INVESTMENT ASSIGNMENT

SUBMISSION

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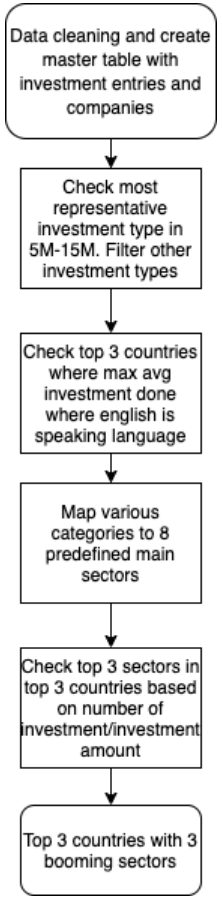
Objective

- Spark wants to know where to invest
  - Input : Historical investment data from Crunch base
  - Conditions :
    - Where most other investors are investing
    - English speaking countries
    - 5M to 15M USD per round
  - Expected Output :
    - Top 3 countries with top 3 sectors for particular investment type satisfying investment conditions

Approach


Data cleaning and create master table with investment entries and companies
Check most representative investment type in 5M-15M. Filter other investment types
Check top 3 countries where max avg investment done where english is speaking language
Map various categories to 8 predefined main sectors
Check top 3 sectors in top 3 countries based on number of investment/investment amount
Top 3 countries with 3 booming sectors

Investment Type Analysis

- Most representative value for each investment type as follows.
- **Venture** investment type is most suitable for Spark (Condition 5M to 15 M per round)

Investment Type	$M
private_equity	20.00
venture	**5.00**
angel	0.40
seed	0.28

Country Analysis

- English speaking countries where most investment occurring for Venture investment type.
- United States, Great Britain, India

Country	$M
USA	422510.84
GBR	20245.63
IND	14391.86

Sector Analysis

For **Venture** Investment Type and investment between **$5M to $15M**

US Top 3 Sectors

Sectors	Number of investments.	Company with most investment Amount
Others(Software/E-Commerce top 2 subtypes)	2950	virtustream
Social, Finance, Analytics, Advertising	2714	shotspotter
Cleantech / Semiconductors	2351	

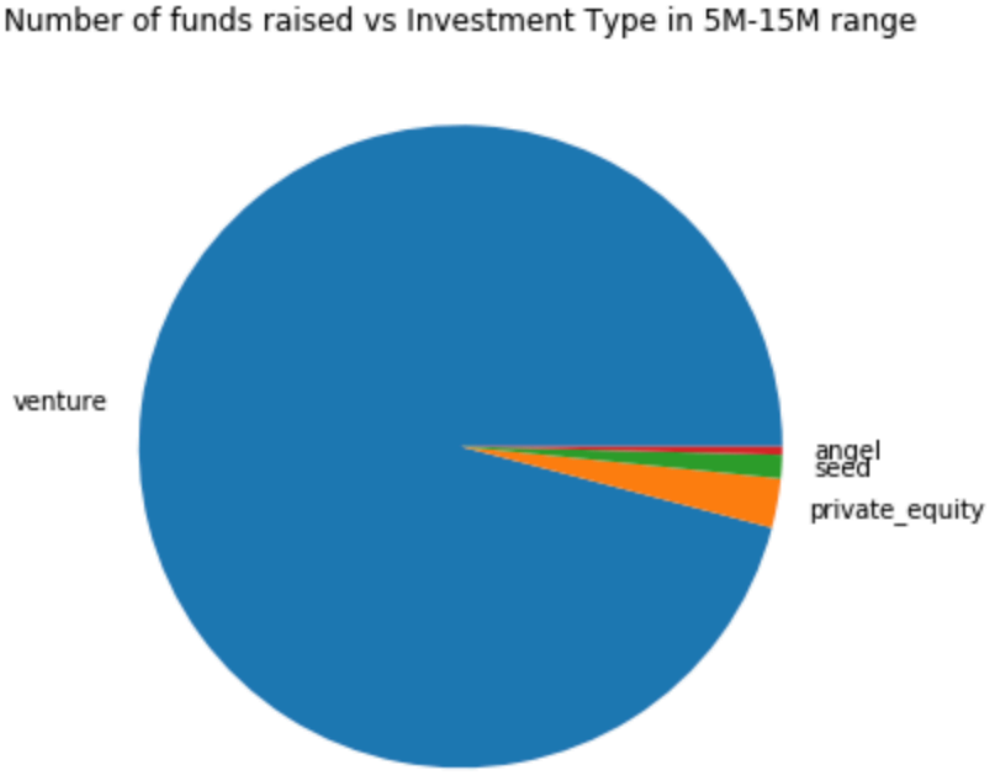
Great Britain Top 3 Sectors

Others(Software/E-Commerce top 2)	147	electric-cloud
Social, Finance, Analytics, Advertising	133	celltick-technologies
Cleantech / Semiconductors	130	

India Top 3 Sectors

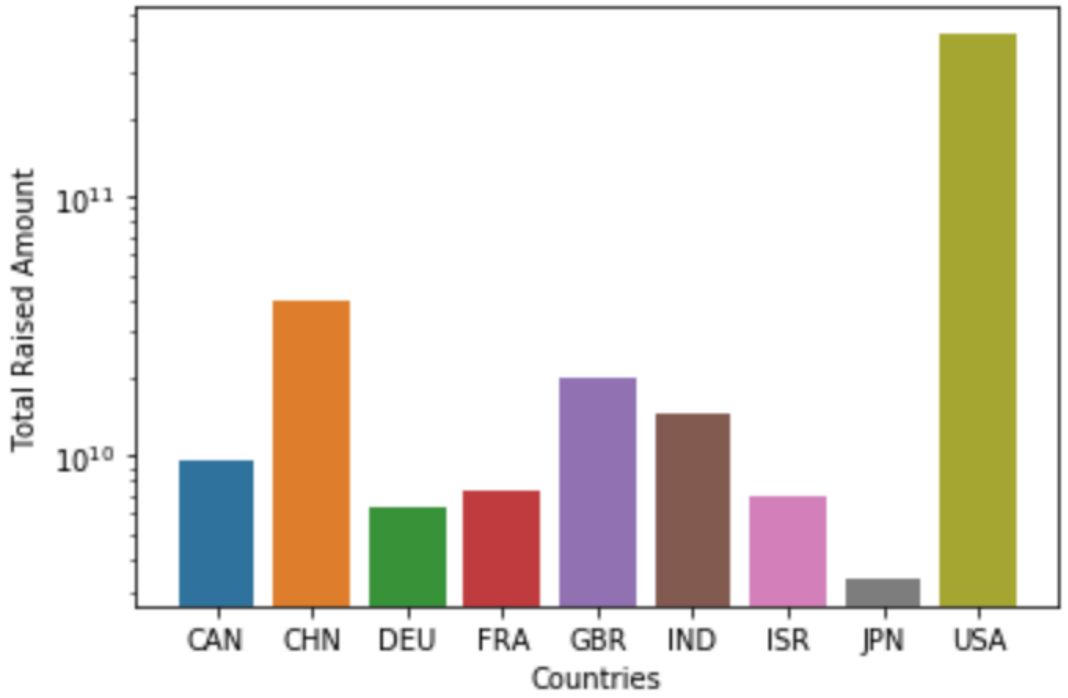
Others(E-Commerce/Software/Real-Estate top 3)	110	firstcry-com
Social, Finance, Analytics, Advertising	60	manthan-systems
News, Search and Messaging	52	

Investment Type Chunks

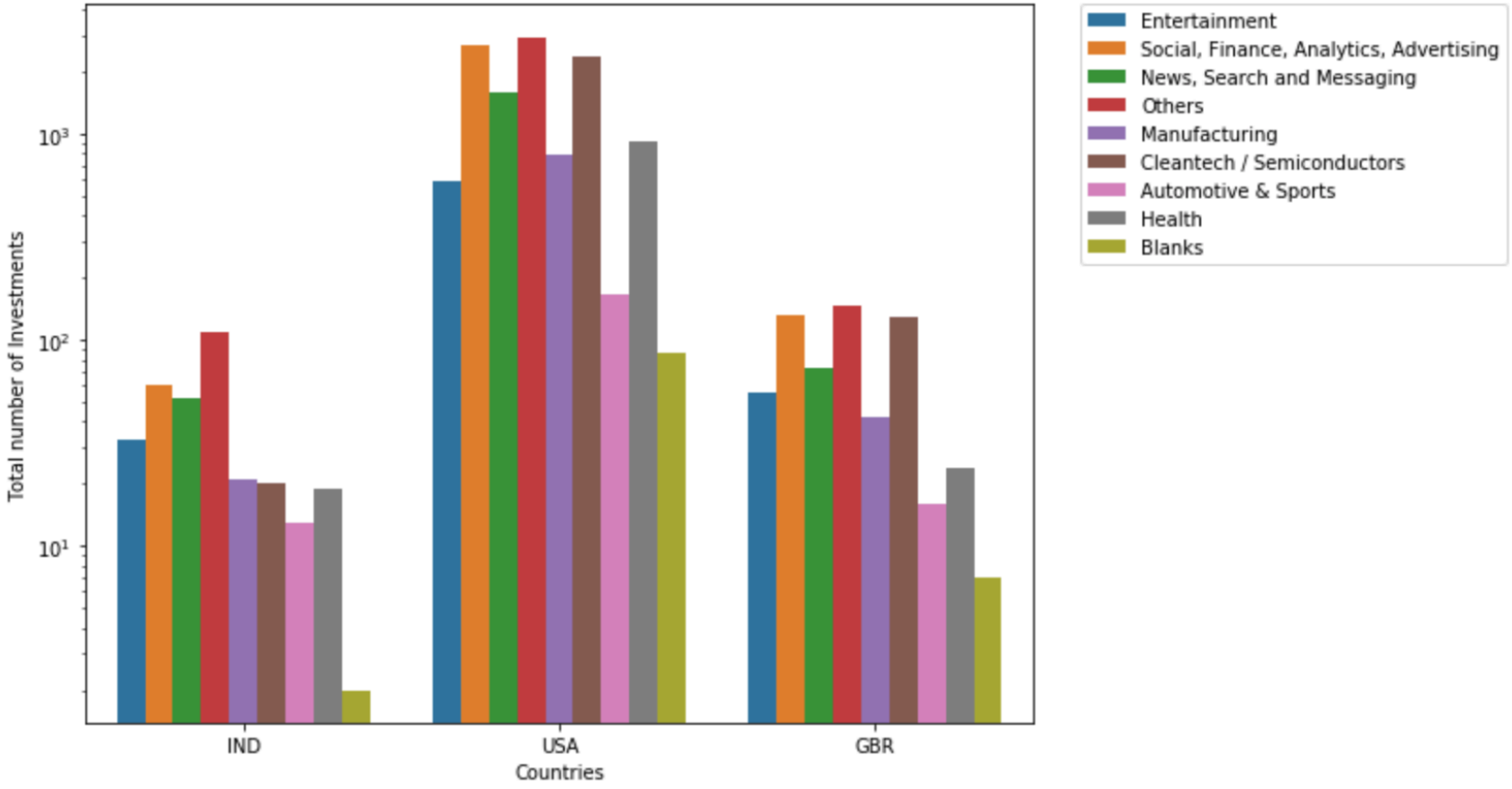


Country Investment Distribution

A plot showing the top 9 countries against the total amount of investments for Venture



Sector Distribution for Venture between $5M-15M



Spark Investment Suggestion

Spark should invest in US/England/India in Venture capital in below sectors

- US/England - Social, Finance, Analytics, Adverting **OR** Clean-tech, Semiconductors **OR** Software/E-commerce in Others sector category
- India - Social, Finance, Analytics, Adverting **OR** News,Search and messaging **OR** E-commerce/Software/Real-E-state in Others sector category