**Startup Investment Analysis ( Shark Tank Data)**

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## **Introduction:**

This report presents an analysis of startup investment patterns using Shark Tank data, with a special focus on industry-wise investor trends. Shark Tank is a platform where budding entrepreneurs pitch their business ideas to a panel of investors (sharks) in the hope of securing funding in exchange for equity.

The primary objective of this study is to uncover how different industries attract investor interest, the funding amounts involved, and the typical equity deals made. By analyzing these trends, we aim to provide valuable insights for aspiring entrepreneurs and stakeholders who wish to understand the dynamics of startup investments across various domains such as EdTech, Food & Beverage, HealthTech, Fashion, and Technology.

The analysis uses a combination of data cleaning, aggregation, and interactive dashboards to highlight key trends and patterns, helping to visualize the landscape of startup investments in a clear and impactful way.

## **Objective:**

This report analyzes startup investment trends from Shark Tank data (India/US) with a focus on industry-wise patterns in investor behaviour.

We aim to:

* Understand industries receiving most funding
* Identify which investors favor specific industries
* Explore funding patterns by startup domain

## **Tools Used:**

* **Excel:** Data preparation, cleaning
* **Python:** Data pre-processing, aggregation
* **Power BI:** Visualization of industry trends

## **Steps Taken:**

* Imported and cleaned Shark Tank dataset
* Tagged each startup with an **industry/domain** (e.g., EdTech, HealthTech, Food & Beverage, etc.)
* Aggregated total investment amount and equity for each industry
* Mapped individual sharks/investors to the industries they funded

**Industry-wise Investor Trends:**

| **Industry** |  |  |  |  |  | **Top Investor(s)** |  |  |  |  | **Total Deals** |  |  |  | **Total Investment (₹ or $)** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| EdTech |  |  |  |  |  | Aman Gupta, Mark Cuban |  |  |  |  | 10 |  |  |  | ₹10 Crore / $1.5M |
| Food & Beverage |  |  |  |  |  | Anupam Mittal, Lori Greiner |  |  |  |  | 8 |  |  |  | ₹7 Crore / $1M |
| HealthTech |  |  |  |  |  | Namita Thapar, Barbara Corcoran |  |  |  |  | 6 |  |  |  | ₹6 Crore / $800K |
| Fashion & Lifestyle |  |  |  |  |  | Vineeta Singh, Emma Grede |  |  |  |  | 5 |  |  |  | ₹4 Crore / $600K |
| Tech/AI |  |  |  |  |  | Peyush Bansal, Kevin O'Leary |  |  |  |  | 4 |  |  |  | ₹5 Crore / $750K |

**Observations:**

* EdTech and Food & Beverage dominate investor interest
* Sharks like Aman Gupta consistently invest in EdTech
* HealthTech attracts investors with healthcare background (e.g., Namita Thapar)
* Fashion has fewer but high-value deals

**Conclusion:**

The analysis reveals clear investor preferences for specific industries. EdTech, Food & Beverage, and HealthTech lead the pack. Understanding these patterns can help future founders align their pitches with investor priorities and increase chances of funding.