📊 Startup Investment Analysis – Shark Tank

🔍 Project Overview

This project analyses startup investment trends from the *Shark Tank* dataset to understand funding patterns, deal success, investor behavior, and industry-wise performance. The analysis is performed using **Excel for data preparation** and **Tableau for visualization**.

🎯 Objectives

- Analyse total startup participation and funding amounts
- Identify industries receiving the highest investments
- Compare deal vs no-deal outcomes
- Understand founder types (Solo vs Team)
- Evaluate funding multiples across industries
- Identify top sharks based on number of deals

🛠️ Tools Used

- **Microsoft Excel** – Data cleaning and pre-processing
- **Tableau Public** – Interactive dashboards and visual analytics

⚠️ Note: No Python or SQL is used in this project.

📈 Dashboard Features

- **Total Startups**
- **Total Funding Amount (₹)**
- **Deal Success Percentage**
- **Industry-wise Funding Analysis**
- **Deal vs No-Deal Comparison**
- **Founder Type Distribution**
- **Investor vs Industry Analysis**
- **Season-wise Investment Trend**
- **Funding Multiple by Industry**
- **Top Sharks by Number of Deals**

🔗 Tableau Dashboard Link

👉 **View Interactive Dashboard:**
https://public.tableau.com/views/StartupinvestmentAnalysis-Sharktank/StartupInvestmentAnalysisSharkTank?:language=en-US&publish=yes&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link

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📌 Key Insights

- Electronics and Consumer Services receive the highest funding
- Overall deal success rate is **46%**
- Solo founders dominate startup pitches
- Certain industries show significantly higher funding multiples
- A few sharks dominate the majority of successful deals

📁 Project Deliverables

- Tableau Public Dashboard
- Excel Dataset
- Project Report
- README Documentation

☑ Conclusion

This project demonstrates strong skills in **data visualization**, **business analytics**, and **dashboard storytelling** using Tableau. It provides meaningful insights into startup investment behavior and investor decision-making patterns.

🔗 Author

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