Shark Tank India Data Analysis Project

Introduction

Shark Tank India is an Indian Hindi-language business reality television series on Sony Entertainment Television, a franchise of the American show Shark Tank. The show follows entrepreneurs pitching their business ideas to a panel of investors or "sharks" who decide whether to invest in their company. The show aired from **December 2021 to February 2022** and again from **January 2023 to March 2023**. The show features a panel of potential investors who judge the business concepts and products and decide whether to invest their money.

The show gained immense popularity for its unique concept and the high-stakes negotiations that took place between the entrepreneurs and the sharks. Rannvijay Singh hosted the first season, while Comedian Rahul Dua hosted the second season. Both hosts brought their unique styles and energy to the show, making it an entertaining and informative experience for both entrepreneurs and viewers alike.

Agenda for the Analysis

The analysis aims to identify the investment patterns of the various sharks throughout the show. Another parameter focused on during the analysis is the industry into which the various start-ups fall. For example, some sharks may be more likely to invest in technology startups, while others may be more interested in consumer goods or healthcare. The analysis will also look at the startups with the highest and the lowest investments, as well as the presenters' demographics. For example, are there certain types of people who are more likely to pitch their ideas to the sharks? Finally, the analysis will look at individual shark investment preferences and patterns. For example, does one shark tend to invest more in early-stage companies, while another prefers to invest in later-stage companies?

The analysis will be based on a dataset of all the episodes of Shark Tank India for the 2 seasons aired. The dataset will include information such as the name of the startup, the industry it belongs to, the amount of money invested, the shark who made the investment, and the presenter's demographics. The analysis will be conducted using a variety of statistical and machine-learning techniques.

The results of the analysis will provide valuable insights into the investment patterns of the sharks on Shark Tank. This information can be used by entrepreneurs to improve their chances of getting an investment from the sharks. The analysis can also be used by investors to better understand the investment preferences of the sharks.

Data Collection & Cleaning

The dataset for this analysis was obtained from Kaggle and includes information on various companies featured on Shark Tank India. Notable participants include:
  ❖ Bluepine Industries
    - The company operates in the segment of Frozen momos.

- ❖ Heat up my Sleeves

  -Detachable sleeves can help you elevate your fashion and styling game without overstocking on outfits.
- ❖ qZense Labs

  - Food Freshness Detectors to detect the freshness of food items.
- ❖ Menstrupedia

  - Creates comics to increase menstrual awareness.
- ❖ Gearhead Motors

  - Works in the segment of providing affordable electric bicycles and tricycles.
- ❖ Haqdarshak

  - Availing Government Schemes
- ❖ Dobiee

  - Candy manufacturers
- ❖ Nish Hair

 - Hair Extensions for Women.

Data Cleaning

In preparation for the analysis of Shark Tank India data, a comprehensive data cleaning process was conducted to ensure the accuracy and reliability of the dataset. The key steps undertaken are as follows:

- ❖ Handling Missing Values:

  - Identified and addressed missing values in relevant fields by either imputing values based on contextual information or excluding incomplete records.
- ❖ Duplicate Entry Removal:

  - Scrutinized the dataset for duplicate entries, ensuring that each company's information is unique and eliminating redundancies.
- ❖ Standardizing Formats:

  - Standardized formats for categorical variables, ensuring consistency in data representation across the dataset.
- ❖ Correcting Data Types:

  - Verified and corrected data types for different variables, aligning them with their respective characteristics to prevent any inconsistencies during analysis.
- ❖ Ensuring Data Integrity:

  - Conducted thorough checks to ensure data integrity, validating the accuracy of entries against known parameters and expectations.
- ❖ Handling Inconsistencies:

  - Addressed any inconsistencies or discrepancies in the dataset, rectifying errors in entries or values.
- ❖ Conforming to Analytical Requirements:

  -Aligned the dataset structure with the specific analytical requirements, ensuring compatibility with the planned analyses.

By rigorously implementing these data-cleaning measures, I have established a robust and reliable foundation for subsequent analyses, ensuring that the insights drawn from the dataset are accurate and meaningful.

Exploratory Data Analysis (EDA)

The Exploratory Data Analysis phase involved a comprehensive examination of the Shark Tank India dataset to uncover patterns, trends, and meaningful insights. Some of the key insights drawn from the EDA process include:

- ❖ Number of Pitches:
  - ➢ *Season 1:* 168
  - ➢ *Season 2:* 183
- ❖ Received Offer:
  - ➢ *Season 1:* 96
  - ➢ *Season 2:* 120
- ❖ Offer Accepted:
  - ➢ *Season 1:* 70
  - ➢ *Season 2:* 106 (8 have conditions)
- ❖ Total Amount Invested:
  - ➢ *Season 1:* 42 Cr
  - ➢ *Season 2:* 69 Cr
- ❖ Average Deal Valuation:
  - ➢ *Season 1:* 8.3 Cr
  - ➢ *Season 2:* 24 Cr
- ❖ Average Deal Amount:
  - ➢ *Season 1:* 57 Lakhs
  - ➢ *Season 2:* 66 Lakhs
- ❖ Most Presenters belong to:
  - ➢ *Season 1:* Maharashtra
  - ➢ *Season 2*: Maharashtra
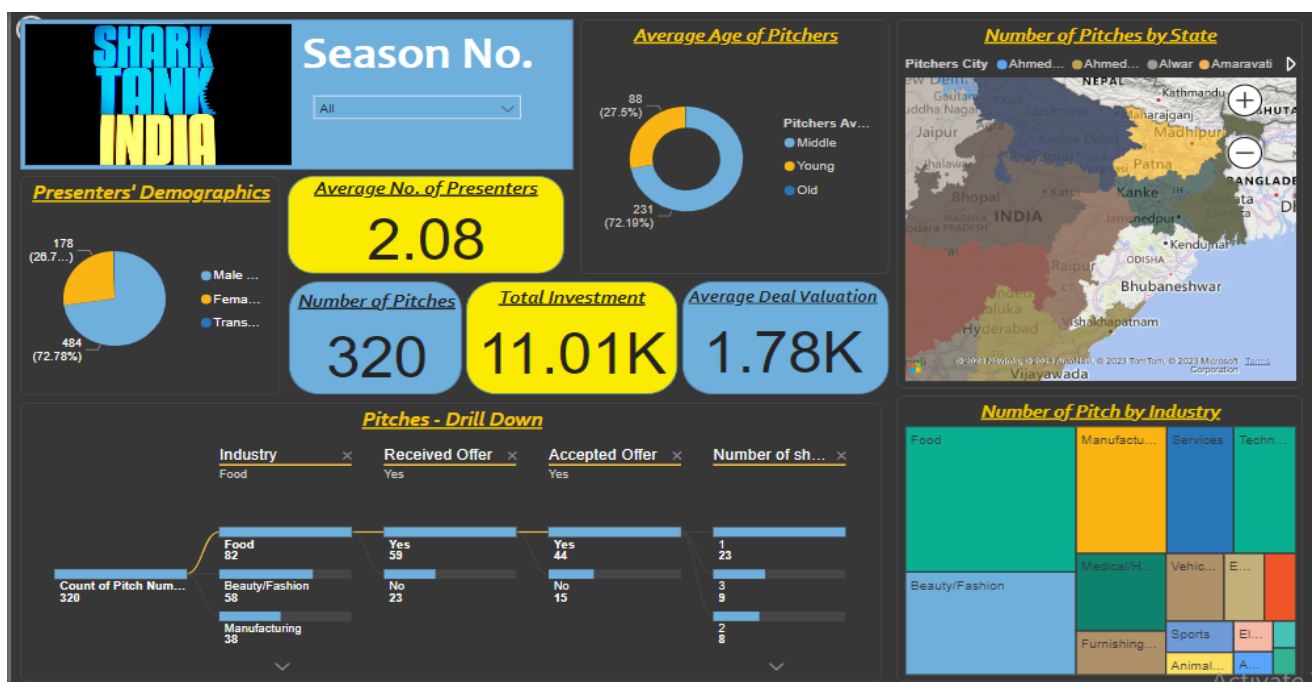
The EDA process serves as a crucial foundation for more advanced analyses, providing a comprehensive understanding of the dataset's characteristics and guiding subsequent modelling and interpretation efforts.

Investor Preferences Analysis:

In this section, I delved into understanding the preferences of investors participating in Shark Tank India. The analysis focused on discerning patterns and tendencies exhibited by investors when evaluating and choosing investment opportunities. Key insights include:

❖ **Aman Gupta**
  ➢ Total Investment Amount
    ■ *Season 1*: 9 Cr
    ■ *Season 2*: 16 Cr
  ➢ Total Debt Amount
    ■ *Season 1*: 50 Lakhs
    ■ *Season 2*: 2.6 Cr
  ➢ Most Preferred Industry
    ■ *Season 1*: Food
    ■ *Season 2*: Beauty/ Fashion
  ➢ Deal with the Highest Investment
    ■ *Season 1:*
      ● *Start-up Name:* Hammer Lifestyle
      ● *Industry:* Electronics
      ● *Business Description:* Smart Audio Products
      ● *Investment Amount:* 1 Cr
    ■ *Season 2:*
      ● *Start-up Name:* Zoff
      ● *Industry:* Food
      ● *Business Description:* Cool Grind Technology Indian spices
      ● *Investment Amount*: 1 Cr

SHARK TANK INDIA

Aman Gupta

Season-Number ⌄
All ⌄

Number of Deals: **73**
Total Investment: **2.51K**
Total Debt Amt: **311**

Investment Equity
Minimum: **0.17**
Average: **3.57**
Maximum: **40.00**

Investment by Industry

Industry	Amount
Food	569.99
Beauty/Fashion	486.66
Medical/Health	356.82
Services	270.16
Technology/Software	233.33
Manufacturing	194.75
Vehicles/Electrical Vehicles	133.33
Electronics	100.00
Education	62.50
Entertainment	50.00
Liquor/Beverages	37.50
Animal/Pets	15.00

Investments Overview

Startup Name	Industry	Deal Valuation	Equity	Amount	Debt Amount
GROWiT	Agriculture	5,000.00			
KGAgrotech	Agriculture	25.00			
PawsIndia	Animal/Pets	333.00			
WeSTOCK	Animal/Pets	600.00	2.50	15.00	
Angrakhaa	Beauty/Fashion	200.00			
Auli	Beauty/Fashion	500.00			
Bummer	Beauty/Fashion	1,000.00	3.75	37.50	
ColourMeMad-CMM	Beauty/Fashion	160.00			
CosIQ	Beauty/Fashion	200.00			
Farda	Beauty/Fashion	150.00	10.00	15.00	
FindYourKicksIndia	Beauty/Fashion	200.00	5.00	10.00	
Total		**313,770.48**	**260.93**	**2,510.04**	**311**

Top 5 Deals BY Investment Amount

Amount (in Lakhs)

Hammer... 100, Zoff 100, Daryaganj 90, Wol3D 80, AyuRythm 75, Manetain 75, Peeschute 75

Start up Name

Industry ● Beauty/Fashion ● Electronics ● Food ● Manufacturing ● Medical/Health
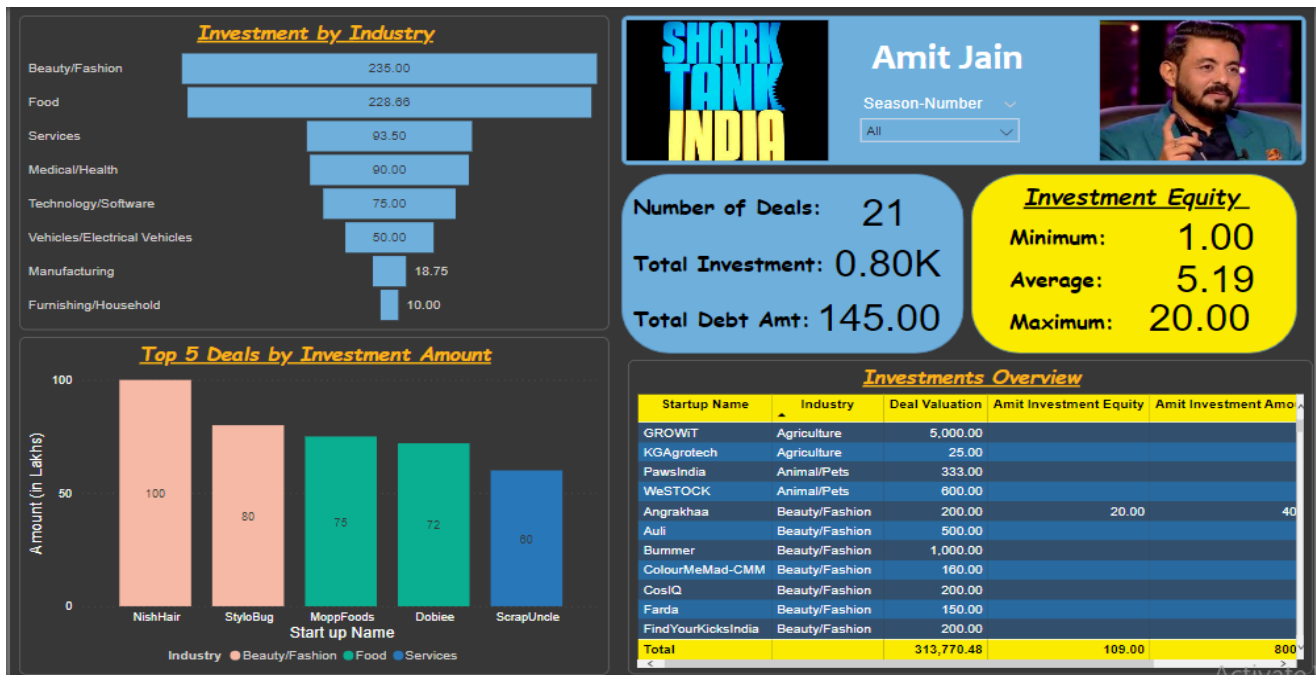
❖ **Amit Jain**
  ➢ Total Investment Amount
    ■ *Season 1:* N/A
    ■ *Season 2:* 8 Cr
  ➢ Total Debt Amount
    ■ *Season 1:* N/A
    ■ *Season 2:* 1.4 Cr
  ➢ Most Preferred Industry
    ■ *Season 1:* N/A
    ■ *Season 2:* Beauty/Fashion
  ➢ Deal with the Highest Investment
    ■ *Season 1:*

- *Start-up Name:* N/A
- *Industry:* N/A
- *Business Description:* N/A
- *Investment Amount:* N/A
■ *Season 2:*
- *Start-up Name:* Nish Hair
- *Industry:* Beauty/ Fashion
- *Business Description:* 100% Human Hair Extensions
- *Investment Amount*: 1 Cr

Investment by Industry

Industry	Amount
Beauty/Fashion	235.00
Food	228.66
Services	93.50
Medical/Health	90.00
Technology/Software	75.00
Vehicles/Electrical Vehicles	50.00
Manufacturing	18.75
Furnishing/Household	10.00

Amit Jain
Season-Number — All

Number of Deals: 21
Total Investment: 0.80K
Total Debt Amt: 145.00

Investment Equity
Minimum: 1.00
Average: 5.19
Maximum: 20.00

Top 5 Deals by Investment Amount

Amount (in Lakhs) vs Start up Name

Start up Name	Amount
NishHair	100
StyloBug	80
MoppFoods	75
Dobiee	72
ScrapUncle	60

Industry: Beauty/Fashion, Food, Services

Investments Overview

Startup Name	Industry	Deal Valuation	Amit Investment Equity	Amit Investment Amo...
GROWiT	Agriculture	5,000.00		
KGAgrotech	Agriculture	25.00		
PawsIndia	Animal/Pets	333.00		
WeSTOCK	Animal/Pets	600.00		
Angrakhaa	Beauty/Fashion	200.00	20.00	40
Auli	Beauty/Fashion	500.00		
Bummer	Beauty/Fashion	1,000.00		
ColourMeMad-CMM	Beauty/Fashion	160.00		
CosIQ	Beauty/Fashion	200.00		
Farda	Beauty/Fashion	150.00		
FindYourKicksIndia	Beauty/Fashion	200.00		
Total		**313,770.48**	**109.00**	**800**

- ❖ **Anupam Mittal**
  - ➢ Total Investment Amount
    - ■ *Season 1:* 5.4 Cr
    - ■ *Season 2:* 9.1 Cr
  - ➢ Total Debt Amount
    - ■ *Season 1:* 15 Lakhs
    - ■ *Season 2:* 82 Lakhs
  - ➢ Most Preferred Industry
    - ■ *Season 1:* Manufacturing
    - ■ *Season 2:* Beauty/ Fashion
  - ➢ Deal with the Highest Investment
    - ■ *Season 1:*
      - *Start-up Name:* ARRCOAT Surface Textures
      - *Industry:* Manufacturing
      - *Business Description:* Wall Building Surface Textures
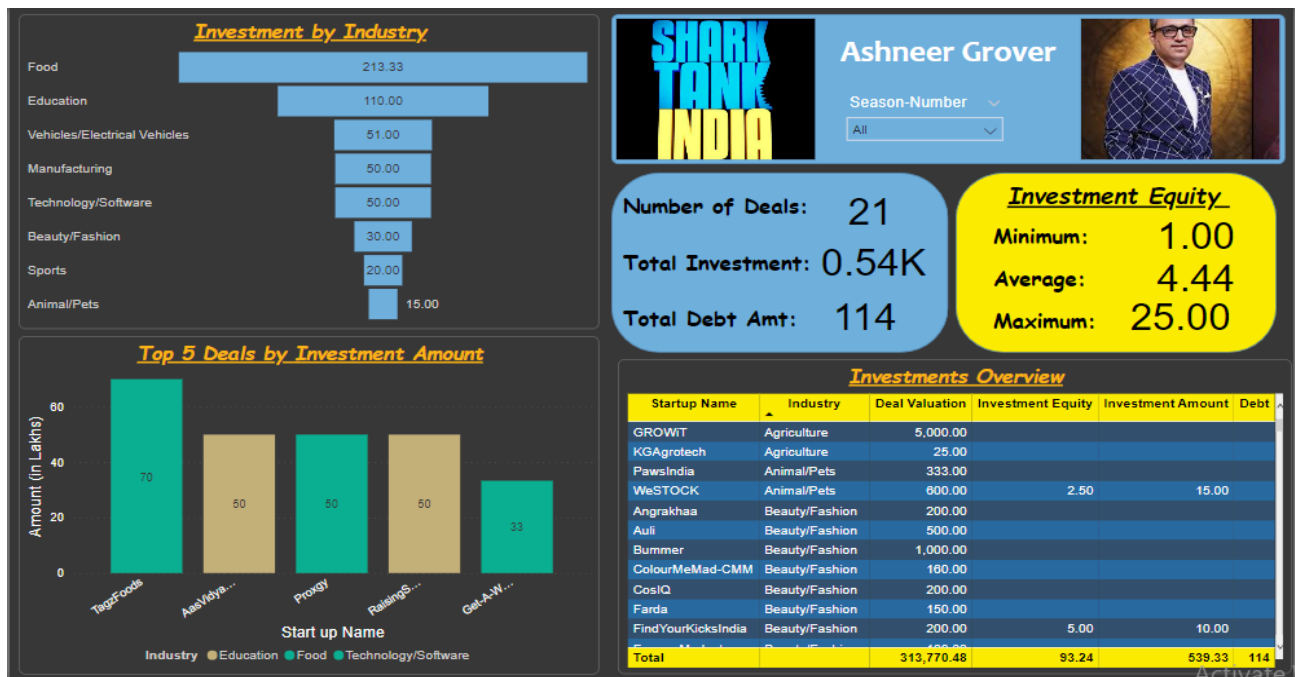   - *Investment Amount:* 500 Lakhs
    - ■ *Season 2:*
      - *Start-up Name:* Zillionaire
      - *Industry:* Beauty/ Fashion
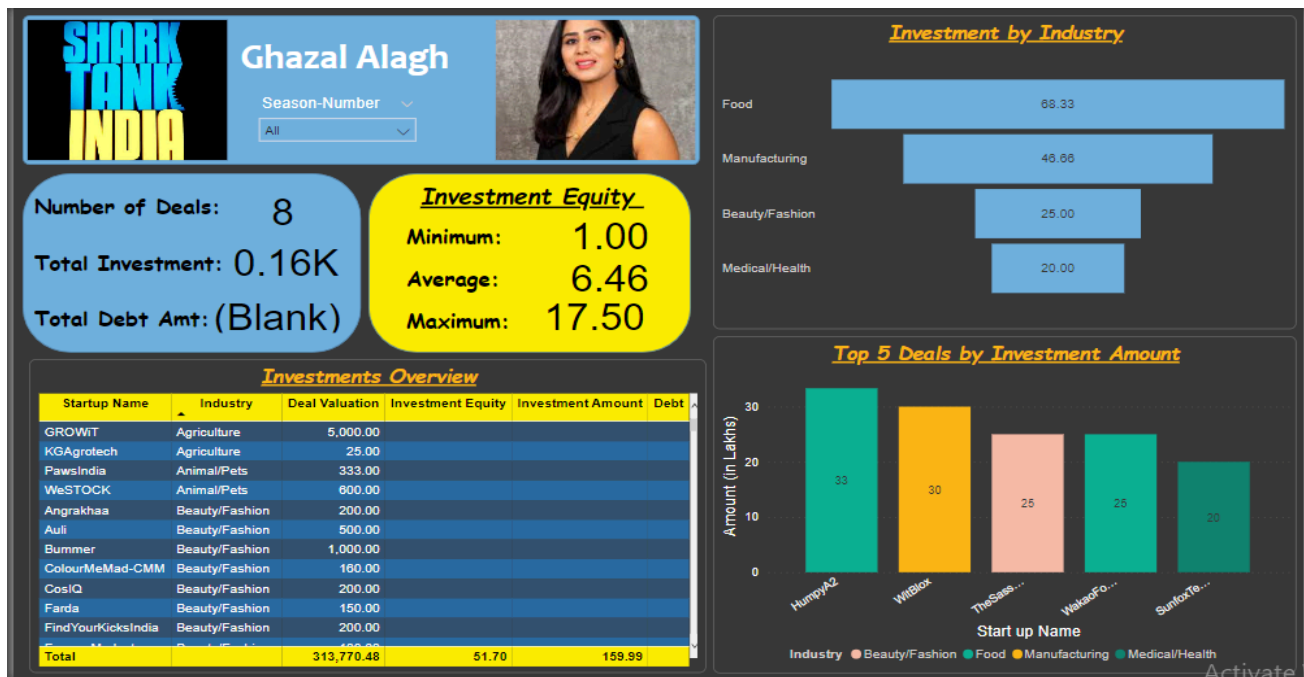   - *Business Description:* Unique Styles of Stones & Jewels
      - *Investment Amount*: 1 Cr

Shark Tank India — Anupam Mittal Dashboard

Anupam Mittal

Season-Number: All

Number of Deals:	51
Total Investment:	1.45K
Total Debt Amt:	97

Investment Equity

Minimum:	0.17
Average:	6.00
Maximum:	25.00

Investment by Industry

Industry	Value
Beauty/Fashion	370.00
Food	322.50
Manufacturing	181.50
Medical/Health	145.50
Technology/Software	83.33
Vehicles/Electrical Vehicles	83.33
Animal/Pets	50.00
Electronics	50.00
Furnishing/Household	50.00
Services	45.00
Education	37.50
Sports	20.00
Liquor/Beverages	12.50

Investments Overview

Startup Name	Industry	Deal Valuation	Investment Equity	Investment Amount	Debt
GROWiT	Agriculture	5,000.00			
KGAgrotech	Agriculture	25.00			
PawsIndia	Animal/Pets	333.00	15.00	50.00	
WeSTOCK	Animal/Pets	600.00			
Angrakhaa	Beauty/Fashion	200.00			
Auli	Beauty/Fashion	500.00			
Bummer	Beauty/Fashion	1,000.00			
ColourMeMad-CMM	Beauty/Fashion	160.00			
CosIQ	Beauty/Fashion	200.00	12.50	25.00	
Farda	Beauty/Fashion	150.00			
FindYourKicksIndia	Beauty/Fashion	200.00	5.00	10.00	
Total		313,770.48	305.83	1,451.16	97

Top 5 Deals by Investment Amount

(Bar chart — Amount in Lakhs by Start up Name: Zillionaire 100, Amore 75, Ravel 75, ARRCOA... 50, Homestrap 50, PawsIndia 50, Raasa 50, Revamp... 50, UnStop 50, Watchout... 50, Winston 50)

Industry: Animal/Pets, Beauty/F..., Electro..., Food, Furnishi..., Manufact...

❖ **Ashneer Grover**
  ➢ Total Investment Amount
    ■ *Season 1:* 5.4 Cr
    ■ *Season 2:* N/A
  ➢ *Total Debt Amount*
    ■ *Season 1:* 1.14 Cr
    ■ *Season 2:* N/A
  ➢ *Most Preferred Industry*
    ■ *Season 1:* Food
    ■ *Season 2:* N/A
  ➢ Deal with the Highest Investment
    ■ *Season 1:*
      ● *Start-up Name:* TagzFoods
      ● *Industry:* Food
      ● *Business Description:* Healthy Potato Chips Snacks
      ● *Investment Amount*: 70 Lakhs
    ■ *Season 2:*
      ● *Start-up Name*: N/A
      ● *Industry:* N/A
      ● *Business Description:* N/A
      ● *Investment Amount:* N/A

Investment by Industry

Industry	Amount
Food	213.33
Education	110.00
Vehicles/Electrical Vehicles	51.00
Manufacturing	50.00
Technology/Software	50.00
Beauty/Fashion	30.00
Sports	20.00
Animal/Pets	15.00

Ashneer Grover

Season-Number
All

Number of Deals: 21
Total Investment: 0.54K
Total Debt Amt: 114

Investment Equity
Minimum: 1.00
Average: 4.44
Maximum: 25.00

Top 5 Deals by Investment Amount

Start up Name	Amount (in Lakhs)
TagzFoods	70
AasVidya...	50
Proxgy	50
RaisingS...	50
Get-A-W...	33

Industry ● Education ● Food ● Technology/Software

Investments Overview

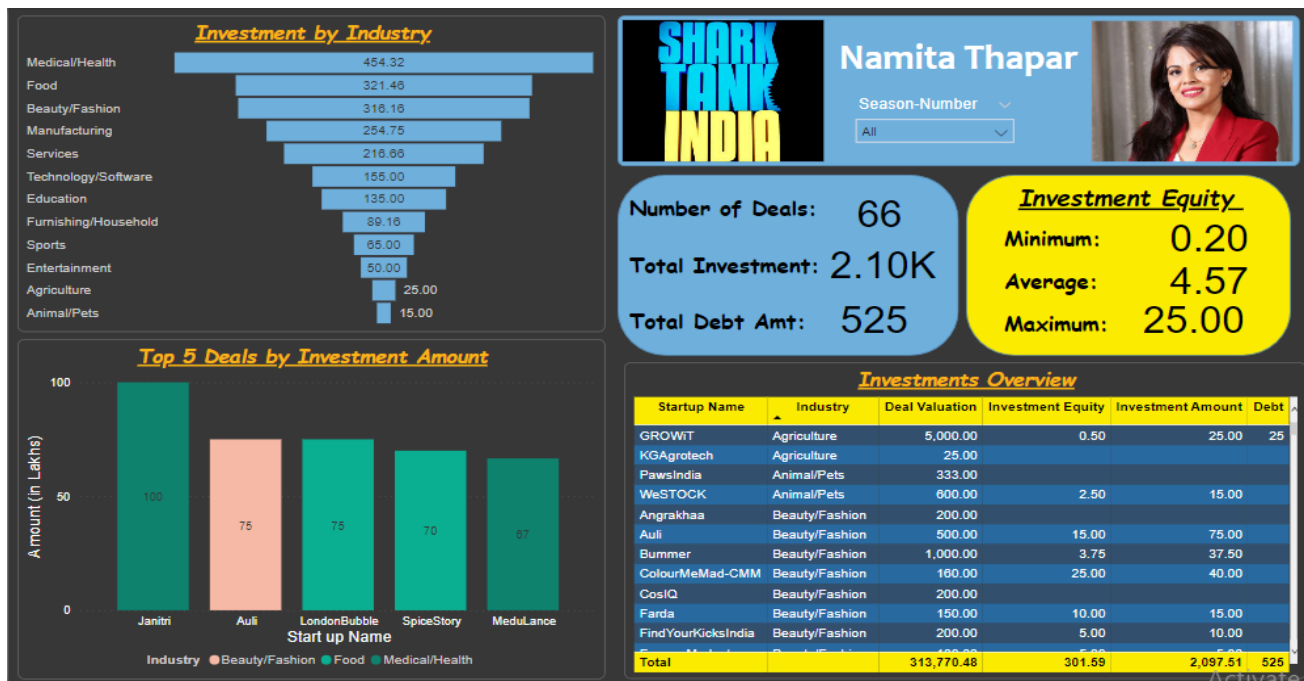| Startup Name	Industry	Deal Valuation	Investment Equity	Investment Amount	Debt
GROWiT	Agriculture	5,000.00			
KGAgrotech	Agriculture	25.00			
PawsIndia	Animal/Pets	333.00			
WeSTOCK	Animal/Pets	600.00	2.50	15.00	
Angrakhaa	Beauty/Fashion	200.00			
Auli	Beauty/Fashion	500.00			
Bummer	Beauty/Fashion	1,000.00			
ColourMeMad-CMM	Beauty/Fashion	160.00			
CosIQ	Beauty/Fashion	200.00			
Farda	Beauty/Fashion	150.00			
FindYourKicksIndia	Beauty/Fashion	200.00	5.00	10.00	
Total		313,770.48	93.24	539.33	114

❖ **Ghazal Alagh**
➢ Total Investment Amount
   ■ *Season 1:* 1.6 Cr
   ■ *Season 2:* N/A
➢ Total Debt Amount
   ■ *Season 1:* Nil
   ■ *Season 2:* N/A
➢ Most Preferred Industry
   ■ *Season 1:* Food
   ■ *Season 2:* N/A
➢ Deal with the Highest Investment
   ■ *Season 1:*
      ● *Start-up Name:* HumpyA2
      ● *Industry:* Food
      ● *Business Description:* Organic Milk A2 Products
      ● *Investment Amount:* 33.33 Lakhs
   ■ *Season 2:*
      ● *Start-up Name:* N/A
      ● *Industry:* N/A
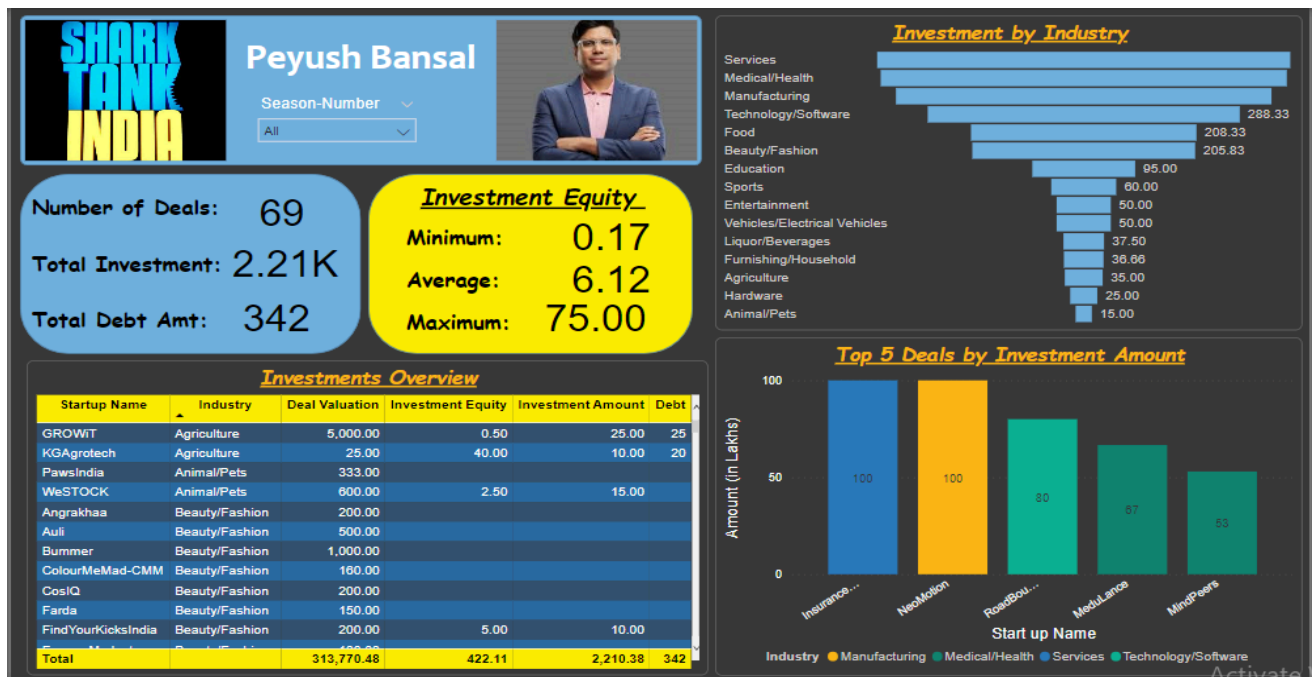   ● *Business Description:* N/A
      ● *Investment Amount*: N/A

Ghazal Alagh

Season-Number
All

Number of Deals:	8
Total Investment:	0.16K
Total Debt Amt:	(Blank)

Investment Equity

Minimum:	1.00
Average:	6.46
Maximum:	17.50

Investment by Industry

Industry	Amount
Food	68.33
Manufacturing	46.66
Beauty/Fashion	25.00
Medical/Health	20.00

Investments Overview

Startup Name	Industry	Deal Valuation	Investment Equity	Investment Amount	Debt
GROWiT	Agriculture	5,000.00			
KGAgrotech	Agriculture	25.00			
PawsIndia	Animal/Pets	333.00			
WeSTOCK	Animal/Pets	600.00			
Angrakhaa	Beauty/Fashion	200.00			
Auli	Beauty/Fashion	500.00			
Bummer	Beauty/Fashion	1,000.00			
ColourMeMad-CMM	Beauty/Fashion	160.00			
CosIQ	Beauty/Fashion	200.00			
Farda	Beauty/Fashion	150.00			
FindYourKicksIndia	Beauty/Fashion	200.00			
Total		313,770.48	51.70	159.99	

Top 5 Deals by Investment Amount

- ❖ **Namita Thapar**
  - ➢ Total Investment Amount
    - ■ *Season 1:* 7.1 Cr
    - ■ *Season 2:* 13.9 Cr
  - ➢ Total Debt Amount
    - ■ *Season 1:* 25 Lakhs
    - ■ *Season 2:* 5 Cr
  - ➢ Most Preferred Industry
    - ■ *Season 1:* Beauty/ Fashion
    - ■ *Season 2:* Medical/ Health
  - ➢ Deal with the Highest Investment
    - ■ *Season 1:*
      - ● *Start-up Name:* Auli
      - ● *Industry:* Beauty/ Fashion
      - ● *Business Description:* Ayurvedic Products Skincare Lifestyle
      - ● *Investment Amount:* 75 Lakhs
    - ■ *Season 2:*
      - ● *Start-up Name:* Janitri
      - ● *Industry*: Medical/ Health
      - ● *Business Description:* Pregnancy Monitoring Systems
   - ● *Investment Amount:* 1 Cr

Investment by Industry

Industry	Value
Medical/Health	454.32
Food	321.46
Beauty/Fashion	316.16
Manufacturing	254.75
Services	216.66
Technology/Software	155.00
Education	135.00
Furnishing/Household	89.16
Sports	65.00
Entertainment	50.00
Agriculture	25.00
Animal/Pets	15.00

Namita Thapar

Season-Number
All

Number of Deals: **66**
Total Investment: **2.10K**
Total Debt Amt: **525**

Investment Equity
Minimum: **0.20**
Average: **4.57**
Maximum: **25.00**

Top 5 Deals by Investment Amount

Start up Name	Amount (in Lakhs)
Janitri	100
Auli	75
LondonBubble	75
SpiceStory	70
MeduLance	67

Industry ● Beauty/Fashion ● Food ● Medical/Health

Investments Overview

Startup Name	Industry	Deal Valuation	Investment Equity	Investment Amount	Debt
GROWiT	Agriculture	5,000.00	0.50	25.00	25
KGAgrotech	Agriculture	25.00			
PawsIndia	Animal/Pets	333.00			
WeSTOCK	Animal/Pets	600.00	2.50	15.00	
Angrakhaa	Beauty/Fashion	200.00			
Auli	Beauty/Fashion	500.00	15.00	75.00	
Bummer	Beauty/Fashion	1,000.00	3.75	37.50	
ColourMeMad-CMM	Beauty/Fashion	160.00	25.00	40.00	
CosIQ	Beauty/Fashion	200.00			
Farda	Beauty/Fashion	150.00	10.00	15.00	
FindYourKicksIndia	Beauty/Fashion	200.00	5.00	10.00	
Total		**313,770.48**	**301.59**	**2,097.51**	**525**

❖ **Peyush Bansal**
  ➢ Total Investment Amount
    ■ *Season 1:* 8.2 Cr
    ■ *Season 2:* 13.9 Cr
  ➢ Total Debt Amount
    ■ *Season 1:* 1.17 Cr
    ■ *Season 2:* 2.25 Cr
  ➢ Most Preferred Industry
    ■ *Season 1:* Technology/Software
    ■ *Season 2:* Medical/ Health
  ➢ Deal with the Highest Investment
    ■ *Season 1:*
      ● *Start-up Name:* Insurance Samadhan
      ● *Industry:* Services
      ● *Business Description:* Insurance Solutions
      ● *Investment Amount:* 1 Cr
    ■ *Season 2:*
      ● *Start-up Name:* NeoMotion
      ● *Industry:* Manufacturing
      ● *Business Description:* Wheelchairs
      ● *Investment Amount:* 1 Cr

Peyush Bansal

Season-Number
All

Investment by Industry

Industry	Value
Services	
Medical/Health	
Manufacturing	
Technology/Software	288.33
Food	208.33
Beauty/Fashion	205.83
Education	95.00
Sports	60.00
Entertainment	50.00
Vehicles/Electrical Vehicles	50.00
Liquor/Beverages	37.50
Furnishing/Household	36.66
Agriculture	35.00
Hardware	25.00
Animal/Pets	15.00

Number of Deals: **69**

Total Investment: **2.21K**

Total Debt Amt: **342**

Investment Equity

Minimum: **0.17**

Average: **6.12**

Maximum: **75.00**

Investments Overview

Startup Name	Industry	Deal Valuation	Investment Equity	Investment Amount	Debt
GROWiT	Agriculture	5,000.00	0.50	25.00	25
KGAgrotech	Agriculture	25.00	40.00	10.00	20
PawsIndia	Animal/Pets	333.00			
WeSTOCK	Animal/Pets	600.00	2.50	15.00	
Angrakhaa	Beauty/Fashion	200.00			
Auli	Beauty/Fashion	500.00			
Bummer	Beauty/Fashion	1,000.00			
ColourMeMad-CMM	Beauty/Fashion	160.00			
CosIQ	Beauty/Fashion	200.00			
Farda	Beauty/Fashion	150.00			
FindYourKicksIndia	Beauty/Fashion	200.00	5.00	10.00	
Total		313,770.48	422.11	2,210.38	342

Top 5 Deals by Investment Amount

Industry ● Manufacturing ● Medical/Health ● Services ● Technology/Software

❖ **Vineeta Singh**
  ➢ Total Investment Amount
    ■ *Season 1:* 3.6 Cr
    ■ *Season 2:* 8.1 Cr
  ➢ Total Debt Amount
    ■ *Season 1:* 30 Lakhs
    ■ *Season 2:* 1.98 Cr
  ➢ Most Preferred Industry
    ■ *Season 1:* Food
    ■ *Season 2:* Food
  ➢ Deal with the Highest Investment
    ■ *Season 1:*
      ● *Start-up Name:* Kabaddi Adda
      ● *Industry:* Sports
      ● *Business Description:* All Kabaddi App
      ● *Investment Amount:* 40 Lakhs
    ■ *Season 2:*
      ● *Start-up Name:* The Green Snack Snack
      ● *Industry:* Food
      ● *Business Description:* Healthy Snacks Online
      ● *Investment Amount:* 1 Cr
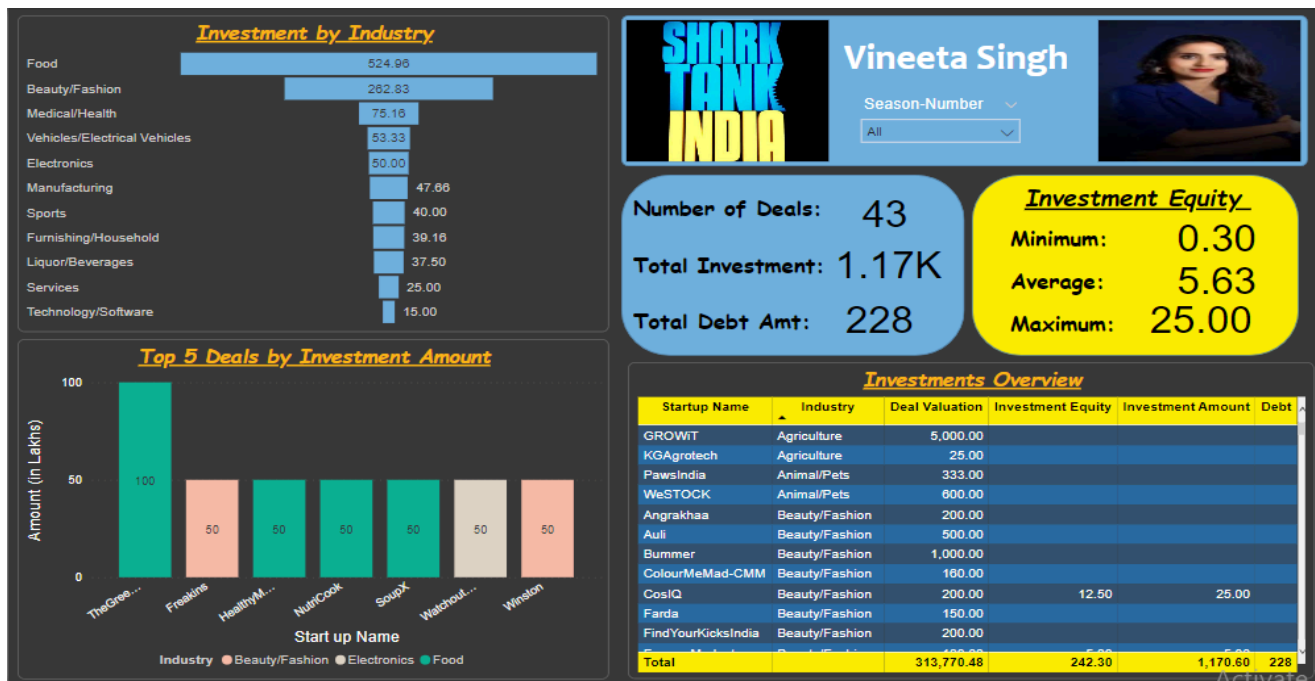
By understanding these investor preferences, stakeholders gain valuable insights into the factors that drive investment decisions on Shark Tank India, facilitating better alignment between entrepreneurs and potential investors.

Conclusion

In conclusion, the analysis of Shark Tank India data has provided valuable insights into the dynamics of entrepreneurial ventures and investor interactions within the show. Here are the key takeaways:

❖ **Most Lucrative Industries:**
  - It has been seen that *Food and Beauty/Fashion* are the two most lucrative industries attracting the maximum amount of investments from the sharks.

❖ **Investor Preferences over the Seasons:**
  - Investors' preferences shifted from the *Food* industry in Season 1 to *Beauty/ Fashion and Medical/Health* in Season 2.

❖ **Geographical Trends:**
  - In both Seasons 1 & 2, The maximum number of Presenters belonged to *Maharashtra*. It comes to highlight because Bangalore is considered the Start-up hub of India.

❖ **Global Impact:**
  - The show serves as a platform for businesses to gain visibility and attract investment not only locally but also globally, fostering collaborations and partnerships beyond regional boundaries.

❖ **Impact on Entrepreneurial Ecosystem:**
  - Shark Tank India contributes significantly to the entrepreneurial ecosystem by providing a platform for startups to showcase innovation, secure funding, and receive mentorship.

This analysis is a foundation for continued exploration and understanding of the evolving landscape of entrepreneurship and investment in the Indian context. As the show

progresses, further analyses and insights will continue to shape the narrative of entrepreneurial journeys on Shark Tank India.

Recommendations

Thorough Preparation:
- Invest time in comprehensive preparation for your pitch. Anticipate questions, understand your financials, and be ready to articulate the unique value proposition of your business.

Know Your Numbers:
- Have a solid understanding of your financial metrics. Be prepared to discuss revenue, expenses, profit margins, and other key financial indicators confidently.

Understand Investor Preferences:
- Research and understand the preferences of the Sharks or potential investors. Tailor your pitch to align with their interests and investment criteria.

Showcase Traction:
- If applicable, highlight any traction your business has gained. This could include customer testimonials, sales figures, partnerships, or any other indicators of market acceptance.

Demonstrate Scalability:
- Clearly illustrate how your business can scale. Investors are often interested in ventures with the potential for significant growth.

Strategic Use of Funding:
- Clearly articulate how you plan to use the funding. Investors want to know that their investment will be used wisely to drive the growth of the business.

Legal and Regulatory Compliance:
- Ensure that your business operations are in compliance with legal and regulatory requirements. This builds trust with investors and demonstrates a commitment to ethical business practices.

The attached file documents the same analysis, utilizing the **Structured Query Language (SQL).**

📄 Shark Tank India SQL Queries

The following are snippets of analysis insights derived from data analysis using the **Microsoft Excel** spreadsheet software:

SHARK TANK INDIA ANALYSIS REPORT

		Season1	Season 2		Shark	Column1	Season 1	Season 2
No. of Episodes aired		36	51		Ashneer	No. of Deals	21	0
No. of Unseen Pitches		30	0			Total Amount Invested	539.33	0
No. of Presenters	Total	314	351			Total Debt	114	0
	Males	220	264			Min Equity Taken	1	0
	Females	92	86			Max Equity Taken	25	0
	Transgenders	2	1		Namita	No. of Deals	25	41
Couples Among Presenters		32	27			Total Amount Invested	708.63	1388.88
Average No. of Team Members		2	2			Total Debt	25	500.16
Age of Most Presenters	Young	53	35			Min Equity Taken	1	0.2
	Middle	98	133			Max Equity Taken	25	25
	Old	1	0		Anupam	No. of Deals	25	26
Most Presenters belong to State		Maharashtra	Maharashtra			Total Amount Invested	536.33	914.83
No. of Pitches	Total	168	183			Total Debt	15	82.5
	Offered	96	120			Min Equity Taken	0.75	0.166
	Unoffered	56	48			Max Equity Taken	17.5	25
Offers	Total	96	120		Vineeta	No. of Deals	17	26
	Accepted	70	106			Total Amount Invested	363.62	806.98
	Rejected	26	14			Total Debt	30	199.16
Accepted Offers	Total	70	106			Min Equity Taken	1.2	0.3
	With Conditions	0	8			Max Equity Taken	25	18
	Without Conditions	70	98		Aman	No. of Deals	30	43
	Involved	0	4			Total Amount Invested	896.99	1613.05

					Shark	Column1	Season 1	Season 2
	Without Conditions	70	98		Aman	No. of Deals	30	43
Patents	Involved	0	4			Total Amount Invested	896.99	1613.05
	Not Involved	70	102			Total Debt	50	261.16
Deals Involving all Sharks		4	4			Min Equity Taken	0.75	0.166
Highest Equity Taken by Sharks		75	25			Max Equity Taken	40	10
Debt Offers	Total	9	30		Peyush	No. of Deals	29	40
Annual Revenue	Average Revenue	431.36	365.22			Total Amount Invested	819.65	1390.73
	Maximmmum Revenue	7200	5100			Total Debt	117	225
	Minimum Revenue	-1	-1			Min Equity Taken	1	0.166
Monthly sales	Average Sales	17.21	69.98			Max Equity Taken	75	10
	Maximmum Sales	200	700		Ghazal	No. of Deals	8	0
	Minimum Sales	0.002	0			Total Amount Invested	159.99	0
Gross Margin	Average Margin	53.45	53.53			Total Debt	0	0
	Maximum Margin	150	90			Min Equity Taken	1	0
	Minimum Margin	3	20			Max Equity Taken	17.5	0
Business Starting Year	Earliest	2005	2006		Amit	No. of Deals	0	21
	Latest	2022	2022			Total Amount Invested	0	800.91
Valuation Requested	Average Valuation Asked	4207.52	6003.22			Total Debt	0	145
	Maximum Valuation Asked	120000	60000			Min Equity Taken	0	1
	Minimum Valuation Asked	0	0			Max Equity Taken	0	20
Deal Valuation	Avearge Valuation	862.26	2429.87		Vikas (Guest)	No. of Deals	0	2
	Maximum Valuation	6667	25000			Total Amount Invested	0	65.5
	Minimum Valuation	0	0			Total Debt	0	47
Deal Amount	Average Amount	57.49	66.49			Min Equity Taken	0	0.5
	Maximum Amount	150	200			Max Equity Taken	0	2.5

					Shark	Column1	Season 1	Season 2
Deal Valuation	Avearge Valuation	862.26	2429.87		Vikas (Guest)	No. of Deals	0	2
	Maximum Valuation	6667	25000			Total Amount Invested	0	65.5
	Minimum Valuation	0	0			Total Debt	0	47
Deal Amount	Average Amount	57.49	66.49			Min Equity Taken	0	0.5
	Maximum Amount	150	200			Max Equity Taken	0	2.5
	Minimum Amount	0.00005	0					
Original Ask Amount	Average Amount	263.28	83.97		Industry	Season 1	Season 2	
	Maximum Amount	30000	1000		Agriculture	2	1	
	Minimum Amount	0.00005	0		Animal/Pets	4	1	
Valuation Difference	Average Difference	-1506.66	-3760.55		Beauty/Fashion	27	31	
	Maximum Difference	-9900	-48888.89		Education	9	0	
	Minimum Difference	507	0		Electronics	3	1	
					Entertainment	1	1	
					Food	41	41	
					Furnishing/Household	0	13	
					Hardware	2	0	
					Liquor/Beverages	1	6	
					Manufacturing	21	17	
					Medical/Health	9	14	
					Services	13	15	
					Sports	2	5	
					Technology/Software	12	14	
					Vehicles/Electrical Vehicles	5	8	