📝 Startup Investment Analysis – Shark Tank India (Mini Project Report)

Introduction

Startups play a vital role in economic innovation and job creation. Analysing startup investments helps identify industry trends, investor behaviour, and founder characteristics that drive funding success. This project focuses on Shark Tank India data to extract actionable insights using Python and Power BI.

Abstract

This project aimed to analyse startup investment trends by cleaning and analysing data from Shark Tank India. By exploring parameters such as industry, funding amounts, founder demographics, and investor contributions, this analysis identifies patterns that influence investment decisions. The insights were visualized using Power BI to facilitate interactive exploration and decision-making.

Tools Used

- **Python (Pandas)** – Data cleaning and preprocessing
- **Power BI** – Dashboard creation and visualization
- **Excel** – Preliminary inspection and formatting

Steps Involved in Building the Project

1. Data Cleaning with Python

- Loaded the CSV file using Pandas.
- Handled null values in key columns like Total Deal Amount using mean imputation.
- Converted data types for numerical analysis (e.g., Pitchers Average Age).
- Grouped data by Industry, Investor, Gender, and State for exploratory analysis.

2. Insight Generation

- Top 5 industries in funding: *Beauty/Fashion*, *Food & Beverage*, *Technology/Software*.
- Key investors: *Aman*, *Piyush*, and *Namita* contributed over 50% of total investments.
- Higher funding was linked to founders from Maharashtra and Karnataka.
- Male-led and mixed-gender founder teams attracted more deals than female-only teams.

3. Power BI Visualization

Created dashboards covering:

- **Industry-wise investment totals**
- **Average deal amount by sector**
- **Investor contribution percentages**
- **Asked vs Actual Valuation**
- **Top startups by revenue and state-wise distribution**

Conclusion

The project revealed significant investment preferences in Shark Tank India—favouring fashion, food, and tech startups. Sharks like Aman and Piyush emerged as key contributors. Python enabled efficient data cleaning and aggregation, while Power BI brought the insights to life through interactive dashboards. This approach can help startups prepare for funding by aligning with investor trends and strengthening founder profiles.