

Presented By - Prakhar Singh

Indian Startup Funding Analysis | Power BI

(Shark Tank India + Indian Startups)

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Indian Startup Funding Analysis | Power BI

This project focuses on analyzing startup funding data from Shark Tank India using Power BI. The main objective of the project is to understand investment patterns, shark participation, and domain-wise funding trends.

The dashboard provides insights such as total investments, number of pitches, highest funded startups, and most active investors. It also shows detailed analysis of individual sharks, domain-wise pitch distribution, and equity patterns across different startups.



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Indian Startup Funding Analysis
(Shark Tank India + Indian Startups) By Prakhar Singh

SHARK TANK INDIA

Ranking Page Shark Info

Pitch Analysis Overall

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Home Ranking Shark Info Pitch Analysis Overall Analysis +

Visualizations Data Filters

The dashboard features a central image of three sharks (a tiger shark, a hammerhead shark, and a whale shark) swimming in blue water. To the left is a vertical navigation bar with icons for Home, Ranking, Shark Info, Pitch Analysis, and Overall Analysis.

Key Metrics:

- Total Investment: ₹ 336.20M
- Total Pitches: 117
- Count of Domain: 11
- Highest Investment: ₹ 15.00M

Shark Ranking:

Rank	Shark Name	Total Companies	Total Investment
1	Aman Gupta	28	₹ 93.58M
2	Peyush Bansal	27	₹ 82.97M
3	Anupam Mittal	24	₹ 53.38M

Visualizations:

- Brand Counts according to investments:** A line chart showing the count of brands versus investment amount. The x-axis ranges from ₹ 0M to ₹ 20M, and the y-axis ranges from 0 to 20. Data points are labeled: (₹ 0M, 1), (₹ 1M, 6), (₹ 2M, 4), (₹ 3M, 1), (₹ 4M, 15), (₹ 5M, 2), (₹ 6M, 8), (₹ 7M, 1).
- Equity Analysis according to Brands:** A line chart showing the count of brands versus equity percentage. The x-axis ranges from 0% to 80%, and the y-axis ranges from 0 to 8. Data points are labeled: (0%, 1), (5%, 7), (10%, 8), (15%, 7), (20%, 4), (30%, 4), (40%, 2), (50%, 1), (60%, 1), (70%, 1), (80%, 1).

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Aman Gupta Anupam Mittal Ashneer Grover Ghazal Alagh Namita Thapar Peyush Bansal Vinneta Singh



Aman Gupta

Co-founder and Chief Marketing Officer of boAt

28 Total Investment Companies

₹ 93.58M Total Individual Investment

About Shark :

Aman Gupta founded BoAt, an Indian consumer electronics company specializing in audio technology headwear. Gupta was the sales director at Harman International before co-founding Imagine Marketing Services (BoAt). In addition, he worked as a senior management consultant in KPMG's Strategy Services Group in the Gurgaon office. Gupta's first entrepreneurial experience was as co-founder and CEO of Advanced Telemedia Pvt Ltd, which helped introduce multinational brands such as Beats Audio, Sennheiser, and Telex, in the Indian market. He received his schooling at Delhi Public School and R.K. Puram and graduated with a degree in business from Delhi University (Honors). Gupta earned a master's degree in business administration (MBA) focusing on general management and marketing from Kellogg School of Management.

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Aman Gupta Anupam Mittal Ashneer Grover Ghazal Alagh Namita Thapar Peyush Bansal Vinneta Singh

Namita Thapar
Executive Director of Emcure Pharmaceuticals

22 Total Investment Companies

₹ 63.83M Total Individual Investment

About Shark :

Satish Mehta, a first-generation entrepreneur and founder of Emcure Pharmaceuticals in Pune, has Namita Thapar's daughter. She grew up in Pune and had a commerce degree from Pune University and certification as a Chartered Accountant from the Institute of Chartered Accountants of India (ICAI). In 2001, she graduated from Duke University's Fuqua School of Business with an MBA. Namita is the Chief Financial Officer for Emcure. She worked at Guidant Corporation for six years in the United States. She established a women's health chat program on YouTube called Unconditional Yourself with Namita. Incredible Ventures Ltd, which Thapar controls, is an educational firm that teaches entrepreneurial skills. Emcure Pharmaceuticals Ltd's Executive Director is Namita. Shar Tank India Season 1 premiered on

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Aman Gupta Anupam Mittal Ashneer Grover Ghazal Alagh Namita Thapar Peyush Bansal Vinneta Singh

Vinneta Singh
CEO and co-founder of SUGAR Cosmetics

15 Total Investment Companies

₹ 30.42M Total Individual Investment

About Shark :

Vineeta Singh is the CEO of SUGAR Cosmetics, one of India's most popular cosmetics brands. Sugar Cosmetics earned INR 104 crores in FY20. With 15% of her brand's sales coming from international markets, Vineeta Singh ensures a solid global presence. She attended the Delhi Public School, R.K. Puram, in Delhi, where she completed her education. Vineeta Singh graduated from the Indian Institute of Technology Madras in 2005 with a degree in Electrical Engineering. Upon graduating from IIM Ahmedabad in 2007, Vineeta Singh entered IIM Ahmedabad to pursue her MBA. There are a few words of wisdom that you might gain from the enthusiastic, multi-talented mind. You can use it as a life lesson and a success tip, and it will work with either. Every aspiring entrepreneur should remember the words of the leading entrepreneur, Vineeta

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Visualizations

Filters

Accessories Agriculture Education Finance Food and Beverages Health and Fitness Retail and Fashion Social

Brand	Idea	Domain	Investment	Equity
Ariro	Wooden Toys	Accessories	₹ 50,00,000	10.00%
ARRCOAT Surface Textures	Wall Building	Accessories	₹ 50,00,000	15.00%
Bamboo India	Bamboo Products	Accessories	₹ 50,00,000	3.50%
Caragreen	Eco-Friendly boxes	Accessories	₹ 50,00,000	20.00%
Nuutjob	Male Intimate Hygiene	Accessories	₹ 25,00,000	20.00%
PawsIndia	Dog Products	Accessories	₹ 50,00,000	15.00%
Rare Planet	Handicrafts	Accessories	₹ 65,00,000	30.00%
The Quirky Nari	Customised Apparels	Accessories	₹ 35,00,000	24.00%
The Sass Bar	Gifts	Accessories	₹ 50,00,000	35.00%
KG Agrotech	Agricultural Innovations	Agriculture	₹ 10,00,000	40.00%
WeSTOCK	Livestock health monitoring AI	Agriculture	₹ 60,00,000	10.00%
Aas Vidyalaya	EdTech App	Education	₹ 1,50,00,000	15.00%
Annie	Braille Literary Device	Education	₹ 1,05,00,000	3.00%

INVESTED SHARK'S

Aman Gupta Aman Gupta Aman Gupta Aman Gupta Aman Gupta

Domain Name	No. of pitches	Investment
Finance	1	₹ 10,00,000.00
Sports	1	₹ 80,00,000.00
Agriculture	3	₹ 70,00,000.00
Transportation	6	₹ 2,21,00,000.00
Education	7	₹ 4,05,00,000.00
Social	8	₹ 80,00,000.00
Health and Fitness	10	₹ 4,51,00,000.00
Technology	12	₹ 2,30,00,000.00
Total		₹ 33,62,00,005.00

Investment by Brand

Brand	Investment
Aas Vidyalaya	₹ 15M
Annie	₹ 11M
Revamp Moto	₹ 10M
Get a Whey	₹ 10M
Hammer Lifestyle	₹ 10M
IN A CAN	₹ 10M
Raising Superst...	₹ 10M
Skippi Pops	₹ 10M

Insights From Slicers

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Accessories Agriculture Education Finance Food and Beverages Health and Fitness Retail and Fashion Social

Brand Idea Domain Investment Equity

Brand	Idea	Domain	Investment	Equity
Aas Vidyalaya	EdTech App	Education	₹ 1,50,00,000	15.00%
Annie	Braille Literary Device	Education	₹ 1,05,00,000	3.00%
Menstrupedia	Menstrual Awareness Comic	Education	₹ 50,00,000	20.00%
Raising Superstars	Child Development App	Education	₹ 1,00,00,000	4.00%

Domain Name No. of pitches Investment

Domain Name	No. of pitches	Investment
Education	7	₹ 4,05,00,000.00
Total		₹ 4,05,00,000.00

INVESTED SHARK'S

Ashneer Grover Aman Gupta Peyush Bansal (Blank) (Blank)

Investment by Brand

Brand	Investment
Aas Vidyalaya	₹ 15M
Annie	₹ 11M
Raising Superstars	₹ 10M
Menstrupedia	₹ 5M

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Accessories Agriculture Education Finance Food and Beverages Health and Fitness Retail and Fashion Social

Brand Idea Domain Investment Equity

Brand	Idea	Domain	Investment	Equity
Ariro	Wooden Toys	Accessories	₹ 50,00,000	10.00%
ARRCOAT Surface Textures	Wall Building	Accessories	₹ 50,00,000	15.00%
Bamboo India	Bamboo Products	Accessories	₹ 50,00,000	3.50%
Caragreen	Eco-Friendly boxes	Accessories	₹ 50,00,000	20.00%
Nuutjob	Male Intimate Hygiene	Accessories	₹ 25,00,000	20.00%
PawsIndia	Dog Products	Accessories	₹ 50,00,000	15.00%
Rare Planet	Handicrafts	Accessories	₹ 65,00,000	30.00%
The Quirky Nari	Customised Apparels	Accessories	₹ 35,00,000	24.00%
The Sass Bar	Gifts	Accessories	₹ 50,00,000	35.00%
KG Agrotech	Agricultural Innovations	Agriculture	₹ 10,00,000	40.00%
WeSTOCK	Livestock health monitoring AI	Agriculture	₹ 60,00,000	10.00%
Aas Vidyalaya	EdTech App	Education	₹ 1,50,00,000	15.00%
Annie	Braille Literary Device	Education	₹ 1,05,00,000	3.00%

INVESTED SHARK'S

Domain Name	No. of pitches	Investment
Accessories	20	₹ 50,00,000.00
Total		₹ 50,00,000.00

Investment by Brand

Brand	Investment
Aas Vidyalaya	₹ 15M
Annie	₹ 11M
Revamp Moto	₹ 10M
Get a Whey	₹ 10M
Hammer Lifestyle	₹ 10M
IN A CAN	₹ 10M
Raising Superst...	₹ 10M
Skippi Pops	₹ 10M

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Insights From Table 2 From Finance Domain

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Accessories Agriculture Education Finance Food and Beverages Health and Fitness Retail and Fashion Social

Brand Idea Domain Investment Equity

Brand	Idea	Domain	Investment	Equity
Insurance Samadhan	Insurance Solutions	Finance	₹ 10,00,000	4.00%

Domain Name No. of pitches Investment

Domain Name	No. of pitches	Investment
Finance	1	₹ 10,00,000.00
Sports	1	₹ 80,00,000.00
Agriculture	3	₹ 70,00,000.00
Transportation	6	₹ 2,21,00,000.00
Education	7	₹ 4,05,00,000.00
Social	8	₹ 80,00,000.00
Health and Fitness	10	₹ 4,51,00,000.00
Technology	12	₹ 2,20,00,000.00
Total		₹ 33,62,00,005.00

INVESTED SHARK'S

Peyush Bansal (Blank) (Blank) (Blank)

Investment by Brand

Brand	Investment
Aas Vidyalaya	₹ 15M
Annie	₹ 11M
Revamp Moto	₹ 10M
Get a Whey	₹ 10M
Hammer Lifestyle	₹ 10M
IN A CAN	₹ 10M
Raising Superst...	₹ 10M
Skippi Pops	₹ 10M

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Insights From Investment By Brands

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Accessories Agriculture Education Finance Food and Beverages Health and Fitness Retail and Fashion Social

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Brand	Idea	Domain	Investment	Equity
Aas Vidyalaya	EdTech App	Education	₹ 1,50,00,000	15.00%

Domain Name No. of pitches Investment

Domain Name	No. of pitches	Investment
Education	7	₹ 1,50,00,000.00
Total		₹ 1,50,00,000.00

INVESTED SHARK'S

Ashneer Grover Namita Thapar Peyush Bansal (Blank) (Blank)

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OVERALL ANALYSIS PAGE

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Domain wise Analysis

Shark's Investment Analysis

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Shark Tank India Season 1 was spread across **35** episodes and witnessed **117 pitches**. **Aman Gupta** topped the list of the sharks with the most deals in number and value followed by **Peyush Bansal** and **Anupam Mittal**. According to the various domains **Food and Beverages** had highest pitches i.e. **29.9%** followed by **Accessories** which was **17.09%** and Retail and other categories.

Total Pitches: 117

Category	Count	Percentage
Food and Beverages	35	29.91%
Accessories	20	17.09%
Retail and Fashion	14	11.97%
Technology	12	10.26%
Health and Fit...	10	8.55...
Social	8	6.84%
Education	7	5.98%
Transportation	6	5.13%
Finance	1	0.85%

Total Investment: ₹ 390.01M

Shark	Count	Percentage
Aman Gupta	28	19.44%
Peyush Bansal	27	18.75%
Anupam Mittal	24	16.67%
Namita Thapar	22	15.28%
Ashneer Grover	21	14.5...
Vinneta Singh	15	10.42%
Ghazal Alagh	7	4.86%

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Overall Investment Insights

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Domain wise Analysis

Shark's Investment Analysis

35 Total Pitches

₹ 53.83M Total Investment

Visualizations

Filters

Domain wise Analysis Data

Category	Count	Percentage
Food and Beverages	35	29.91%
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Technology	12	10.26%
Health and Fit...	10	8.55...
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Education	7	5.98%
Transportation	6	5.13%
Finance	1	0.85%

Shark's Investment Analysis Data

Shark	Investment Count	Percentage
Ashneer Grover	21	14.5...
Namita Thapar	12	8.55...
Peyush Bansal	10	7.41%
Anupam Mittal	9	6.45%
Vinneta Singh	7	5.13%
Ghazal Alagh	5	3.75%
Aman Gupta	4	3.00%

Overall Analysis

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Domain wise Analysis

Shark's Investment Analysis

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117 Total Pitches

Food and Beverages 35 (29.91%)

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Education 7 (5.98%)

Transportation 6 (5.13%)

Finance 1 (0.85%)

Ghazal Alagh 7 (4.86%)

Vinneta Singh 15 (10.42%)

Ashneer Grover 21 (14.5...)

Namita Thapar 22 (15.28%)

Anupam Mittal 24 (16.67%)

Peyush Bansal 27 (18.75%)

Aman Gupta 28 (19.44%)

Domain wise Analysis

Shark's Investment Analysis

Overall Analysis

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