

Startup Investment Analysis using Shark Tank India Dataset

1. Project Objective

The objective of this project is to analyze startup investment trends based on the Shark Tank India dataset.

Specifically, we aim to:

- Understand which industries receive the most funding.
 - Identify patterns among successful founders and pitches.
 - Highlight investor behavior and preferences.
 - Create data visualizations and dashboards to showcase the insights.
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2. Tools Used

- **Python** (Pandas, Matplotlib, Seaborn)
 - **Excel** (for initial quick checks if needed)
 - **Power BI** (for building the final interactive dashboard)
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3. Dataset Overview

The Shark Tank India dataset includes detailed information about:

- Startup names, industries, and pitch numbers.
- Funding amounts and participating investors.
- Presence of various Sharks (judges) during the pitches.
- Season and episode details.

Total Columns: 80

Main Columns Used:

- Startup Name, Industry, Invested Amount, Invested Guest Name, Deal Status
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4. Data Cleaning

- Standardized column names (lowercase, snake_case).
- Filled missing values for critical columns (like funding_amount, industry).
- Converted funding amounts to numeric values.
- Filtered out non-invested pitches for success rate analysis.

5. Key Analysis

5.1 Industry-Wise Investment Trends

- Identified top industries by total invested amount.
- Found which sectors are the most attractive to investors.

5.2 Founder Success Patterns

- Analyzed founder backgrounds where available.
- Linked startup domains and founder profiles to higher chances of getting funding.

5.3 Investor Trends

- Studied which Sharks invested the most and in which industries.
 - Mapped individual investor preferences.
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6. Visualizations

Created the following charts:

- **Bar chart** for Total Funding by Industry.
- **Stacked bar chart** for Investor Deal Participation.
- **Pie chart** for Share of Industries in Total Investments.
- **Heatmap** showing Investors vs. Industry Interest.

All visuals are created using Matplotlib/Seaborn in Python and later rebuilt in **Power BI** for interactivity and better storytelling.

7. Deliverables

- ☒ **Cleaned Dataset** (CSV) ready for further use.
 - ☒ **Python Analysis Code** (with visualizations).
 - ☒ **Power BI Dashboard** (Industry Trends, Investor Trends).
 - ☒ **PDF Report** summarizing the findings and visuals.
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8. Key Insights

- **Food & Beverage**, **Health & Wellness**, and **Fashion** industries receive the highest number of investments.
- Investors like **Ashneer Grover** and **Aman Gupta** are the most active.

9. Conclusion

This analysis provides a clear view of startup trends from Shark Tank India. The insights can help new founders understand:

- Where the investment focus lies.
- Which industries are investor favorites.
- How to better position their startups for success.

Bonus

Power BI dashboards add interactive elements such as:

- Dynamic filters for seasons or investors.
- Drill-downs into startup domains.
- Visual storytelling using slicers and bookmarks.