

# Startup Investment Analysis – Shark Tank India

## 1. Introduction

Startup investments play a crucial role in fostering innovation and entrepreneurship. Television shows like *Shark Tank India* provide valuable insights into startup funding patterns, investor behavior, and deal success rates.

This project focuses on analysing startup investment data from Shark Tank India to understand funding distribution across industries, deal outcomes, founder types, and investor participation using data visualization techniques.

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## 2. Abstract

The objective of this project is to analyse startup investment trends and deal success factors using Shark Tank India data. The analysis was performed using Microsoft Excel for data preparation and Tableau Public for visualization. Key performance indicators such as total startups, total funding, deal success percentage, and funding multiples were derived. Interactive dashboards were created to highlight industry-wise funding, founder type distribution, investor involvement, and seasonal trends. The insights gained from this analysis help in understanding which industries attract higher investments and how founder structure impacts deal success.

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## 3. Tools Used

- **Microsoft Excel**
  - Data cleaning
  - Handling missing values
  - Basic pre-processing and formatting
- **Tableau Public**
  - Data visualization
  - Interactive dashboards
  - KPI creation
  - Insight generation

*(No programming language was used in this project.)*

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## 4. Steps Involved in Building the Project

### Step 1: Data Collection

The Shark Tank India dataset containing startup details, funding amounts, deal status, industry category, founder information, and investor details was used.

### Step 2: Data Cleaning (Excel)

- Removed unnecessary columns
- Ensured consistent category naming
- Verified numerical values and formats
- Checked for missing or null values

### Step 3: Data Import into Tableau

The cleaned Excel dataset was imported into Tableau Public for analysis and visualization.

### Step 4: Dashboard Creation (Tableau)

The following visualizations were created:

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

### Step 5: Insight Generation

Key insights were derived by analysing trends and patterns observed in the dashboards.

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## 5. Key Insights

- Electronics and Consumer Services industries received the highest funding.
- The overall deal success rate is **46%**.
- Solo founders dominate startup pitches.
- Certain industries show significantly higher funding multiples.

- Investor participation varies widely across industries.
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## 6. Conclusion

This project successfully demonstrates how Excel and Tableau can be used together to perform effective data analysis and visualization. The interactive dashboard provides a clear understanding of startup investment trends in Shark Tank India. The insights generated can help entrepreneurs, investors, and analysts make informed decisions. This project highlights strong skills in data cleaning, visualization, and business insight generation without the use of programming languages.