Startup Investment Analysis: Shark Tank India

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Tools Used: Excel, Python, Tableau  
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# 1. Objective

This project analyzes startup investments made on Shark Tank India to identify key trends in funding across industries, founders, and investor behavior.

# 2. Methodology

- Data Source: Shark Tank India dataset (.xlsx)  
- Data Cleaning: Removed nulls, standardized industries, calculated investor participation  
- Tools: Excel (cleaning), Python (prep), Tableau (visualization)  
- Key Metrics Analyzed: Industry-wise funding, Shark participation, Founder success

# 3. Key Findings

## A. Industry Trends

- Top funded industries: Food & Beverage, Healthcare, Tech  
- High deal concentration in consumer-centric sectors

## B. Founder Patterns

- Co-founders secured more deals than solo founders (approx. 78%)  
- Founders with clear, confident pitches and product-market fit had higher success

## C. Shark Behavior

- Most active investors: Aman, Peyush, Anupam  
- Sharks like Namita invested more in health and wellness sectors

## D. Deal Conversion

- Average deal conversion success estimated from investor involvement (60–65%)

# 4. Founder Success Pattern Summary

- Co-founders more successful due to complementary skills  
- Startups with working MVPs or early revenue attracted more investment  
- Pitches with strong domain knowledge and clarity succeeded more  
- Socially impactful businesses gained attention from select sharks

# 5. Dashboard Visuals (Tableau)

Visuals include:  
- Total Investment by Industry  
- Investor vs Industry Heatmap  
- Deal Status Distribution  
- Top Sharks by Investment

# 6. Conclusion & Recommendations

- Co-founders and impactful, well-pitched startups get more deals.  
- Sharks have distinct sector preferences; founders should align accordingly.  
- Strong domain knowledge and revenue traction are critical.