Startup Investment Analysis Visualization Dashboard

Abstract

This project focuses on creating an interactive Power BI dashboard that visualizes key insights from Shark Tank India data. The dashboard provides a clear analytical view of deals, pitches, investors, and industry categories. It transforms raw data into a visually compelling story to support business insights and decision-making.

Introduction

Shark Tank India is a platform where entrepreneurs pitch their business ideas to a panel of investors known as Sharks. This project aims to explore and visualize investment trends from the show using Power BI. The dashboard highlights essential metrics such as total deals, total pitches, deal rates, investor contributions, and category-wise performance.

Tools Used

• **Power BI:** For building interactive visualizations and dashboards.
• **Excel / CSV:** Used for dataset storage and preprocessing.
• **Power Query Editor:** For data cleaning and transformation.
• **DAX Functions:** For dynamic calculations and KPIs.

Steps Involved in Building the Project

1. **Data Collection:** Collected Shark Tank India dataset with details on entrepreneurs, deals, and investors.
2. **Data Cleaning:** Removed duplicates, standardized text fields, and formatted numerical columns.
3. **Data Modelling:** Established relationships and created measures using DAX.
4. **Dashboard Design:** Developed visuals such as KPI cards, bar charts, donut charts, and scatter plots.
5. **Theme Customization:** Applied a modern blue-aqua gradient color palette for a clean and professional look.
6. **Analysis:** Extracted insights on investor patterns, deal sizes, and industry performance.

Conclusion

The Power BI Dashboard effectively highlights the performance of Shark Tank India across multiple dimensions. It demonstrates how data visualization can reveal hidden patterns and provide strategic insights. This project showcases practical skills in data analysis, visualization, and business intelligence reporting — vital for professional BI roles.