PROJECT

START UP INVESTMENT ANALYSIS

INTRODUCTION

This project explores and analyzes investment trends from the popular television show *Shark Tank*, where entrepreneurs pitch their business ideas to a panel of investors ("sharks"). Using a dataset containing information such as pitch details, industry category, deal amount, equity offered, and sharks involved, the objective is to derive insights about what makes a pitch successful and what patterns influence investment decisions.

This project demonstrates practical skills in data cleaning, transformation, analysis, and visualization, and provides actionable business insights based on real-world entrepreneurial data.

ABSTRACT

The Shark Tank dataset project focuses on analyzing investment patterns and entrepreneurial success factors showcased on the television show *Shark Tank*. The dataset includes information on startups, founders, deal outcomes, investment amounts, equity offered, and the participating sharks.

The objective of this project is to uncover meaningful insights from the data to understand which factors influence investor decisions. The analysis involves data cleaning, preprocessing, and exploratory data analysis using tools such as Excel and Power BI.

Key findings include trends in popular business sectors, average deal sizes, investor preferences, and correlations between valuation, equity, and deal success. Interactive dashboards and visualizations were created to present insights in a clear and business-friendly format.

TOOLS USED

1.Microsoft Excel

- For initial data exploration, cleaning, and quick visual analysis
- Using charts to summarize deals, investments, and trends

2.Power BI

- For creating interactive dashboards and reports

STEPS INVOLVED IN BUILDING THE PROJECT

1. Data Collection

- Obtain the Shark Tank dataset (CSV/Excel) from open sources like Kaggle or GitHub.
- Ensure the dataset includes relevant fields such as: entrepreneur name, product, category, deal status, deal amount, equity, sharks involved, etc.

2. Data Cleaning and Preparation

- Handle missing or null values.
- Remove duplicates and fix inconsistent formatting (e.g., category names)

3. Exploratory Data Analysis (EDA)

- Use Excel to:
    - Analyze the distribution of deals.
    - Identify most common industries/products.
    - Understand which sharks invest most frequently.

5. Visualization with Power BI

- Import final dataset into Power BI.
- Create dashboards with visuals such as:
    - Pie charts for shark participation.
    - Cards for sum of deal amount, sum of deal equality etc…
    - Tables for clear understanding performances.

CONCLUSION

Startup investment analysis project provided valuable insights into the investment patterns and decision-making behavior of investors on the show. By analyzing key variables such as deal amounts, equity offered, industry categories, and participating sharks, we were able to identify which types of businesses are more likely to secure funding.

Using tools like Excel and Power BI, we successfully cleaned, analyzed, and visualized the dataset to uncover trends that can guide future entrepreneurs. The interactive dashboard enables users to explore insights dynamically.

This project demonstrates how data analytics can be applied to real-world business shows to extract meaningful conclusions and support data-driven decision-making.