

IST 737 – Visual Analytics & Dashboards

Group 8: Shark Tank USA

Group Members:

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Project Description:

“Shark Tank” is a reality television series. The show is based on the international format “Dragons’ Den”, which originated in Japan and has been adapted in various countries around the world. In “Shark Tank”, aspiring entrepreneurs pitch their business ideas to a panel of wealthy investors, known as “Sharks”, in the hope of securing investment for their ventures. It premiered in the US on ABC in 2009.

The format of the show involves entrepreneurs presenting their business pitches to the sharks providing details about their products or services, their financials, and their plans for growth. The sharks then have the opportunity to ask questions and negotiate deals with the entrepreneurs, if a deal is agreed upon, the sharks invest their own money in exchange for equity in the entrepreneur’s business.

Our project is about visualizing “Shark Tank” over the span of 14 seasons and analyzing it. We cover about all the 6 sharks that is Barbara Corcoran, Lori Greiner, Daymon John, Robert Herjavec, Kevin O Leary and Mark Cuban, their investments in the business pitched by the pitchers, what type of deal they offer to pitchers, is it an only money deal or an equity deal or a royalty deal. And what industries they gave deals. Our analysis also covered which industries are the popular ones, which of them got how many deals in terms of only money as well as equity. Further the analyzation dived deep into Industry analysis, Pitcher’s analysis, Season analysis and Investment trends.

Industry analysis include overview of the deals across industry and its investment amount, how sharks get involved in various industries, Pitcher’s analysis shows how diversified are the pitchers age, geographic and sex across industries. Season analysis represents how season do in terms of viewership’s, success rate, no. of deals and how royalty works. And lastly investment trends.


Data Source is Kaggle –

[Shark Tank - Dataset](https://www.kaggle.com/datasets/thirumani/shark-tank-us-dataset)

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SHARK TANK





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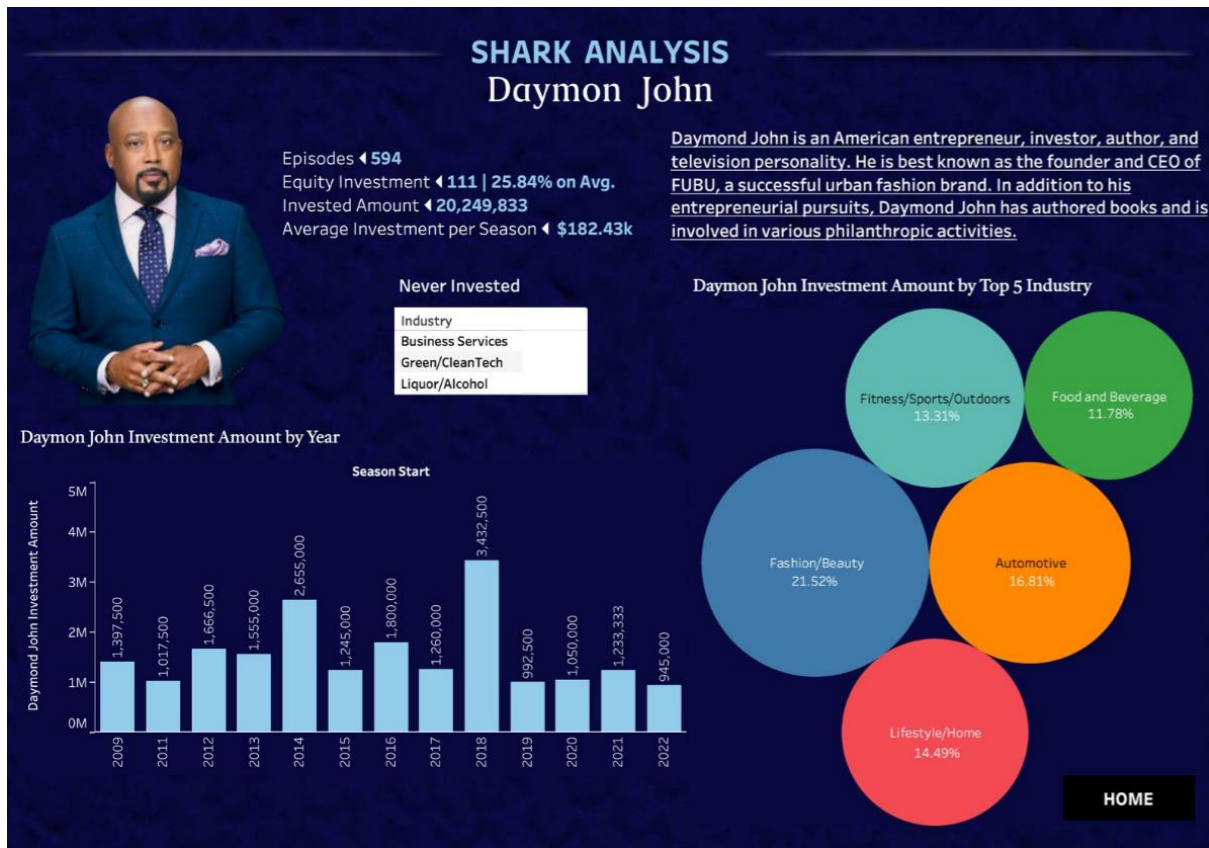
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Shark Tank : USA

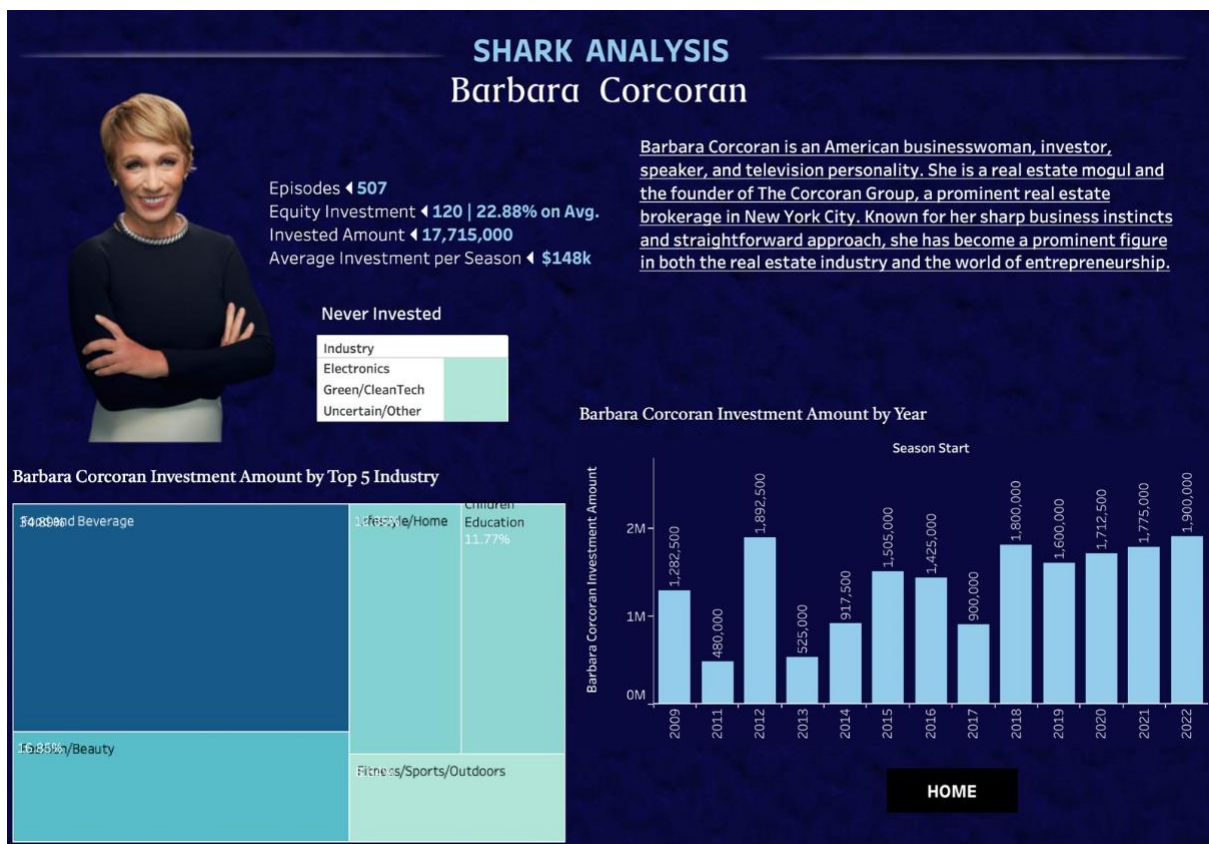
This dashboard provides a visual introduction to the reality TV show Shark Tank and the project's focus.



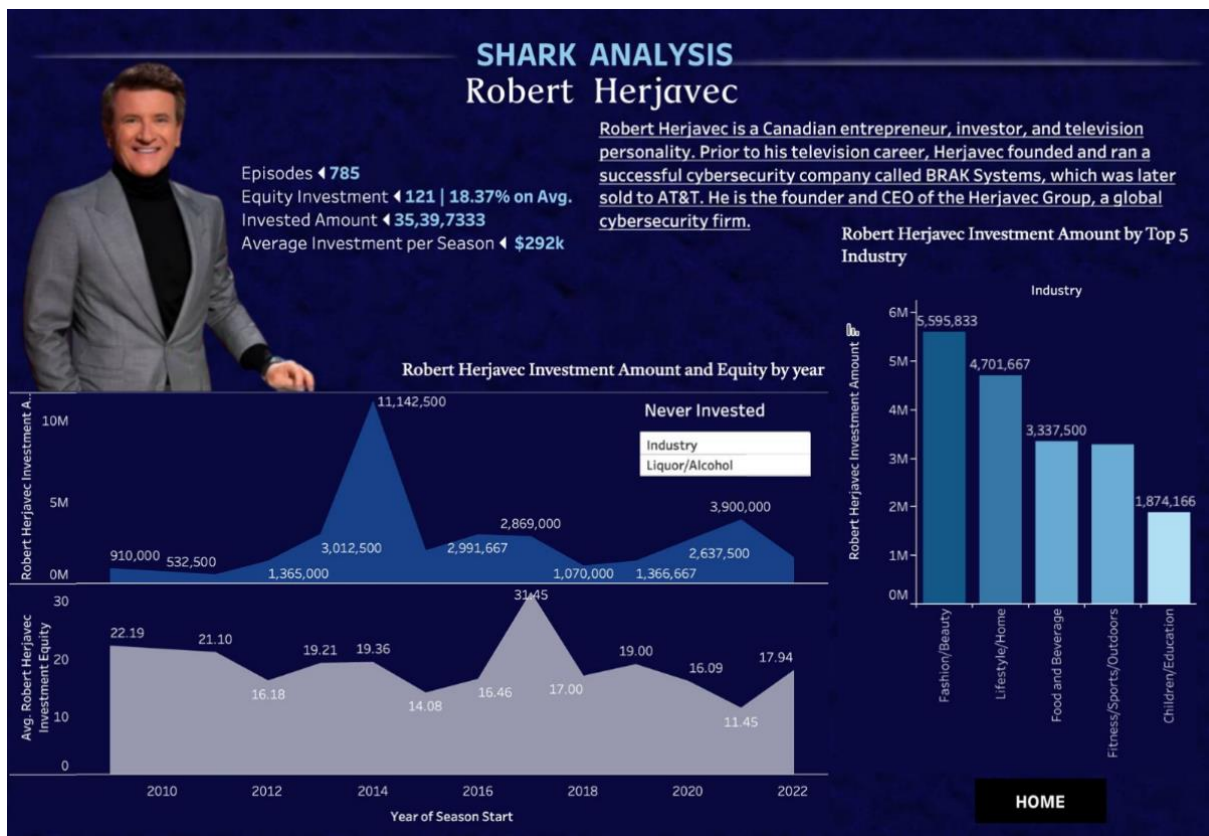
This dashboard showcases the complete visualization and analysis conducted in this project, with interactive navigation for deeper exploration.



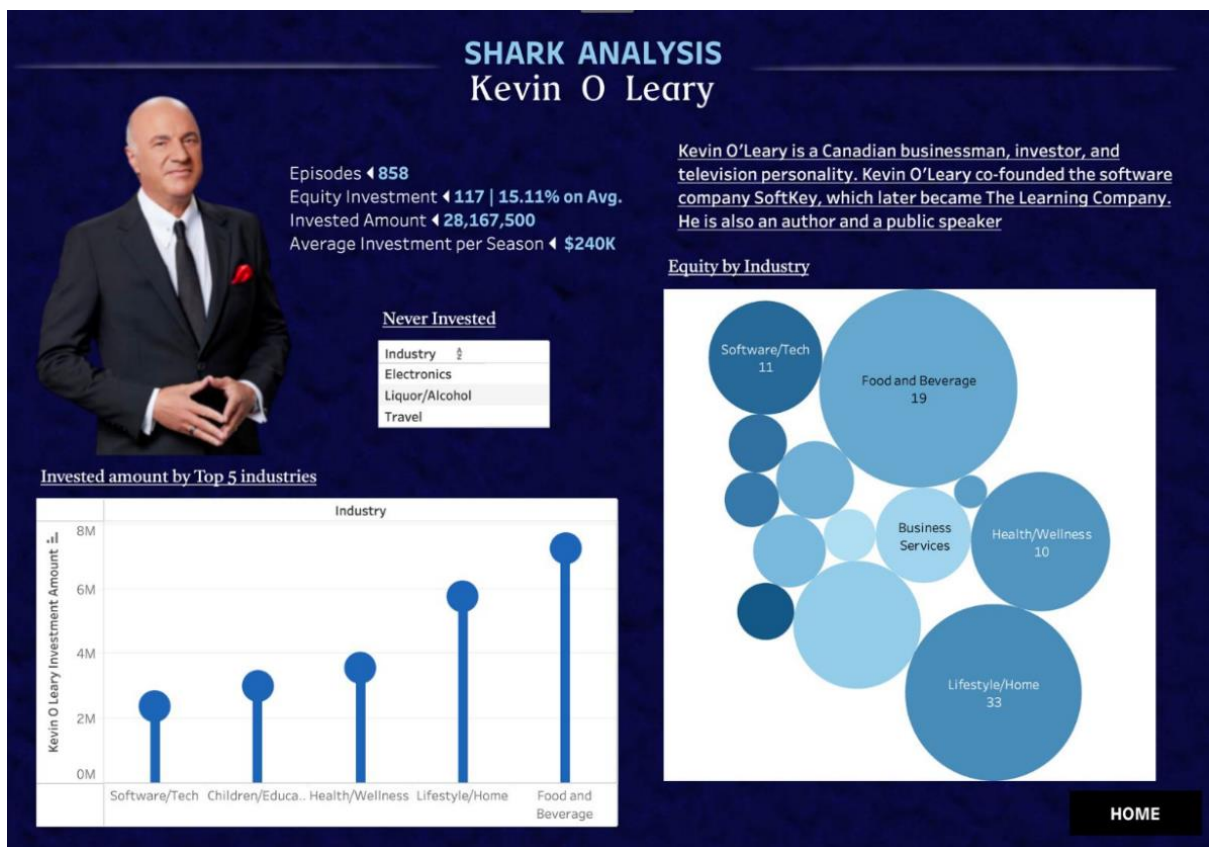
Dive into Daymond John's Shark Tank investments



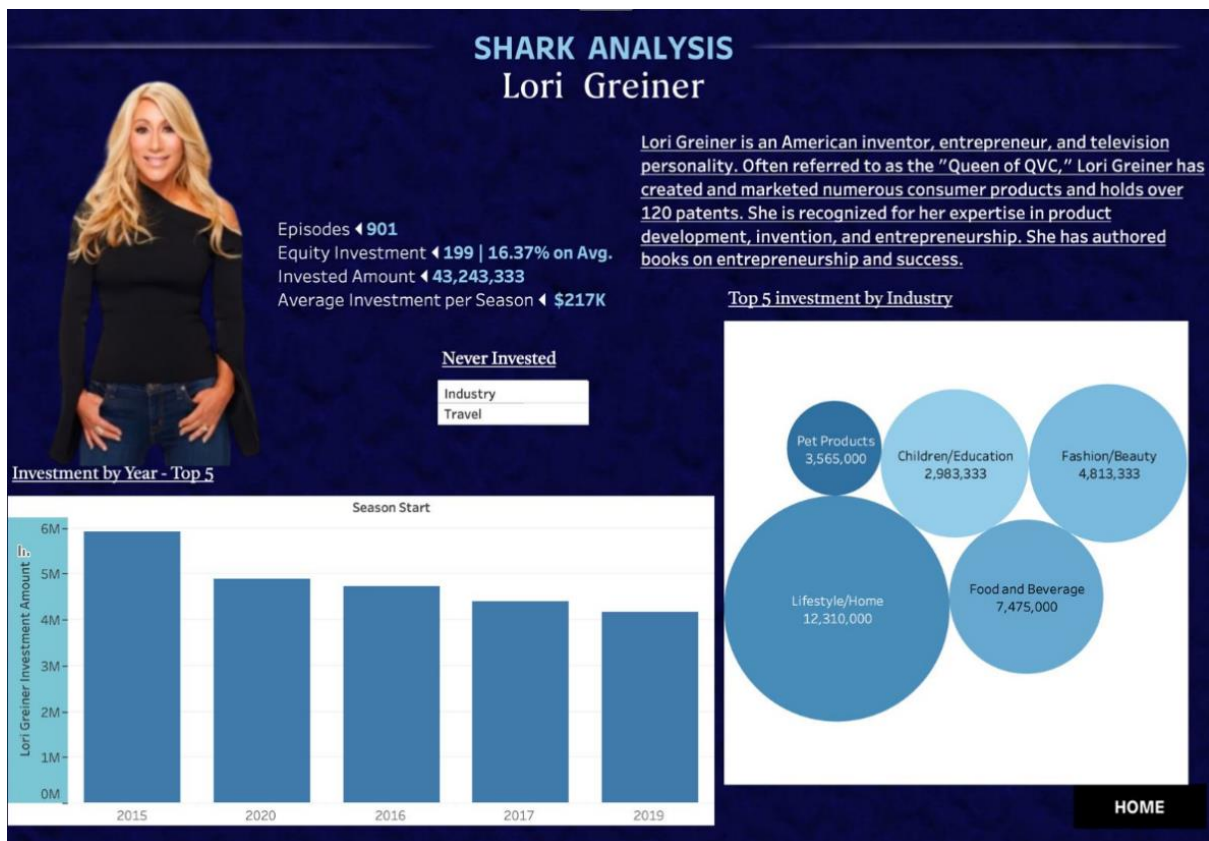
Uncover the investment strategies and preferences of Barbara Corcoran



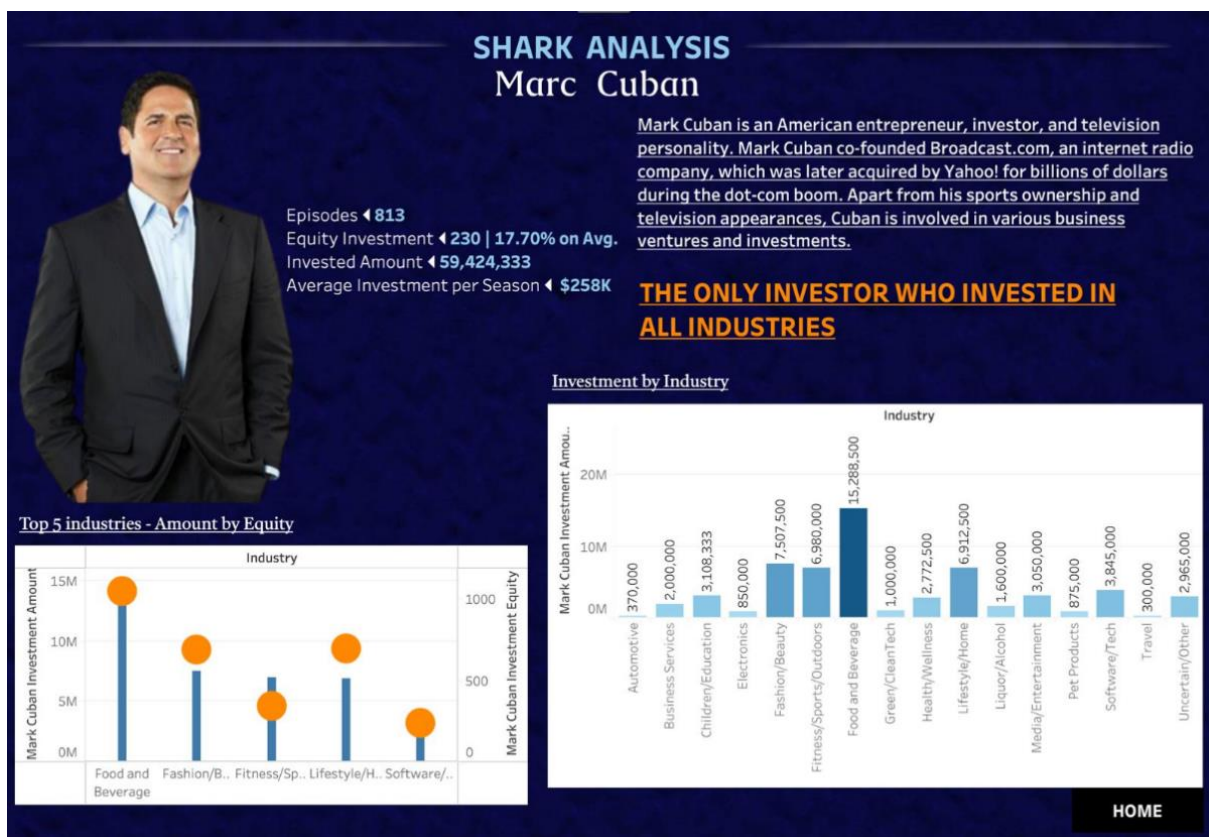
Delve into Robert Herjavec's Shark Tank investments, examining his decision-making patterns



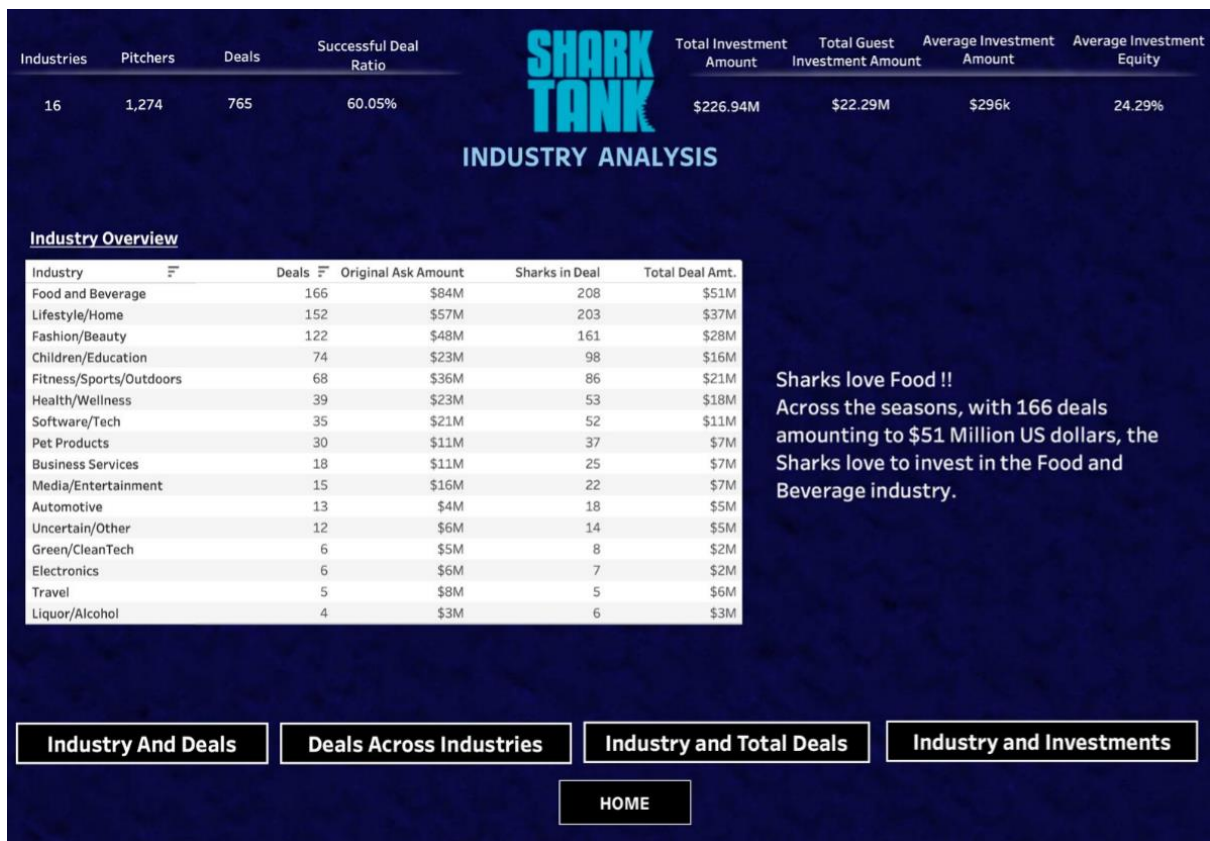
Offers a visual overview of Kevin O'Leary's diverse investments on Shark Tank



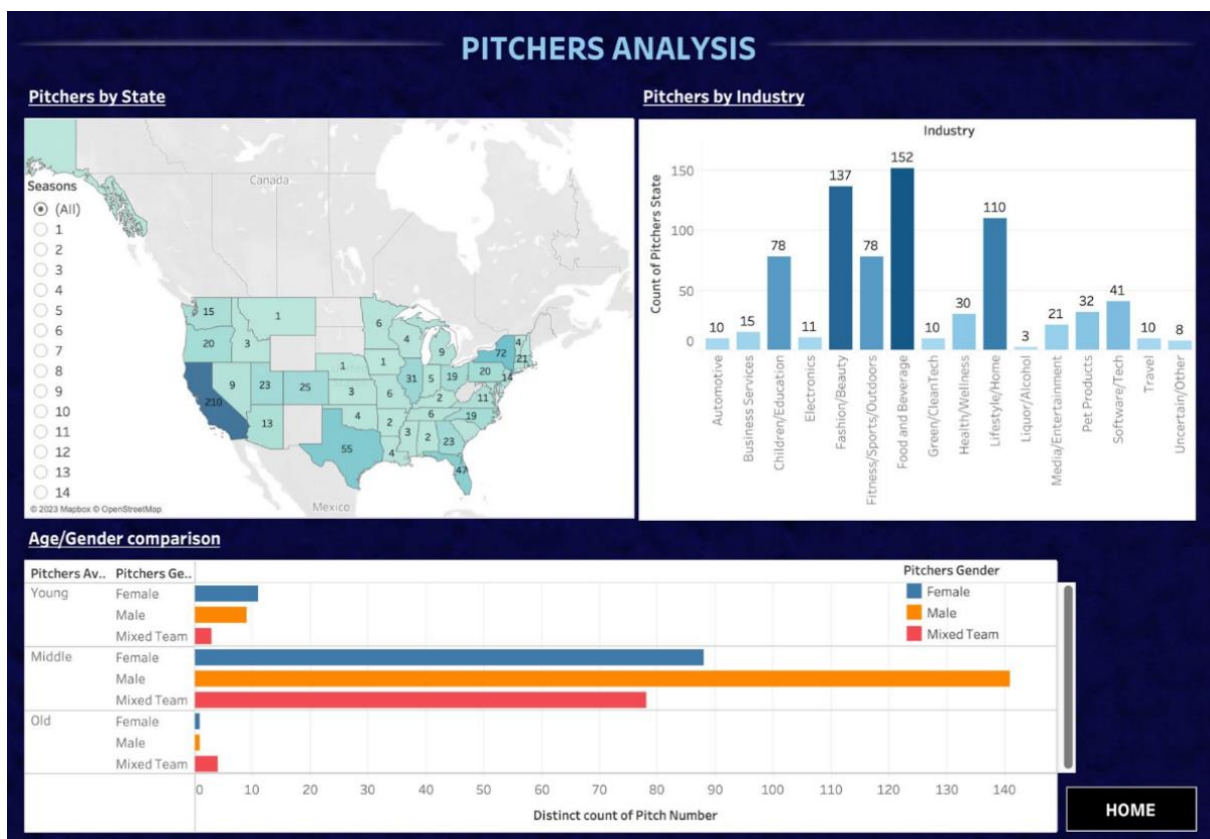
Visualizes the range and diversity of investments in Lori Greiner's Shark Tank portfolio



Offers a visual representation of Mark Cuban's diverse investments on Shark Tank



Navigable dashboard providing a comprehensive analysis of Shark Tank investments by industry.



A focused dashboard offering insights into the effectiveness of Shark Tank pitchers



This dashboard provides a holistic view of Shark Tank seasons, offering insights into investment trends, deal success rates, and notable entrepreneurial achievements throughout the show's history.



This dashboard offers a comprehensive analysis of Shark Tank investment trends