

Shark Tank India: A Business Intelligence Perspective

Analyzing Funding Trends, Shark Behavior & Startup Patterns .

Overview

India's entrepreneurial revolution has taken center stage with **Shark Tank India**, offering insights not only into business pitches but also investor behavior, industry trends, and funding dynamics. Using a structured data set of **634 startups** and building a professional-grade **Power BI dashboard**, this project brings those insights to life.

Objective

- Identify investment patterns across seasons
 - Analyze shark-wise investment behavior
 - Study industry, region, and valuation trends
 - Build a powerful storytelling dashboard using Power BI
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Dataset Overview

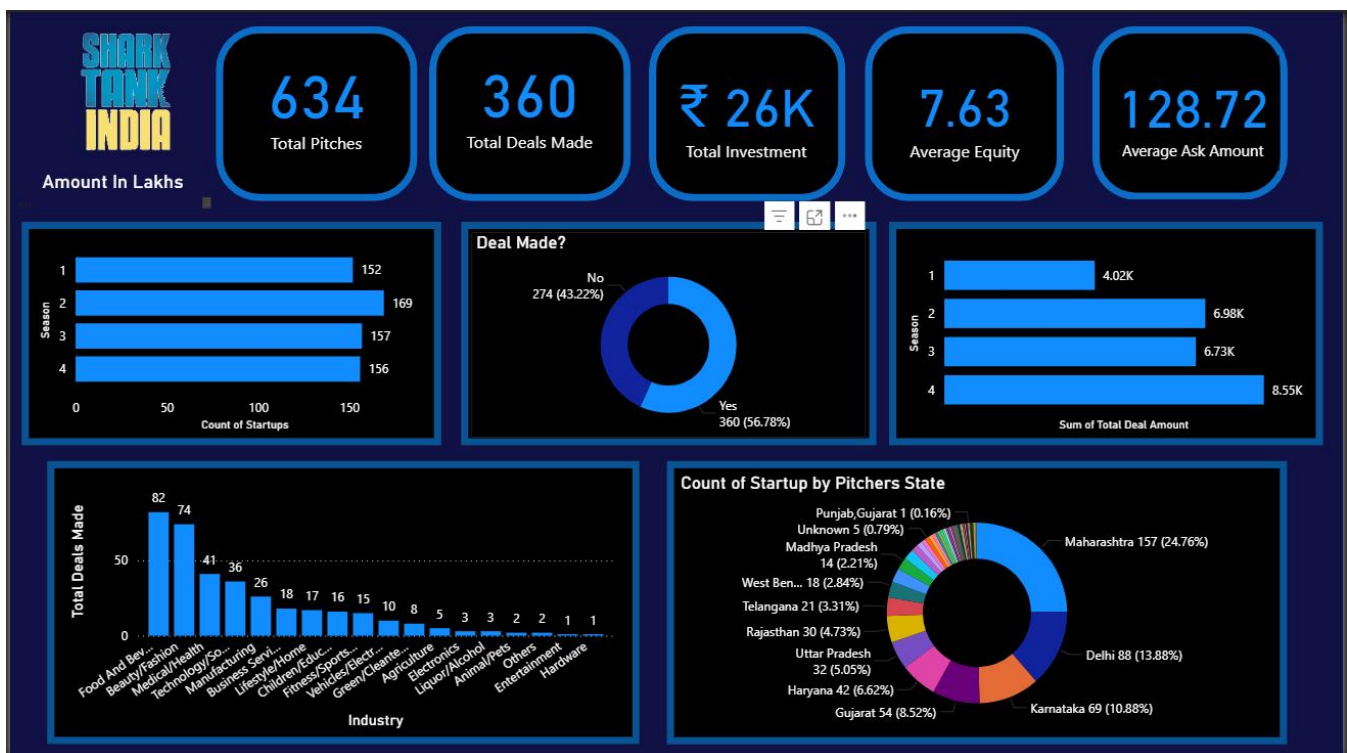
- **Source:** Compiled from public Shark Tank India data
- **Total Startups:** 634
- **Seasons Covered:** 4 seasons
- **All values:** Standardized in ₹ Lakhs
- **Key Fields:**
 - Startup Name, Industry, State
 - Ask Amount, Deal Amount, Equity
 - Valuation, Season

- Shark-wise Investment C Equity columns

Data Cleaning s Preparation

- Removed irrelevant fields: Yearly Revenue, Founded Year, etc.
- Converted textual numbers into **numeric** using Excel + DAX VALUE()
- Standardized currency into ₹ Lakhs across all fields
- Filled blanks with 0 where required for calculations
- Created DAX Measures:
 - Avg Equity, Total Deals, Total Investment, Valuation

Dashboard



Key Performance Indicators (KPIs):

- Total Pitches: 634
- Total Deals Made: 360
- Total Investment: ₹26K Lakhs

- **Average Ask Amount:** ₹128.72 Lakhs
 - **Average Equity Offered:** 7.63%
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Count of Startups by Season (Bar Chart)

Insight:

- **Season 2** had the highest startup count (169), suggesting the show's popularity surged after Season 1.
 - Pitch count has remained consistently high, showing strong ecosystem engagement each year.
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Deal Made Distribution (Donut Chart)

Insight:

- **360 startups (56.78%)** successfully closed a deal.
 - **274 startups (43.22%)** walked away without funding — highlighting investor selective ness and high standards.
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Total Deal Amount by Season (Bar Chart)

Insight:

- **Season 4** saw a record-breaking ₹8.5K Lakhs invested.
 - Gradual rise in investment trend from ₹4K (Season 1) to ₹8.5K (Season 4) implies increasing trust and higher-quality pitches.
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Total Deals Made by Industry (Bar Chart)

Insight:

- **Food s Beverage** dominates with **82 deals**, followed closely by **Beauty/Fashion (74)** and **Health (41)**.
 - Tech and lifestyle sectors also performed well.
 - Hardware and entertainment got the least attention, hinting at investor risk aversion in those categories.
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State-Wise Startup Distribution (Donut Chart)

Insight:

- **Maharashtra (157)** and **Delhi (88)** and **Karnataka (69)** together account for ~40% of total pitches.
- **Gujarat**, and **Haryana** are other strong contributors.
- Reflects the dominance of metro and startup-focused states in India's entrepreneurship landscape.



Aman Gupta

Summary KPI's:

- Total Deals: 140
- Total Investment: ₹5.45K Lakhs
- Average Equity Taken: 3.09%

Visual Insights:

- **Industry-wise Deals (Bar Chart):**
 - Aman invests most in **Beauty/Fashion (31)** and **Food & Beverage (30)**.
 - Also shows interest in **Medical/Health, Tech, and Manufacturing**.

- Consistent presence in diverse sectors indicates a broad investment appetite.
 - **Season-wise Investment (Line Chart):**
 - Sharp rise from ₹0.9k Lakhs in S1 to ₹1.6K in S2.
 - Slight dip in S3, then peaked again in **Season 4 with ₹1.8K Lakhs**.
 - Suggests increased confidence and stronger deal flow in recent seasons.
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Anupam Mittal

Summary KPIs:

- **Total Deals:** 101
- **Total Investment:** ₹3.40K Lakhs
- **Average Equity Taken:** 4.7%

Visual Insights:

- **Industry-wise Deals (Bar Chart):**
 - Top industries: **Beauty/Fashion (25)**, **Food and Beverage (24)**, and **Medical/Health (14)**.
 - Also invested in **Tech, Home, Green/CleanTech, Electronics**, showing thoughtful sector diversification.
 - **Season-wise Investment (Line Chart):**
 - Started with **₹536 Lakhs in S1**, peaked at **₹915 Lakhs in S2**, slightly dropped in S3, and then rose to **₹1.17K Lakhs in S4**.
 - Shows a steady rise in investment confidence, especially in the latest season.
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Key Takeaways:

- **Aman** leads in volume of deals, favoring trendy and consumer-driven sectors.
 - **Anupam** appears more strategic, often investing in long-term industries with slightly higher average equity per deal.
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Namita Thapar

Summary KPI's:

- Total Deals: 114
- Total Investment: ₹4.06K Lakhs
- Average Equity Taken: 3.5%

Visual Insights:

- Industry-wise Deals (Bar Chart):
 - Most active in **Beauty/Fashion (25)**, **Medical/Health (22)**, and **Food and Beverages (18)**.
 - Strong focus on **healthcare and wellness**, aligning with her pharma background.
 - Participation across many industries shows openness to diversification.
- Season-wise Investment (Line Chart):
 - Steady growth from ₹709 Lakhs (S1) to ₹1389 Lakhs (S2), followed by a dip in S3.
 - Investment picked up again in **Season 4 to ₹1130 Lakhs**, showing renewed engagement.

Vineeta Singh

Summary KPI's:

- **Total Deals:** 89
- **Total Investment:** ₹2.99K Lakhs
- **Average Equity Taken:** 3.6%

Visual Insights:

- **Industry-wise Deals (Bar Chart):**
 - Highly active in **Food and Beverages (28)** and **Beauty/Fashion (21)**.
 - Shows consistent interest in **Lifestyle, Medical/Health, and Fitness**.
 - Her investments lean toward consumer-centric and wellness-driven ventures.
- **Season-wise Investment (Line Chart):**
 - Grew from ₹364 Lakhs (S1) to a peak of ₹954 Lakhs (S3).
 - Slight dip in S4, but overall trend shows increasing investment with experience and exposure.

Key Takeaways:

- **Namita** brings a **health-first lens**, while **Vineeta** leans toward **consumer s lifestyle sectors**.
 - Both have shown **consistent funding patterns**, with noticeable influence across sectors they personally relate to.
 - They play a crucial role in increasing **female founder representation** and encouraging diversity in funding.
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Peyush Bansal

Summary KPI's:

- Total Deals: 103
- Total Investment: ₹4.07K Lakhs
- Average Equity Taken: 5.74% (highest among all sharks)

Visual Insights:

- Industry-wise Deals (Bar Chart):
 - Top sectors: Food and Beverages (17), Medical/Health (16), Beauty/Fashion (15), and Tech/Software (14).
 - Wide spread indicates a diverse portfolio strategy.
 - Frequent deals in Education s Healthcare reflect long-term impact focus.
- Season-wise Investment (Line Chart):
 - Investment peaked in Season 2 (₹1391 Lakhs).
 - Slight dip in Season 3, then moderate rise again in Season 4.

- His pattern suggests cautious and calculated increases in investment over time.

Ritesh Agarwal

Summary KPI's:

- **Total Deals:** 52
- **Total Investment:** ₹2.20K Lakhs
- **Average Equity Taken:** 2.3%

Visual Insights:

- **Industry-wise Deals (Bar Chart):**
 - Favored industries: **Food and Beverages (10)**, **Beauty/Fashion (9)**, and **Business Services (6)**.
 - Appears to prefer sectors with immediate market traction and scalable potential.
 - Lower equity average implies a founder-friendly approach.
- **Season-wise Investment (Line Chart):**
 - Present only in **Seasons 3 & 4**.
 - Steady investment rise from **₹863 Lakhs to ₹1335 Lakhs**.
 - Shows strong interest and active participation in recent seasons.

Key Takeaways:

- **Peyush** tends to be a high-equity investor with wide sector reach and long-term vision.
 - **Ritesh** has shown significant capital deployment and strategic preferences in scalable, high-consumer impact sectors.
 - Both have added considerable value and diversity to the panel's overall portfolio.
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Amit Jain

Summary KPI's:

- **Total Deals:** 35
- **Total Investment:** ₹1.23K Lakhs
- **Average Equity Taken:** 4.3%

Visual Insights:

- **Industry-wise Deals (Bar Chart):**
 - Top sectors: **Food and Beverages (10)**, **Beauty/Fashion (8)**, **Medical/Health (4)**.
 - Interests lie in B2C sectors with mass appeal.
 - Lower involvement in hardware or niche industries.
- **Season-wise Investment (Line Chart):**
 - Participated in **Season 2 s 3** only.
 - Investment decreased from ₹801 Lakhs (S2) to ₹433 Lakhs (S3).
 - Shows a more selective approach in recent appearances.

Guest Sharks

Summary KPI's:

- **Total Deals:** 63
- **Total Investment:** ₹3.43K Lakhs

Visual Insights:

- **Industry-wise Deals (Bar Chart):**
 - Preferred sectors: **Food and Beverages (16)**, **Beauty/Fashion (14)**,
 - High participation in **Technology**, **Manufacturing**, and **GreenTech** as well.
 - Shows their modern and tech-forward investment mindset.
 - **Season-wise Investment (Line Chart):**
 - Active in **Seasons 2, 3, and 4**.
 - Strong growth from ₹801 Lakhs to ₹1335 Lakhs across seasons.
 - Indicates high conviction and trust in startup potential.
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Key Takeaways:

- **Amit Jain** is focused, measured, and prefers stable consumer-centric brands.
 - **Guest Sharks** bring fresh capital, bold bets, and newer perspectives—bridging traditional and tech-first thinking.
 - Together, they help Shark Tank India evolve into a richer, more diversified investment platform.
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Insights s Key Findings

- **Consumer-Focused Industries Lead:**
The most funded sectors across all seasons were **Food s Beverage (FsB)**, **Beauty/Fashion**, and **Medical/Health**, reflecting the Sharks' preference for scalable, mass-market products.
 - **Rising Investment Trends:**
Investment volume **doubled from Season 1 to Season 4**, with **Season 4 receiving over ₹8.5K Lakhs**, indicating increasing confidence in Indian startups and maturing pitches.
 - **Shark Strategies Differ Widely:**
 - **Aman Gupta** led in number of deals, favoring lifestyle and D2C brands.
 - **Anupam s Namita** showed consistent sector diversification.
 - **Peyush** had the **highest average equity**, often targeting impactful ventures.
 - **Guest sharks** are now investing significantly, showing expanding diversity in the tank.
 - **Founders Retain Ownership:**
The **average equity offered was 7.63%**, suggesting founders are increasingly aware of valuation and bargaining power.
 - **Metro Dominance in Startups:**
Startups from **Maharashtra, Delhi, and Karnataka** accounted for the majority of pitches – showcasing strong startup ecosystems in major cities.
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Conclusion

This Power BI project provides a clear, data-driven lens into India's startup culture as seen on Shark Tank.

By analyzing investor behavior, sector trends, and funding patterns, it offers actionable insights for aspiring entrepreneurs, investors, and business analysts alike.

It transforms raw pitch data into a meaningful narrative – where every deal tells a story.
