**Shark Tank India Dashboard Project Summary**

**Introduction**

The project analyzes startup investment data from Shark Tank India to uncover patterns in investor behavior, founder characteristics, and industry preferences. This dashboard aims to help viewers understand where deals are most likely to occur, who invests in what, and how different factors impact funding decisions.

**Abstract**

This Power BI dashboard captures five key visualizations:

* Sector-wise Investment Distribution
* Deal Success Rate
* Startup Locations Analysis
* Gender Diversity in Founding Teams
* Investor-wise Investment Trends

These visuals highlight the tendencies of sharks, popular sectors, city-based entrepreneurship, and the influence of founder profiles. The aim is to offer actionable insights for aspiring entrepreneurs and investors.

**Tools Used**

* Microsoft Excel – for initial data cleanup and transformations
* Power BI – to create interactive visualizations and dashboard views
* Power Query Editor – to clean and model the data
* DAX – for calculated measures like deal status and total founders

**Steps Involved in Building the Project**

**Data Import & Cleaning**

* Two sheets of data were merged from Excel: one with startup pitch details and one with investor contributions.
* Removed blank columns and standardized names for easier analysis

**Data Transformation**

* Calculated derived columns: Total Founders, Deal Status, Invested vs Asked Difference.
* Cleaned investor names and categorized sectors uniformly.

**Dashboard Charts**

* Sector-wise Investment: Bar chart showing Food, Health, and Tech as top-funded sectors.
* Deal Success Rate: Donut chart revealing that ~65% of startups secured deals.
* Startup Locations: Map or tree map showing Delhi, Mumbai, and Bangalore as major contributor cities.
* Gender Diversity: Stacked bar showing that male-dominated teams outnumber mixed-gender teams but diversity correlates with better success rates.
* Investor Contributions: Bar chart showing that Peeyush and Anupam are the most active investors.

**Conclusion**

This dashboard provides a data-driven look into the Shark Tank India landscape. It reveals:

* Food & wellness as top sectors
* Metro cities as entrepreneurship hubs
* Mixed-gender or female-led teams showing high pitch quality
* Sharks like Peeyush and Anupam investing heavily in tech and wellness

This project helps pitch-ready startups identify trends and shape their approach more strategically.