

Project Report: Startup Investment Analysis (Shark Tank India)

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Overview:

This project is a comprehensive analysis of startup funding trends observed in the Shark Tank India television series. The analysis was conducted using cleaned and structured datasets containing details about startups, pitches, investors (sharks), and the funding deals made.

Objectives:

- Identify which industries attract the most investment.
- Analyze patterns in equity vs. debt-based investments.
- Study investor behavior and collaboration among multiple sharks.
- Correlate founder profiles with their likelihood of securing investment.
- Explore average deal size and equity stake offered across domains.

Tools & Technologies Used:

- Python: Pandas for data manipulation, Matplotlib and Seaborn for visualizations.
- Excel: Initial exploration and cleanup.
- Power BI: Dashboard creation for presenting visual insights.
- SQL: Data summarization and transformation where applicable.

Dataset Details:

The project uses multiple datasets:

- Sharks: Contains investor details and attributes.
- Pitches: Includes detailed data on each startup pitch.
- Pitches_2: Simplified view of deal information.

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- Domain: Classification of startups into various industries.

All missing values were handled, inconsistent entries were cleaned, and columns were renamed for easier interpretation and processing.

Key Findings:

1. Most Active Investors: Certain sharks consistently appear in a high number of deals, with distinct preferences for specific industries.
2. Popular Domains: The most funded sectors include food & beverages, tech startups, and sustainable consumer products.
3. Equity vs Debt: Majority of deals are equity-based, with only a few sharks favoring debt or hybrid deals.
4. Collaboration Trends: Many deals involved 2 or more sharks pooling funds, often seen in high-value pitches.
5. Deal Sizes: Average deal sizes varied by domain, with larger asks seen in technology and scalable service startups.

Dashboard Insights (Power BI):

- Visuals depict domain-wise investments, equity-debt ratio, top investors, and pitch success rates.
- Custom filters allow exploration of individual shark behavior and investment choices.
- Easy-to-read cards and charts provide a snapshot of investment trends per season.

Conclusion:

The project successfully uncovers meaningful patterns in startup funding and investor behavior in Shark Tank India. It provides stakeholders with key insights into the evolving Indian startup ecosystem and how founders can tailor pitches for success.

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