

# INVESTMENT ASSIGNMENT SUBMISSION

Name: Akanksha Anand

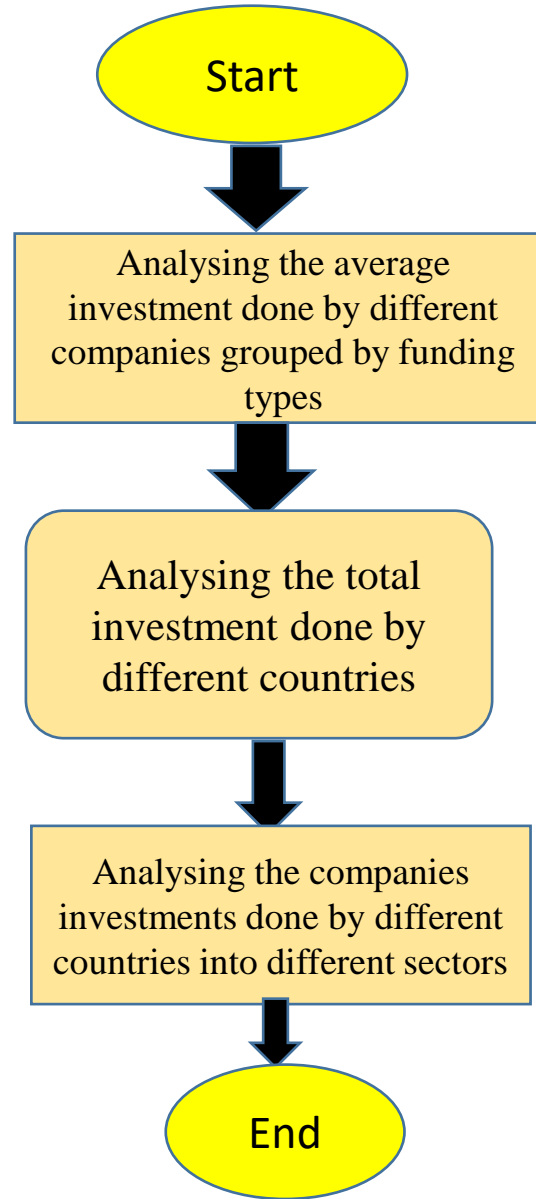
# OBJECTIVES

**Spark Funds** is an asset management company. The CEO of Spark Funds want to analyse the trends of investment at a global level so that she can make the decision productively.

The main strategy behind taking decision is to invest where most of the companies are investing.

There are two constraints for the investments to be done by Spark Funds.

- ☐ Spark Funds want to invest **5 to 15** million USD per round of investment.
- ☐ It wants to invest only in **English-speaking** countries because of the ease of communication with the companies it would invest in.



# Investment Analysis

In this type analysis, we need to compare the investment amounts of different funding types such as venture, seed, angel, private equity etc. After identifying the suitable funding type, Spark Funds can choose the same which will be best suited for their strategy.

The investment should be between **5 to 15 million USD** per investment round.

# Country Analysis

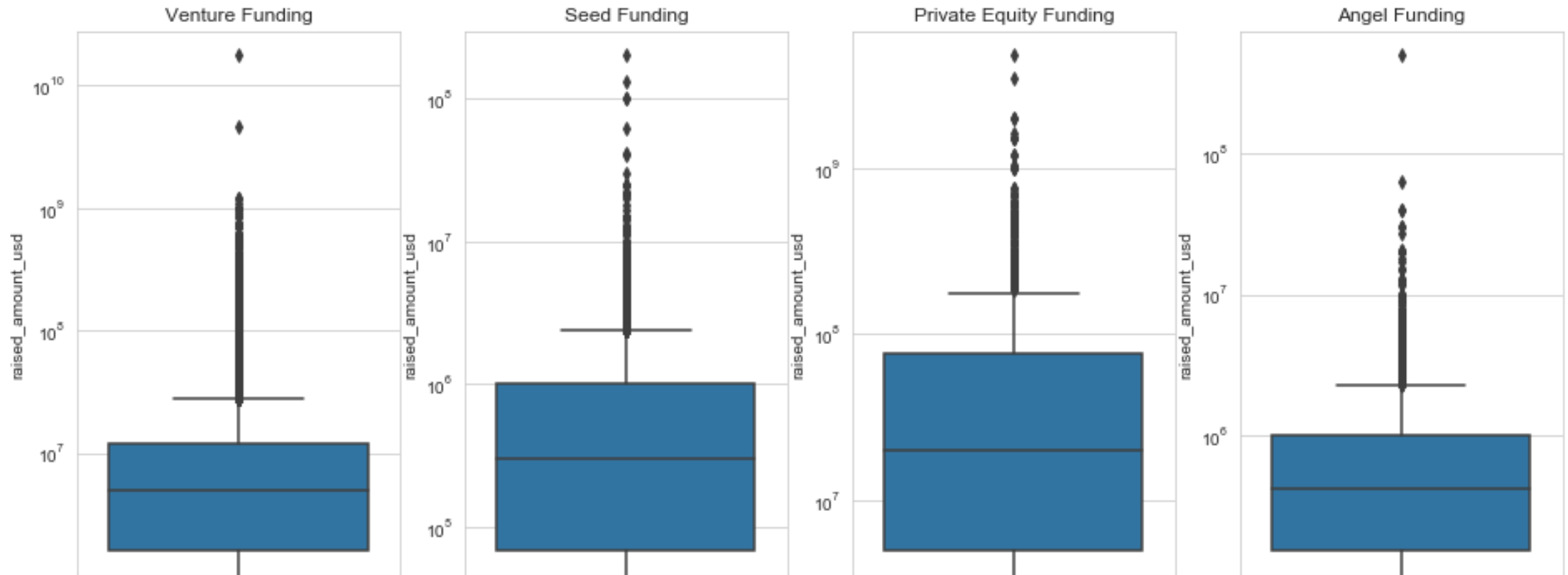
In this country analysis, Spark Funds wants to invest for the suitable funding type which have highest amount of funding. And it also wants to know top nine countries which have highest amount of funding.

# Sector Analysis

In sector analysis, we need to map master frame (includes companies and rounds2 data) with sectors so as to analyse the distribution of investments across the eight main sectors.

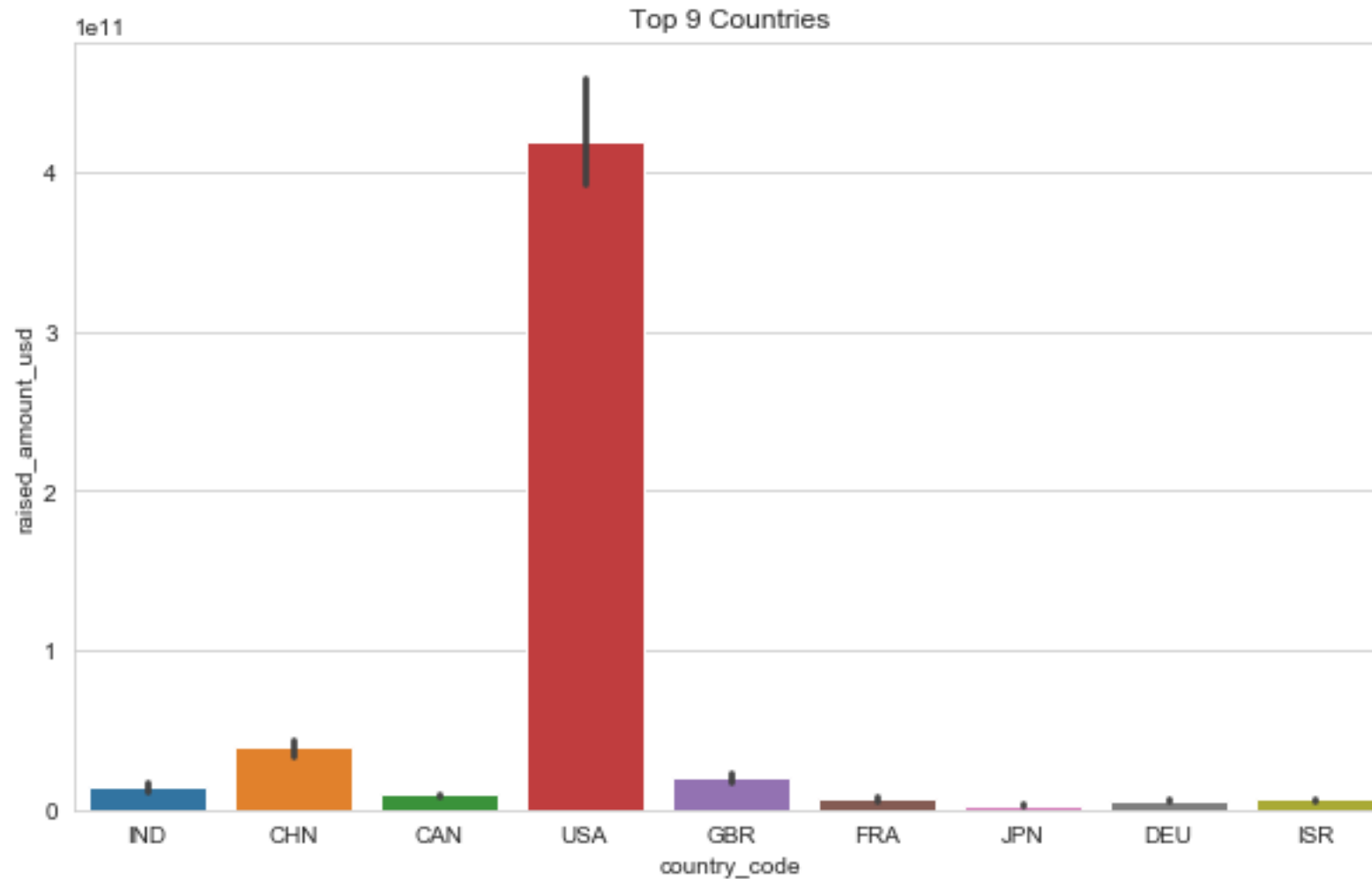
# Plot 1

It shows the fraction of total investments (globally) in angel, venture, seed, and private equity funding type.



## Plot 2

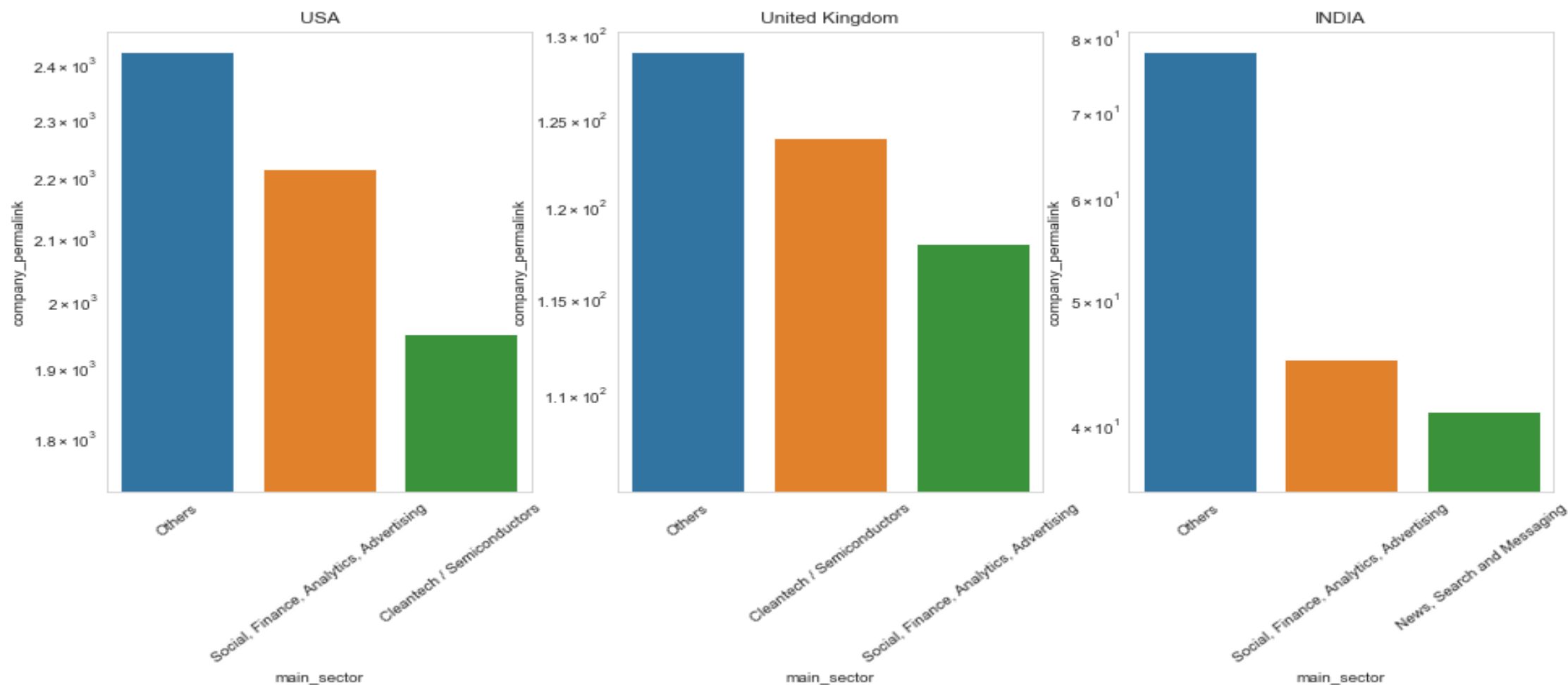
It shows the top nine countries against the total amount of investments . The top 3 English speaking countries are USA, GBR and India.





# Plot 3

It shows the number of investments in the top 3 sectors of the top 3 countries i.e. USA, GBR, India.



# Conclusion

- ❖ **Venture** is the most suited funding type.
- ❖ **The USA, GBR and India** are the most funded countries where spark funds can invest.
- ❖ Below are the top sectors in which Spark funds can invest.

Sector	USA	GBR	INDIA
Top Sector	Others	Others	Others
Second Sector	Social, Finance, Analytics, Advertising	Cleantech / Semiconductors	Social, Finance, Analytics, Advertising