

[A2] Storytelling Elements Report

Team-1

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The primary goal of our analysis is to provide valuable insights to entrepreneurs seeking to make a successful pitch on Shark Tank by identifying common factors that contribute to business success. We have defined business success as whether a business owner/pitcher was offered a deal by one or more of the sharks on the show and the deal was successfully accepted and executed.

In this report, we will be going through two data visuals showing the number of pitches that were successful (got a deal) and the number of deals not successful over the 10 seasons.

Figure 1 shows a bar graph with blue depicting the number of pitches that got a deal and grey with number of pitches that did not get deal. The above figure is cluttered and does not get information across to the audience perfectly.

Figure 2 is the de-cluttered version of Figure 1 and communicates the message clearly. We have changed the bar graph to a line graph as it better shows the trend of the 'deals got' going up season on season. Additionally, the grid lines and labels have also been removed as they were not adding value but were adding clutter. The color scheme of the lines also clearly indicates the success ('Got Deal') marked in blue and failure ('No Deal') marked in grey.

To summarize, the graph shows that how the number of pitches that got through has been going up season on season. Hence, the business owners looking to pitch on Shark Tank and are feeling apprehensive should know that their chances of getting a deal are much more than what they were in the earlier seasons.

For our final analysis, we began by examining the various categories that had garnered the highest number of successful deals throughout the show. This exploration served as a foundation for understanding the preferences and trends within the show. To gain a deeper understanding of the investment landscape on Shark Tank, we explored how the number of deals had changed over the seasons. By analyzing the data, we sought to determine whether the show had become more receptive to investments or had grown more stringent in recent years.

We also conducted a gender analysis to ascertain if there existed a correlation between an entrepreneur's gender and the success or failure of their pitch. Next, we studied the investment histories, past deals, and personal interests of each Shark to gain insights into their individual preferences. This will help give insights on how to capture the attention and interest of specific Sharks.

Finally, we distilled these findings into a set of recommendations which act as a guide for future contestants, offering insights on crafting compelling pitches and showcasing the right metrics.

Figure 1 (Cluttered Visualization): Number of pitches that got a deal and did not get a deal across season

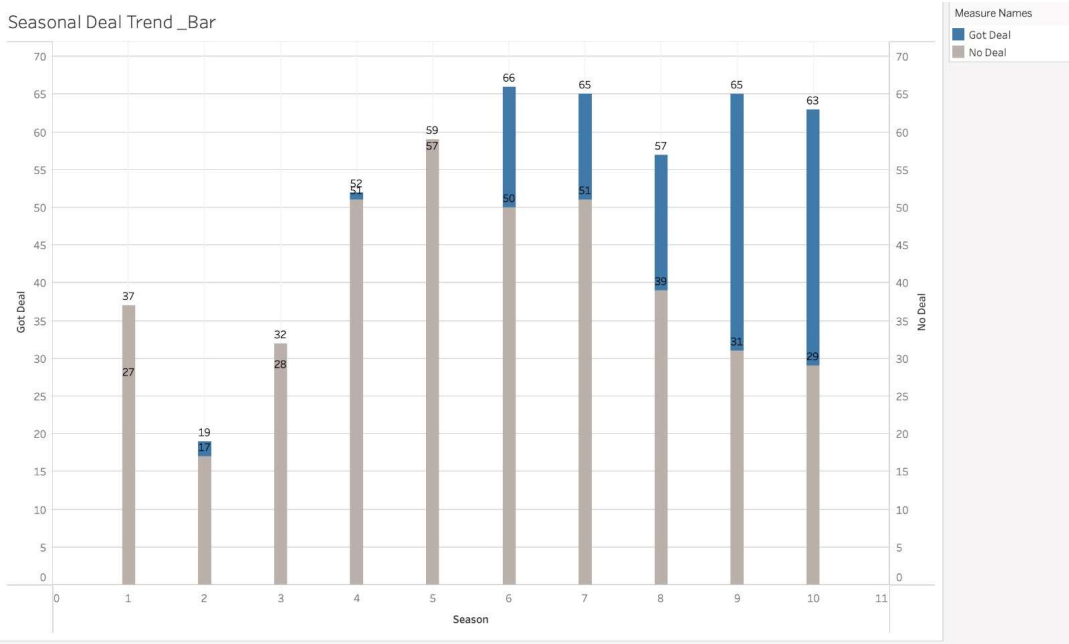
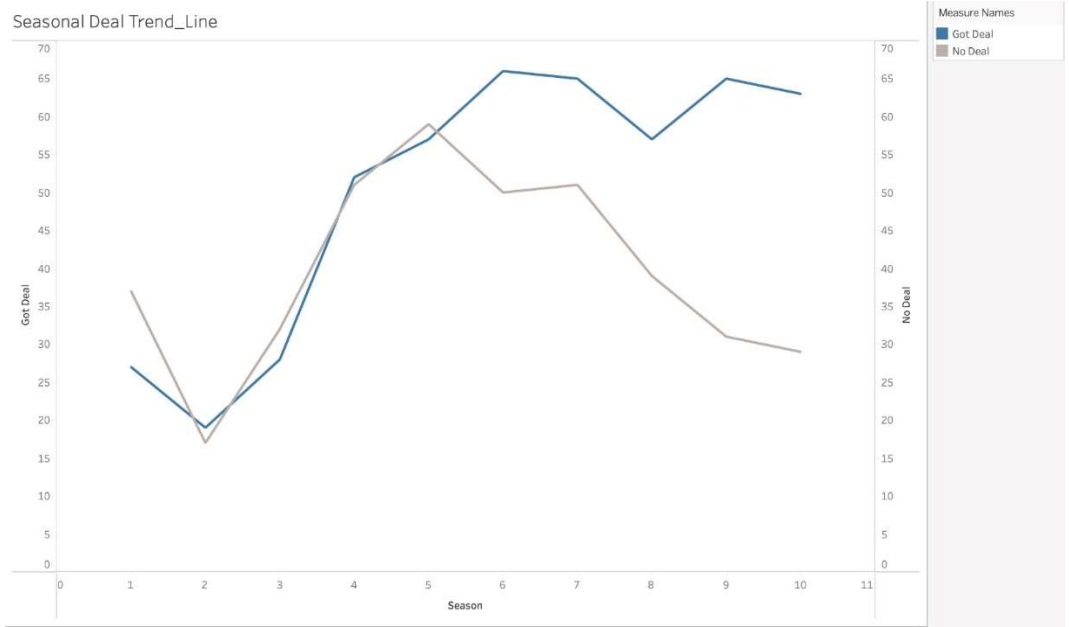


Figure 2 (Final Visualization): Number of pitches that got a deal and did not get a deal across season



Appendix

Story Board

