

Startup Investment Analysis: Shark Tank Insights

Introduction:

This project aims to analyze startup investment trends using data from Shark Tank India. By leveraging tools such as Python (for cleaning and analysis), Excel (for early structuring), and Tableau (for visualization), the study provides a deep dive into investor behavior, industry trends, and founder success factors.

Methodology:

- **Data Collection:** Dataset sourced from publicly available Shark Tank India episode summaries and pitch reports.
 - **Cleaning:** Handled missing values, standardized deal and ask amounts, and unified investor and brand naming conventions.
 - **Feature Engineering:**
 - `deal_to_ask_ratio`: Evaluates how much of the ask amount was secured
 - `equity_diff`: Measures negotiation outcome (deal equity - ask equity)
 - `industry`: Classified based on business idea keywords
-

Tools Used:

- Python (Pandas, Mathplotlib, Seaborn)
 - Tableau
 - Excel
-

Key Findings:

1. **Industries Receiving Most Investment:**
 - **Technology**, **Health & Wellness**, and **Food & Beverage** sectors secured the highest funding overall.
 - Emerging industries like **Sustainability** and **Education** saw notable traction as well.

2. Most Active Investors & Their Domains:

- **Ashneer Grover:** High involvement in Tech and D2C brands
- **Aman Gupta:** Fashion and lifestyle-focused
- **Anupam Mittal:** Broad portfolio; Health & Ed-tech standout
- **Namita Thapar:** Wellness and healthcare expert
- **Vineeta Singh:** Strong in beauty and sustainable products
- **Peyush Bansal:** Dominant in tech and fitness
- **Ghazal Alagh:** Beauty and women-centric startups

3. Successful Founder Profiles:

- While founder data was limited, startups with strong branding, scalable models, and relevant market timing had higher deal closures.
- Pitches with clear problem-solving narratives and financial clarity stood out.

Visuals:

- Key insights were visualized using Tableau and Python:
- **Bar Charts:** Deals by Shark, Investment by Industry
- **Boxplot:** Equity Difference Distribution
- **Histogram:** Deal Amount Spread
- **Tableau Dashboard:** Interactive filters by industry, shark, deal size

Conclusion:

The analysis highlights that investor behavior aligns with domain expertise and personal interests. Funding is clustered around scalable and trending sectors like tech and wellness. Founders with clear business models, strong storytelling, and market traction attract more investor attention. This analysis can help future participants tailor their approach based on historical investment trends.

Prepared By: Uzma Sultana

Date: 24 April 2025