**Analysis of the Show – Shark Tank India**

**Overview / Objective**

This project focuses on analysing the popular Indian television show **Shark Tank India**, which has become a prominent platform for entrepreneurs seeking investments from seasoned business investors, known as "Sharks." The primary objective of this analysis is to uncover trends, patterns, and key insights from the data collected across multiple seasons of the show. These insights can help aspiring entrepreneurs make informed decisions about whether to pitch their business on the show.

**Problem Statement**

Upon examining the dataset, I approached the analysis from the perspective of a potential entrepreneur. I asked myself:

*“Should I pitch my startup on Shark Tank India? Is it worth it in terms of visibility and the likelihood of securing an investment?”*

This question formed the core problem statement for the project. By exploring the data, I aimed to answer this key question and help other entrepreneurs understand the potential value of appearing on the show.

**Dataset Description**

The dataset was sourced from Kaggle and includes detailed information from Season 1, Season 2, and partial data from Season 3 (as it was ongoing during the data collection). The dataset contains 80 columns and over 380 records, each representing a unique business pitch made on the show.

Below are some of the most important columns used in the analysis:

* **Season Number**: The season in which the pitch was made.
* **Startup Name**: Name of the startup.
* **Episode Number**: The episode where the pitch was presented.
* **Industry**: The industry sector of the startup.
* **Business Description**: A brief summary of the business model.
* **Started In**: The year the startup was established.
* **Male / Female / Transgender / Couple Presenters**: Gender and relationship status of the presenters.
* **Pitchers' Average Age**: Average age of the founders.
* **City / State**: Geographical origin of the pitchers.
* **Yearly Revenue**: Startup’s annual revenue in INR lakhs.
* **Monthly Sales**: Monthly revenue in INR lakhs.
* **Received Offer**: Indicates whether the startup received an offer (1 = Yes, 0 = No).
* **Accepted Offer**: Indicates if the offer was accepted by the entrepreneurs.
* **Total Deal Amount**: The final deal amount agreed upon (in lakhs).
* **Deal Higher than Original Ask**: Whether the final deal amount was more than the original asking amount.

**Data Cleaning & Preprocessing**

The dataset was mostly clean and well-structured. The following preprocessing steps were carried out in **Microsoft Excel**:

* Converted the raw data into a structured Excel **Table** format for dynamic referencing.
* Assigned a meaningful name to the table for easier pivot table usage.
* Checked for **null values**, **inconsistencies**, and **missing data**, and made necessary adjustments.
* Ensured correct data types for numerical fields like deal amount, revenue, and sales figures.

**Data Visualization & Dashboard**

An interactive dashboard was created entirely in **Microsoft Excel**, showcasing key metrics and visual summaries. The dashboard includes:

* Season-wise and industry-wise deal closure rates.
* Comparison of original ask vs. final deal amount.
* Geographical distribution of startups.
* Revenue and sales trends.
* Gender and relationship breakdown of the presenters.

\**Refer to the attached dashboard image for a full view of visualizations and insights.*

**Key Findings & Insights**

Here are some of the most impactful insights drawn from the data:

* *Food Industry* leads in popularity, with a *32% deal closure rate*, making it the most successful industry across all seasons.
* *Beauty & Fashion* is the second most popular industry with a *28% closure rate*.
* In *Season 3, 9 startups* managed to receive deals *greater than their original ask*, indicating increased investor competition and confidence in certain businesses.
* Startups from *Tier 1 cities* tend to receive more offers, possibly due to better access to resources, branding, and preparation.
* *Startups with co-founders from both genders* (male & female presenters) seem to have slightly higher success rates than solo presenters, possibly due to diverse perspectives and better pitching dynamics.
* Startups with a *solid revenue stream and sales data* were more likely to secure deals, highlighting the importance of strong financials.

**Tools & Technologies Used**

* **Microsoft Excel**:  
  This project was completed entirely in Excel as part of my hands-on learning during the Excel module in my training. Key features used include:
  + Excel Tables
  + Pivot Tables & Pivot Charts
  + Slicers for interactive filtering
  + Conditional Formatting
  + Data Validation for dropdowns
  + Dashboard design techniques

**Conclusion & Recommendations**

**Conclusion:**

Analysing the data from Shark Tank India reveals that pitching on the show can indeed be worthwhile, especially if:

* You belong to a popular industry (like Food, Fashion, or Health).
* Your startup has clear financials (revenue and sales data).
* You can deliver a confident and compelling pitch.

The show not only provides investment opportunities but also offers massive visibility, business mentorship, and branding advantages, even if you don't close a deal.

**Recommendations for Aspiring Entrepreneurs:**

1. **Know Your Numbers**: Have clear and accurate data for revenue, sales, profit margins, etc. Investors heavily rely on these metrics.
2. **Practice Your Pitch**: The presentation is key. Rehearse to ensure clarity, confidence, and impact.
3. **Differentiate Your Brand**: Be clear on your unique value proposition. Standing out increases your chances.
4. **Team Matters**: A balanced team with complementary skill sets (technical + business) tends to attract more investor interest.
5. **Even Without a Deal, You Win**: Exposure from the show often results in brand awareness, customer growth, and future investor interest.