

INVESTMENT ASSIGNMENT SUBMISSION

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Project Brief

Business Objectives

- Identify the best
 - Sectors
 - Countries
 - Suitable investment type for investments.

Goals of Data Analysis

- Investment type analysis
- Country analysis
- Sector analysis

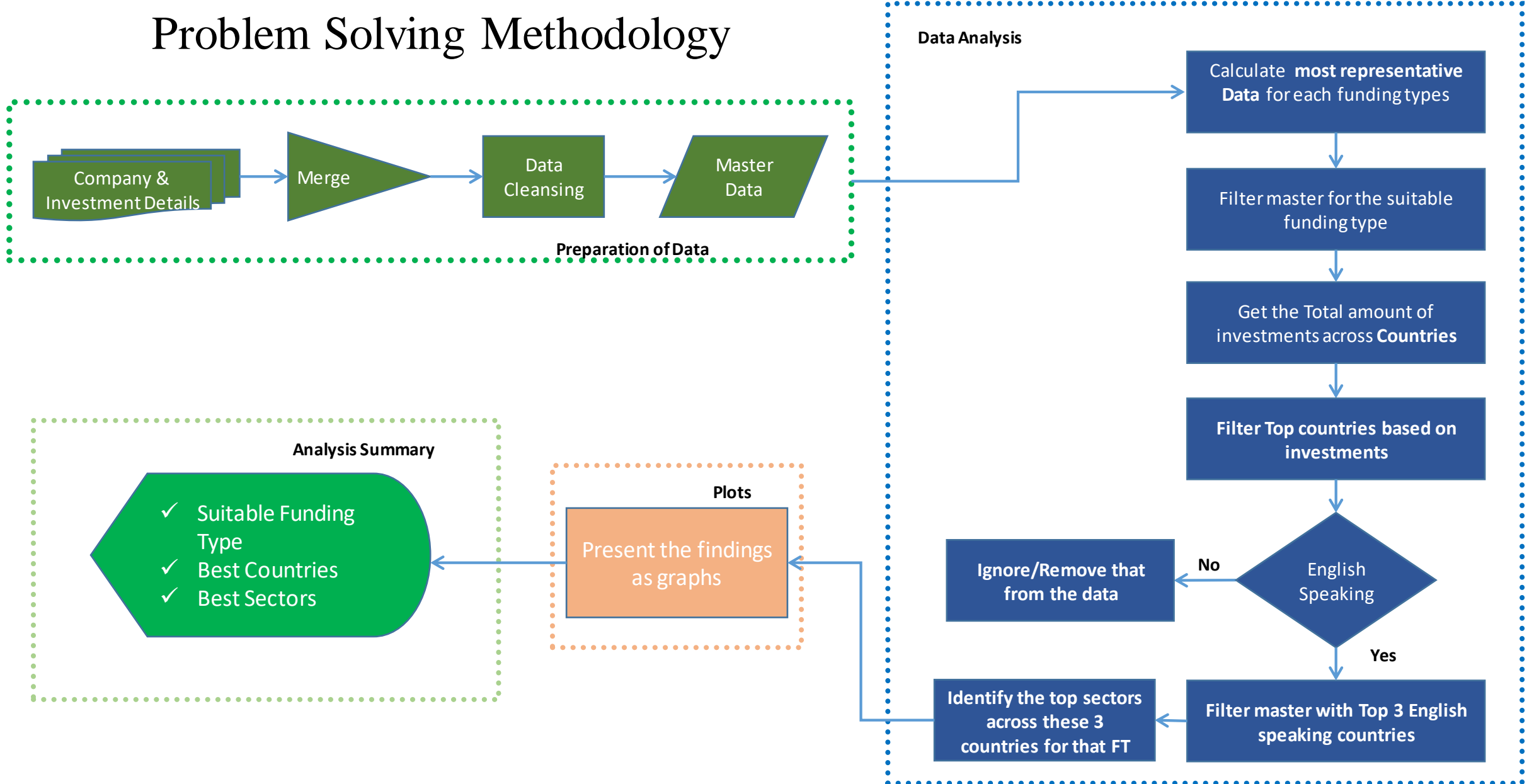
Constraints

- Invest between **5 to 15 million USD** per round
- Invest only in **English speaking countries**

Approach

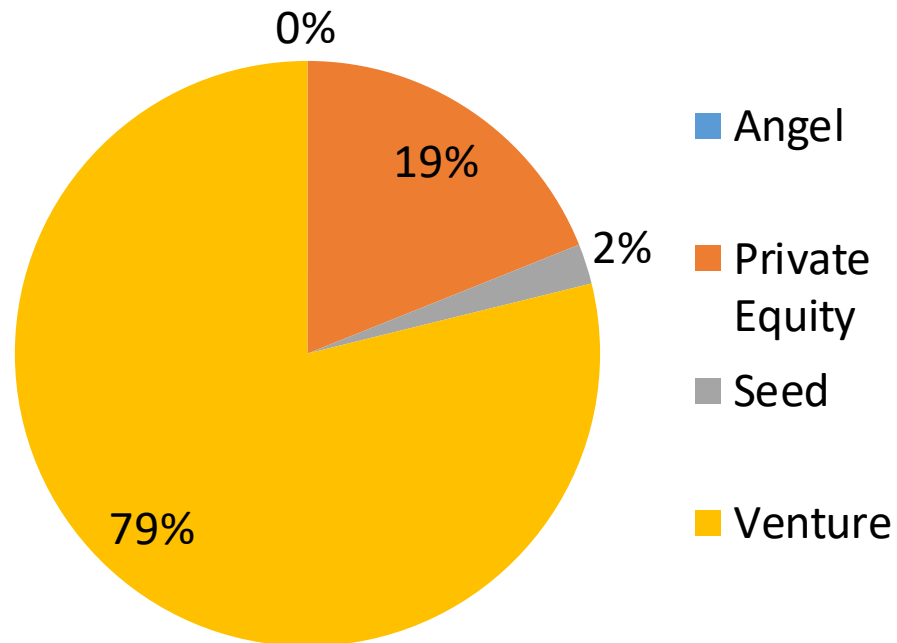
- Data Cleaning
- Funding Type Analysis
- Country Analysis
- Sector Analysis
- Plots to support decisions

Problem Solving Methodology



Investment Type Analysis

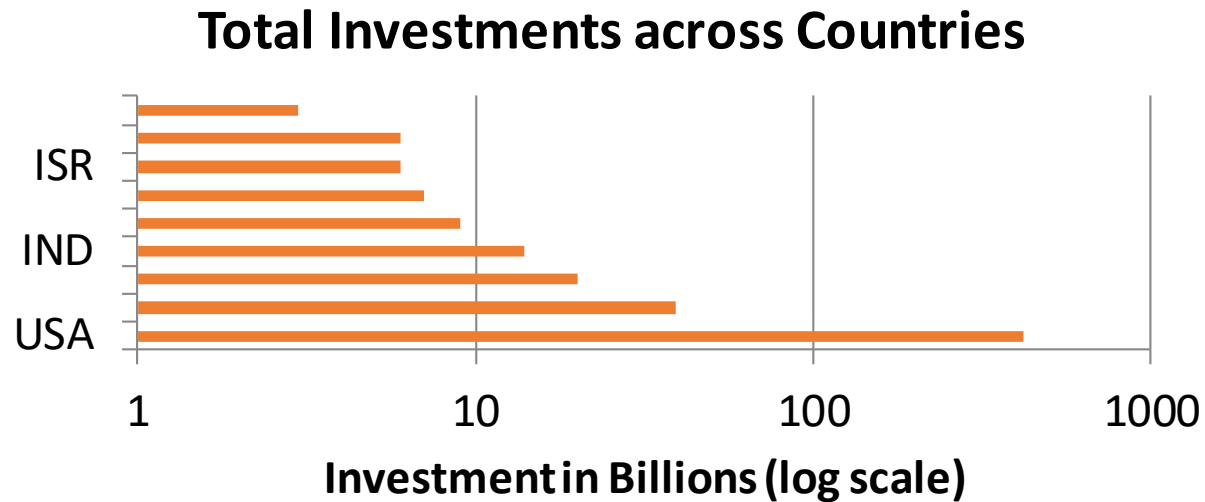
Investments Across Global



Funding Type	Total Investment	Average Investment
Angel	\$4,274,925,121	\$11,724,222
Private Equity	\$73,938,486	\$134,568,045,021
Seed	\$747,827	\$15,774,682,732
Venture	\$11,724,222	\$560,523,362,596

- Venture funding type has got around 79% of total investments across the world.
- Average of \$11.57 Million per investment, and it matches with the company constraints (\$5-15 Million)

Country Analysis



Country	Total Investment (Billions)
USA	\$420.06
CHN	\$39.33
GBR	\$20.07
IND	\$14.26
CAN	\$9.48
FRA	\$7.22
ISR	\$6.85
DEU	\$6.30
JPN	\$3.16

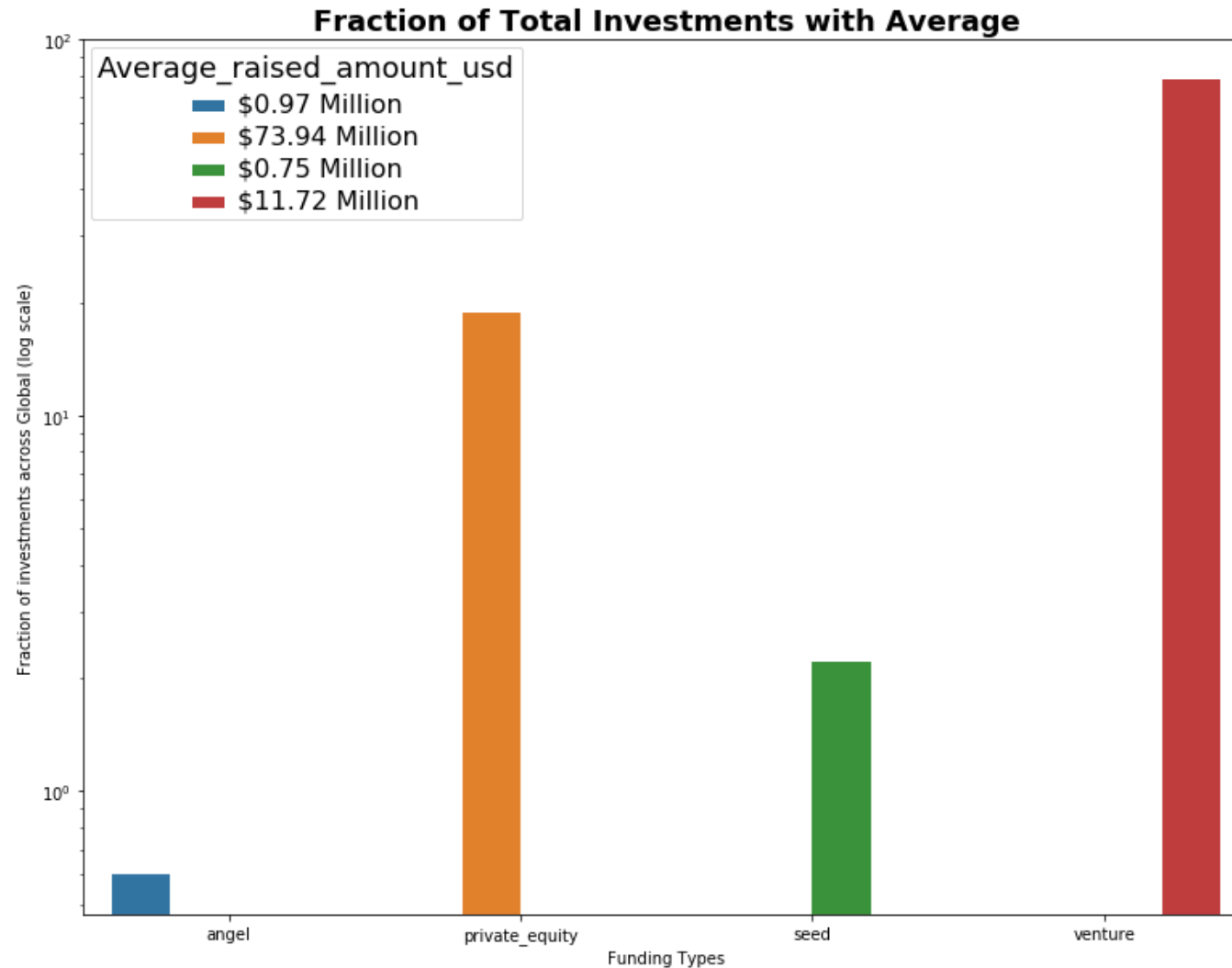
- USA is the most invested country with \$420 Billion USD.
- Top remaining 2 countries out of 3 are United Kingdom and India.
- China is not a English-speaking country.

Sector Analysis

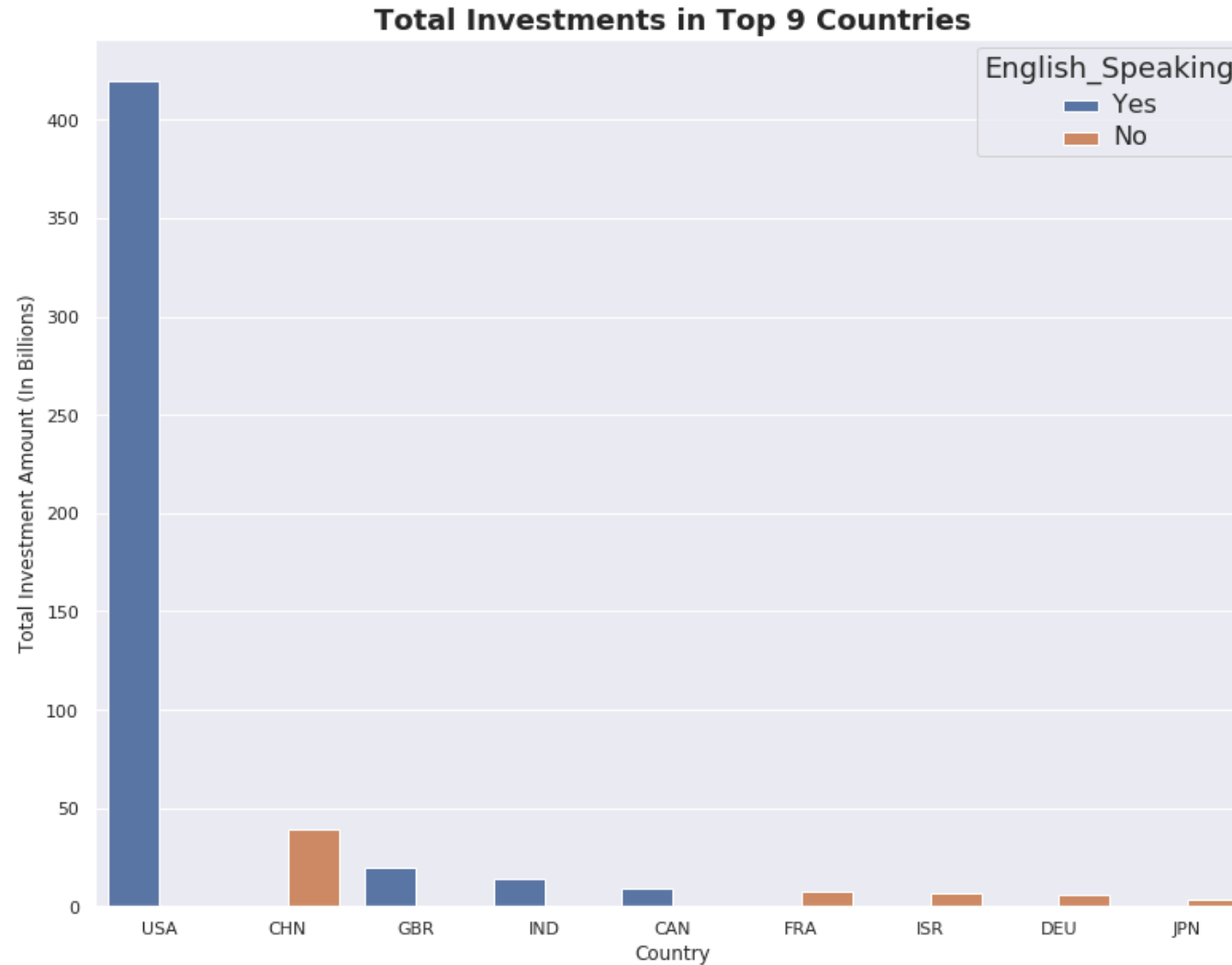
- Best Main Sectors to invest
 - ✓ Others
 - ✓ Social, Finance, Analytics, Advertising

Country	Top Sectors	Total Number Of Investments	Top Companies
USA	Others	2950	Virtualstream
	Social, Finance, Analytics, Advertising	2714	SST Inc. (ShotSpotter)
	Cleantech/ Semiconductors	2350	Biodesix
GBR	Others	147	Electric Cloud
	Social, Finance, Analytics, Advertising	133	Celltick Technologies
	Cleantech/ Semiconductors	130	EUSA Pharma
IND	Others	220	FirstCry.com
	Social, Finance, Analytics, Advertising	60	Manthan Systems
	News, Search and Messaging	52	GupShup

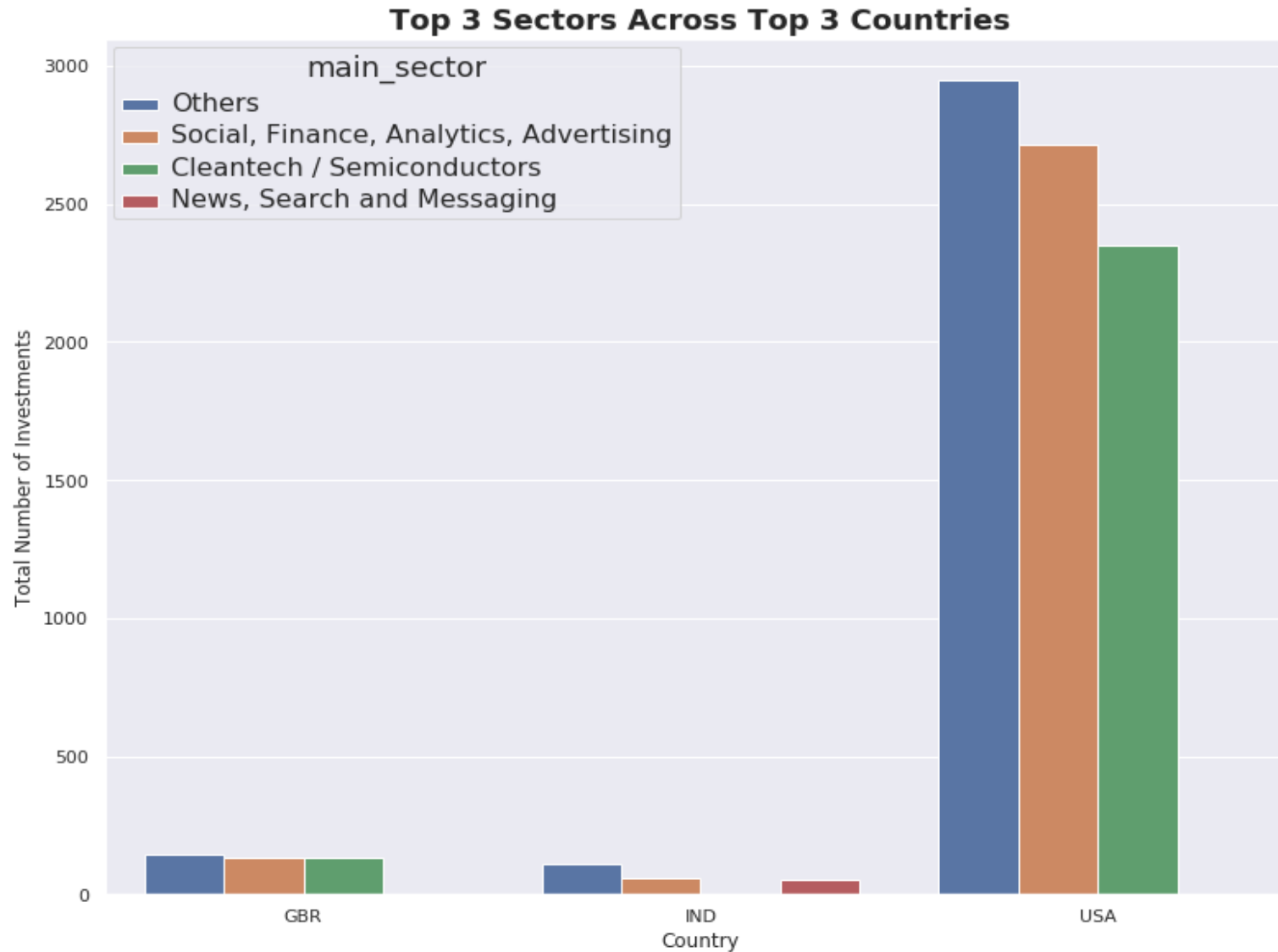
Plot 1: Fraction of Total Investments & Average Investment Amount



Plot 2: Top 9 countries with Total amount of Investments



Plot 3: Top 3 Sectors of the Top 3 Countries



Conclusions

Sparks Funds can invest on Venture investment type in

- ✓ English Speaking Countries: United States, United Kingdom and India
- ✓ Best Sectors: Others and Social, Finance, Analytics, Advertising

Funding Type	Best Countries	Top Sectors
Venture	USA	Others
		Social, Finance, Analytics, Advertising
		Cleantech/ Semiconductors
	GBR	Others
		Social, Finance, Analytics, Advertising
		Cleantech/ Semiconductors
	IND	Others
		Social, Finance, Analytics, Advertising
		News, Search and Messaging