

SHARK TANK COMPANIES ANALYSIS

INTRO:

Shark Tank Companies are companies that pitch their businesses to the shows 5 investors:

**Barbara
Corcoran**

**Robert
Herjavec**

**Kevin
O'Leary**

**Daymond
John**

**Mark
Cuban**

They pitch their investment plans to these investors while the investors either invest for a (%) return stake or back out from the deal.

We can use the data about the show to analyze:

- * How many entrepreneurs got their deals accepted in all the seasons of the show, and also how many of them got their deal rejected.
- * Find the relationship between the accepted deals and the rejected deal
- * Analyze the entrepreneurs that receive the highest investment from the sharks in all seasons to know the type of business they pitched with and to know if an entrepreneurs choice of business is a factor for them receiving the sharks investment.

How many entrepreneurs got their deals accepted in all the seasons of the show, and also how many of them got their deal rejected.

After carefully cleaning the data-set with pandas, I filtered the data from a column name “deal” which has Boolean values to indicate if the deal was accepted by the sharks or not, If TRUE, then it means the deal was accepted but if FALSE, then it simply means the deal was rejected by the sharks so from that analysis we can know that in:

- Season 1: OF THE **64 SHOWS** FROM SEASON 1, 27 WERE ACCEPTED WHILE 37 WERE REJECTED.
- Season 2: OF THE **36 SHOWS** FROM SEASON 2, 19 WERE ACCEPTED WHILE 17 WERE REJECTED.
- Season 3: OF THE **60 SHOWS** FROM SEASON 3, 28 WERE ACCEPTED WHILE 32 WERE REJECTED.
- Season 4: OF THE **103 SHOWS** IN SEASON 4, 53 WERE ACCEPTED WHILE 50 WERE REJECTED.
- Season 5: OF THE **116 SHOWS** IN SEASON 5, 61 WERE ACCEPTED WHILE 55 WERE REJECTED.
- Season 6: OF THE **116 SHOWS** IN SEASON 6, 63 WERE ACCEPTED WHILE 53 WERE REJECTED.

NOTE:FROM THIS ANALYSIS, WE UNDERSTAND THAT IN ALL SEASONS, THE SHARKS ACCEPTED A TOTAL OF 251 DEALS AND REJECTED 244 DEALS IN TOTAL.

Find the relationship between the accepted deals and the rejected deal

Most of the accepted deals were as a result of the values they create as oppose to the rejected deals which provides less value or maybe the entrepreneur asked for a capital that the sharks could not provide due to the value measured on the business.

For example in season four, “Peter and Yuen Yung” who got the highest capital for the season worth \$1,000,000 Operates a “ **A chain of quick-service establishments selling quality made-to-order sushi rolls.**” Which Is stated in their description, the business belongs in the “Specialty Food” category, considering different factors like the entrepreneur plan and mindset, the sharks were able to determine that such business is a good investment as opposed to another rejected business in season 4 like “**Todd Miller**” whose business description is “**A massage therapy system in which the therapist walks on the patient's back.**” In the category of “Fitness program”. Todd also requested for \$1,000,000 but was however rejected, the sharks only invest where they see value and where the business income is passive.

Analyze the entrepreneurs that received the highest investment from the sharks in all seasons to know the type of business they pitched with and to know if an entrepreneurs choice of business is a factor for them receiving the sharks investment.

SEASON 1:

- **Susan Knapp**

Received: \$500,000

Business Category: Specialty Food

Description: One of the first entrepreneurs to pitch on Shark Tank, Susan Knapp presented A Perfect Pear, her line of pear-focused gourmet food products. Sold across 650 retail stores, the Perfect Pear product portfolio includes jams, jellies, spreads, tapenades, vinegars, marinades, dressings and many others, all designed to showcase the flavors and health benefits of pears.

- **Marix Stone and Dr. Nancy Tanchel**

Received: \$500,000

Business Category: Outdoor Recreation

Description: Designer helmets. The company owns a utility patent to place 3D designs on motorcycle helmets as well as any other kind of sporting helmet.

Season 2:

• **JOE MOORE**

Received: \$500,000

Business Category: Health and wellbeing

Description: Allergy season bringing you down? Maybe it's time to give First Defense Nasal Screens a try. These screens ward off allergies without medication. First Defense Nasal Screens are self-adhesive strips that attach to your nose to cover the nasal passage. They filter the air coming in through your nose and keeps allergens out. This product has been tested to significantly reduce 99% of particles at 10 microns. Even at sub micron levels they have been shown to be effective by 77% or more.

- **Dominique McClain Barteet**

Received: \$500,000

Business Category: Women's Shoes

Description: Shoes with interchangeable uppers allowing the user to easily vary their look.

- **Jeff Stroope**

Received: \$500,000

Business Category: Productivity Tools

Description: Hy-Conn is a super-fast connector for fire hydrants and garden hoses. The Pro Edition can be connected to any fire hydrant without the use of adapters or tools. The Home edition is for garden hoses.

SEASON 3:

- **Phil Dumas**

Received: \$500,000

Business Category: Electronics

Description: UniKey provides a smart lock system called Kevo that works with smartphones and the specially-made Kevo fob.

- **Fleetwood Hicks**

Received: \$500,000

Business Category: Cycling

Description: An online store for customizable bicycles.

SEASON 4:

- **Peter and Yuen Yung**

Received: \$1,000,000

Business Category: Specialty Food

Description: A chain of quick-service establishments selling quality made-to-order sushi rolls.

SEASON 5:

- **Melissa Carbone**

Received: \$2,000,000

Business Category: Entertainment

Description: Ten Thirty One Productions is an entertainment company that creates, owns, and produces live attractions in the horror genre.

SEASON 6:

- **Ethan Tucker and Pat Boone**

Received: \$5,000,000

Business Category: Automotive

Description: Zero Pollution Motors is launching the urban car of the future, the AIRPod. The AIRPod vehicle is the solution to urban pollution and urban mobility. With its small size, a tiny price, zero pollution, and a fun and futuristic design, AIRPod marks a turning point in the range of urban vehicles. It is a real breath of fresh air in cities and the prelude to travel without pollution.

One question on our mind is, Why are we using the highest capital receiving entrepreneurs as a yard stick for a descriptive analysis on whether or not the entrepreneurs choice of business is rather a huge factor for the sharks acceptance of the deal. The Highest Capital Receiving Entrepreneurs are being used as a yard-stick because the sharks had to analyze and evaluate their options before coming to a conclusion of giving out the high capital to such entrepreneur who they deemed worthy of their investment.

After careful analysis on all the highest capital receiving entrepreneurs business categories and descriptions, none of them have exactly the same kind of business so we can come to a conclusion that the sharks do not have a specific type of business they are investing in rather they invest based on entrepreneurs pitching and plans, also they invest in the business on how they value the business and how they evaluate the entrepreneur as a person.

Most of the huge investments the sharks made were scattered throughout various business categories and types as stated above, if they sharks have a specific type of business they preplanned to invest in, there will be consistencies in their choice of

category but such consistency is not seen in the output above.

Finally, the insight gotten from this analysis helps entrepreneurs and researchers make decision on the fact that the sharks do not have a preconceived type of business they were interested in, rather they make their investment decisions on other attributes like entrepreneurs character, exchange for stake, long time view and other metrics.

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Data source:

www.kaggle.com