**Elevate Labs**

**Internship Role: Data Analyst**

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

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# Introduction

This project explores startup investment trends based on data from the Indian edition of Shark Tank. The goal is to uncover patterns in startup funding, investor behaviors, industry trends, and founder profiles.

# Project Objective

The objective of this project is to analyze startup investment data and identify actionable insights that highlight:

- Investor participation

- Industry preference

- Founder success patterns

- Deal closure rates

# Tools and Technologies Used

- Power BI – for creating interactive dashboards and visuals

- Excel – for initial data cleaning and formatting

# Dataset Description

The dataset includes startup pitches across all seasons of Shark Tank India. It contains details such as:

- Startup name

- Founder(s)

- Industry

- Ask amount and deal amount

- Equity given

- Sharks involved

# Dashboard Design

The dashboard was designed with clear visuals and slicers for easy filtering. Key filters include season, investor, and industry.

Pages designed:

- Comparison of investor participation

- Deal outcomes per season

- Industry-wise trends

# Key Insights

- Most deals happened in Season 2

- Certain Sharks like Aman and Peyush participated more frequently

- D2C brands and HealthTech saw higher funding

- Majority of founders asked for equity between 5% and 20%

# Optional Analysis: Industry-wise Investment Trend

A stacked column chart was created to show Industries vs. Total Investment.

This visualization helps understand which sectors attracted the highest cumulative investments. It reveals that industries such as Food & Beverage and Healthcare have consistently secured higher funding amounts, signaling investor confidence in these markets.

# Founder Success Pattern Summary

Analysis was done based on founder characteristics such as gender, solo vs co-founders, and pitch strategy.

Startups with co-founders tend to have a higher success rate. A balanced team often appealed more to investors. Moreover, pitches with clear revenue and scalability strategy resulted in better deal conversions. Female-led teams saw moderate success but were underrepresented in number.

# Conclusion

This project gave valuable insights into how investors on Shark Tank evaluate startups. The dashboard makes it easier to visually assess trends and investment focus areas. This analysis can be a decision-making tool for aspiring entrepreneurs, investors, and analysts.