates a correlation between the number of participating investors and the size of deals, suggesting collaborative investments often result in higher funding amounts. Temporal trends across seasons and episodes highlight fluctuations in investment intensity, possibly driven by startup quality, market potential, or strategic interest.

On the founder side, demographic analysis shows a diverse range of participants. Founders' average age suggests strong representation from early-career entrepreneurs. Gender-based data reveals a growing but still uneven participation of female and transgender founders compared to their male counterparts. Additionally, the geographic spread of startups illustrates that while some states dominate in terms of representation, there is an emerging presence from less-represented regions as well.

Overall, the analysis offers key insights into the dynamics of startup funding and sheds light on the evolving profiles of entrepreneurs in India’s innovation ecosystem.

**Tools Used:**

1. MS Excel 2. Python 3. Tableau

In this project, data from *Shark Tank India* was analysed using a combination of tools and techniques to ensure thorough and insightful exploration. Microsoft Excel was initially used for basic data cleaning and to identify and handle missing values. Python, along with libraries such as Pandas, Seaborn, and Matplotlib, was then utilized for in-depth data analysis. These tools helped in organizing, processing, and visualizing key patterns and trends within the dataset. Additionally, Tableau was employed to create interactive and visually engaging dashboards that highlight crucial insights related to investment trends, industry preferences, and investor behaviour.

**Steps Involving in the project:**

1. Dataset was taken from Kaggle.
2. Data cleaning and preprocessing.

* Handling missing or inconsistent data.
* Remove duplicated and irrelevant entries.

1. Exploratory Data Analysis.

* Understand dataset structure.
* Identify key variables and relationships.
* Generate summary statistics.

1. Data Visualization

* Created interactive dashboards using Tableau to visualize.
* Investment trends across sectors.
* Investor participation.

1. Insight Generation

* Analysed visualizations and outputs
* Identify top funded industries.
* Determine which factors influence investment decisions.

**Conclusion:**

* The data suggests a strong tilt towards consumer-facing industries like food and beauty, while tech-driven and essential sectors also maintain solid interest. Niche areas such as sustainability, agriculture, and hardware remain underexplored, potentially offering untapped opportunities for innovation.
* The data indicates that the **startup ecosystem is primarily driven by middle-aged individuals**, with a significant but smaller presence of youth. The near absence of older founders highlights a generational tilt in entrepreneurial activity, emphasizing the need for targeted support if diversity in age is to be encouraged in the startup landscape.
* A **significant majority of startups** were founded by **teams**, with the count exceeding 450. In contrast, **solo founders** account for fewer than 200 startups. The data clearly shows that **collaborative entrepreneurship is the dominant model** in the startup ecosystem.
* Most investment happens when the show is newly aired. After that, activity slows down. This shows that **when startups get media attention, investor interest goes up**, but in the months between, things stay quiet.