Power BI Project

SHARK TANK INDIA

Appreciating India’s Entrepreneurial Spirit

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# **Introduction**

Shark Tank India is a popular reality television show that provides a platform for aspiring entrepreneurs to pitch their innovative business ideas to a panel of seasoned investors, known as "Sharks," in exchange for funding and mentorship. Inspired by the global Shark Tank format, the Indian edition has successfully completed multiple seasons, showcasing a diverse range of ideas from cutting-edge technologies to unique small-scale innovations. With its engaging format and inspiring stories of ambition and resilience, the show has become a launchpad for many startups, significantly impacting the entrepreneurial ecosystem in India.

The Shark Tank India Power BI project aims to provide an intuitive and comprehensive visualization of the data from the show. The dashboards are designed to help users analyse various aspects of the show, from season-wise performance to detailed insights about investors, deals, and industries. Below are the key dashboards included in the project:

**Season-Wise Analysis**: To provide insights into the trends and performance across different seasons of Shark Tank India. This dashboard deals with analysing the data season by season, focusing on metrics such as the number of pitches, deals finalized, total funding offered, and average deal size. By presenting trends over time, users can gain insights into the show's evolution, identify the most active seasons, and assess patterns in funding and deal-making.

**Deal Types & Conditions**: To classify and analyse the types of deals and their conditions. This dashboard explores the variety of deals made on the show, highlighting the distribution and characteristics of equity-based, debt-based, and hybrid deals. It also delves into the specific terms and conditions associated with these deals, offering a clear picture of investment trends and preferences.

**Investor Performance:** To evaluate the individual and collective performance of the investors ("Sharks"). This dashboard focuses on measuring the contribution and impact of each investor by analysing metrics such as the number of deals they closed, the total funding they committed, and their collaboration patterns with other sharks. It provides a detailed performance overview for each investor.

**Industry-Wise Analysis:** To analyse the distribution and success of deals across various industries. This dashboard examines the industries represented on the show, highlighting the number of pitches, deals, and funding allocated to each sector. It identifies which industries attract the most interest and investment, providing a snapshot of industry trends and emerging sectors.

**Overall Analysis:** To provide a holistic view of the entire dataset. This dashboard aggregates all the data to present a comprehensive overview of the show’s activity. It highlights total pitches, deals, and funding, along with key performance indicators (KPIs) to summarize the overall trends and standout metrics.

**Specific Sharks Page:** To provide detailed insights into the performance and preferences of individual investors. This dashboard offers a personalized view for each shark, showcasing their individual contributions, preferences, and focus areas. It highlights their total deals, industries of interest, and preferred deal structures.

## Setup Checklist for Project

Minimum System Requirements

* Intel Pentium 90 or higher (P166 recommended)
* Microsoft Windows 2010 or above.
* Memory: 4GB of RAM (4GB or more recommended)
* Internet Explorer 10.0 or higher
* Power BI

## 1.2 Instructions

* The code modules in the project should follow all the coding standards.
* Create a directory by your name in drive **<drive>**. In this directory, create a subdirectory **Project**. Store your Project here.
* You can refer to your course material.
* You may also look up the help provided in the BI docs and documentation provided with respective tools.

# **Problem Statement**

## 2.1 Objective

## The Shark Tank India Power BI project aims to analyze and visualize data from startups featured on the show to uncover key insights into entrepreneurship. It explores industry trends, geographical contributions, and gender diversity among presenters, highlighting inclusivity and ecosystem dynamics. By examining growth patterns over the years, the project reveals startup trends and development. Interactive dashboards created using Power BI provide entrepreneurs with actionable insights to support strategic planning and informed decision-making.

## 

## 2.2 Abstract of the project

The Shark Tank India Power BI project analyzes startup data from the show to uncover trends in industries, geography, and gender diversity among presenters. Using Power BI, it visualizes growth patterns and key insights through interactive dashboards. The project supports entrepreneurs, investors, and analysts in making data-driven decisions while showcasing the startup ecosystem's diversity and innovation.

## 2.3 Technology used:

* Power BI
* Microsoft Excel / CSV
* Microsoft PowerPoint

# **3. Implementation**

## 3.1 Summary of the functionality to be built:

The Shark Tank India power bi project aims to provide:

Interactive and visually rich dashboards to analyze various aspects of Shark Tank India.

Insights into the show’s data, such as:

* **Season-Wise Analysis:** Metrics like pitches, deals finalized, total funding offered, and average deal size over seasons.
* **Deal Types & Conditions:** Distribution of equity-based, debt-based, and hybrid deals, along with terms and conditions.
* **Investor Performance:** Contributions and impact of each investor, including their total deals and funding commitments.
* **Industry-Wise Analysis:** Breakdown of industries with respect to pitches, deals, and funding allocation.
* **Overall Analysis:** A comprehensive overview of the dataset with aggregated metrics and KPIs
* **Specific Sharks Page:** Individual investor analysis for preferences, focus areas, and deal types.

## 3.2 Guidelines on the functionality to be built:

A diagram of a process

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## 3.3 Data Model:

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**3.3.1 Table Attributes:**

**Master Table**

|  |  |
| --- | --- |
| **Column Name** | **Data Type** |
| Season Number | Whole number |
| Pitch Number | Whole number |
| Startup Name | Text |
| Industry | Text |
| Started In | Text |
| Season Start | Date |
| Season End | Date |
| Male Presenters | Text |
| Female Presenters | Text |
| Pitchers City | Text |
| Pitchers State | Text |
| Yearly Revenue | Whole number |
| Monthly Sales | Whole number |
| Gross Margin | Decimal number (Percentage) |
| Net Margin | Decimal number (Percentage) |
| Original Ask Amount | Whole number |
| Original Offered Equity | Decimal number (Percentage) |
| Valuation Requested | Whole number |
| Received Offer | Whole number |
| Accepted Offer | Whole number |
| Total Deal Amount | Whole number |
| Total Deal Equity | Decimal number (Percentage) |
| Total Deal Debt | Whole number |
| Deal Valuation | Decimal number |
| Number of Sharks in Deal | Whole number |
| Deal Has Conditions | Text |
| Pitch Outcome | Text |

**Shark Details**

|  |  |
| --- | --- |
| **Column Name** | **Data Type** |
| Startup Name | Text |
| Invested Sharks | Text |

**Investment Details**

|  |  |
| --- | --- |
| **Column Name** | **Data Type** |
| Startup Name | Text |
| Investor Name | Text |
| Investment Types | Text |
| Value | Decimal number |

**Shark Investment**

|  |  |
| --- | --- |
| **Column Name** | **Data Type** |
| Investor Name | Text |
| Company | Text |
| Total Investment | Whole Number |
| Total Companies | Whole Number |

**3.3.2 Schema Design:**

The project follows the **SnowFlake schema** approach.

**Measures and Calculated Columns:**

**Measures:**

1. Avg Investment Per Deal
2. Failed Deals
3. Investment to Ask Ratio
4. SuccesfulDeals
5. Top Investor
6. Least Investor
7. Total Investment
8. Total amount
9. Total Deals
10. Total DebtAmount

**Hierarchies:**

* Date Hierarchy (Year > Quarter > Month > Day)

**Calculated Columns:**

1. Deal Types

# **4. Information Mapping**

**Dimension Tables:**

1. Shark Details
2. Investment Details
3. Shark Investment

**Fact Tables:**

1. Master Table

**The tables used to store calculated measures are:**

1. All Measures

# **5. Sample Reports**

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:%3CmxGraphModel%3E%3Croot%3E%3CmxCell%20id%3D%220%22%2F%3E%3CmxCell%20id%3D%221%22%20parent%3D%220%22%2F%3E%3CmxCell%20id%3D%222%22%20value%3D%22CITY\_DIM%22%20style%3D%22swimlane%3BfontStyle%3D1%3BchildLayout%3DstackLayout%3Bhorizontal%3D1%3BstartSize%3D26%3BfillColor%3D%23C3ABD0%3BhorizontalStack%3D0%3BresizeParent%3D1%3BresizeParentMax%3D0%3BresizeLast%3D0%3Bcollapsible%3D1%3BmarginBottom%3D0%3BswimlaneFillColor%3D%23ffffff%3Balign%3Dcenter%3BfontSize%3D14%3BlabelBackgroundColor%3Dnone%3B%22%20vertex%3D%221%22%20parent%3D%221%22%3E%3CmxGeometry%20x%3D%22120%22%20y%3D%2246%22%20width%3D%22160%22%20height%3D%2278%22%20as%3D%22geometry%22%2F%3E%3C%2FmxCell%3E%3CmxCell%20id%3D%223%22%20value%3D%22CITY\_ID%22%20style%3D%22text%3BstrokeColor%3Dnone%3BfillColor%3Dnone%3BspacingLeft%3D4%3BspacingRight%3D4%3Boverflow%3Dhidden%3Brotatable%3D0%3Bpoints%3D%5B%5B0%2C0.5%5D%2C%5B1%2C0.5%5D%5D%3BportConstraint%3Deastwest%3BfontSize%3D12%3B%22%20vertex%3D%221%22%20parent%3D%222%22%3E%3CmxGeometry%20y%3D%2226%22%20width%3D%22160%22%20height%3D%2226%22%20as%3D%22geometry%22%2F%3E%3C%2FmxCell%3E%3CmxCell%20id%3D%224%22%20value%3D%22CITY\_NAME%22%20style%3D%22text%3BstrokeColor%3Dnone%3BfillColor%3Dnone%3BspacingLeft%3D4%3BspacingRight%3D4%3Boverflow%3Dhidden%3Brotatable%3D0%3Bpoints%3D%5B%5B0%2C0.5%5D%2C%5B1%2C0.5%5D%5D%3BportConstraint%3Deastwest%3BfontSize%3D12%3B%22%20vertex%3D%221%22%20parent%3D%222%22%3E%3CmxGeometry%20y%3D%2252%22%20width%3D%22160%22%20height%3D%2226%22%20as%3D%22geometry%22%2F%3E%3C%2FmxCell%3E%3C%2Froot%3E%3C%2FmxGraph

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