

# Startup Investment Analysis Report

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## Introduction & Objective:

This project aims to analyze startup investments using Shark Tank India data, identifying key investment trends, top-funded industries, and gender representation among founders. Additionally, we visualize these insights through interactive Tableau dashboards for better decision-making.

## Tools & Technologies Used:

- Data Analysis: Python (Pandas, Seaborn, Matplotlib)
- Data Visualization: Tableau
- Data Storage: CSV Files

## Data Preprocessing & Cleaning:

The data was cleaned by:

- Handling missing values
- Correcting data types
- Standardizing column names
- Removing duplicates
- Formatting relevant columns for analysis

## Exploratory Data Analysis (EDA):

Key Analysis Points:

- Top 10 Most Funded Industries
- Shark-wise Investment Distribution
- State-wise and City-wise Startup Distribution
- Gender Representation of Founders

## Tableau Dashboard Summary:

The analysis was presented through interactive Tableau dashboards, which included:

- Industry-wise investment distribution
- Shark-wise funding overview
- City and State-based startup mapping
- Gender diversity among founders

## Key Insights & Findings:

- Most Invested Industry: Beauty/Fashion
- Top Investor: Aman
- Highest Startup Concentration: Maharashtra, Karnataka
- Gender Diversity: 71.4% Male, 28.4% Female, 0.2% Transgender

## Conclusion & Recommendations:

The analysis indicates significant investments in Beauty/Fashion and Food & Beverage sectors, with Aman leading in total investments. Promoting gender diversity and expanding investments across less-funded states can drive more inclusive growth in the startup ecosystem.

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Prepared with dedication and attention to detail.