

INVESTMENT ASSIGNMENT

SUBMISSION

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Abstract:

The CEO of Spark Funds wants to understand the global trends in investments so that she can take the investment decisions effectively and make investments in a few companies.

The objective is to identify the best sectors, countries, and a suitable investment/funding type for making investments.

Business constrains:

- It wants to invest between 5 to 15 million USD per round of investment

- It wants to invest only in English-speaking countries

Business objective: To identify the best sectors, countries, and a suitable investment type for making investments.

Goals of data analysis:

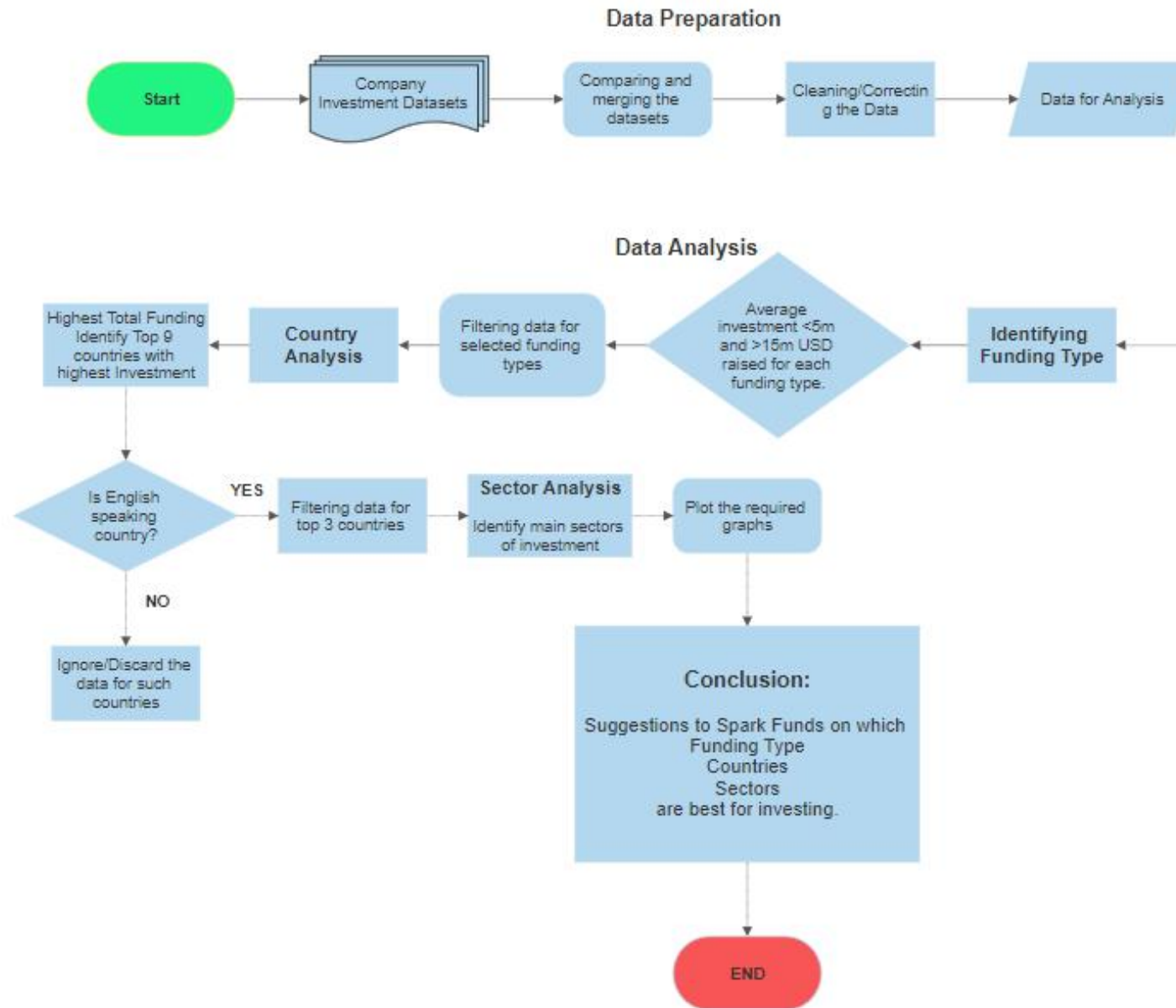
- Investment type analysis
- Country analysis
- Sector analysis

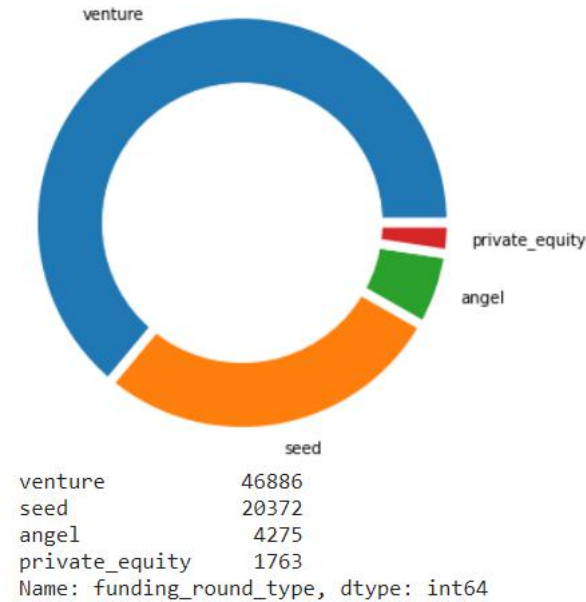
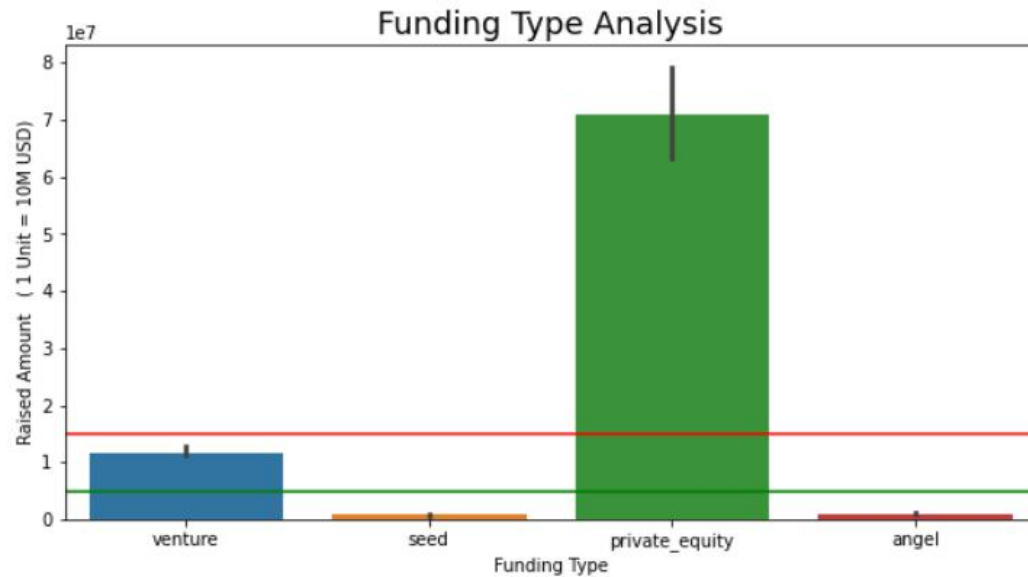
Data Understanding:

- company Id, Company Name, Category name(s), Country etc...

- Funding round details: Important details Unique company Id, Funding Type, money raised in Funding etc...Total observations are 114,949.

- Sector Classification: Mapping of category names in the companies table to 8 broad sector names



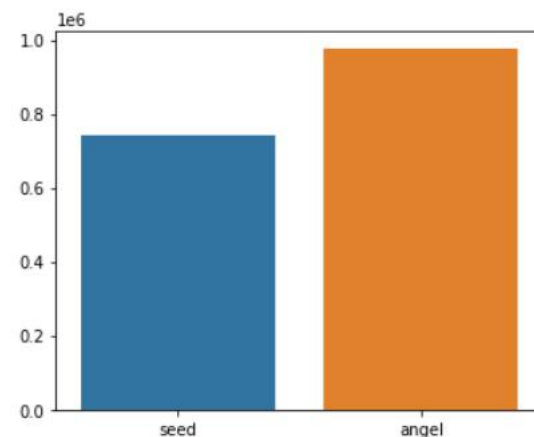
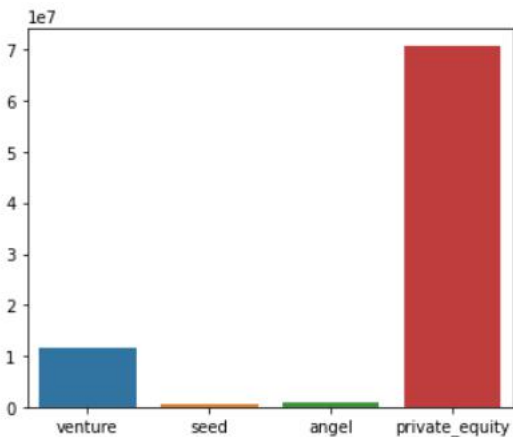


There are 14 different type of investments.

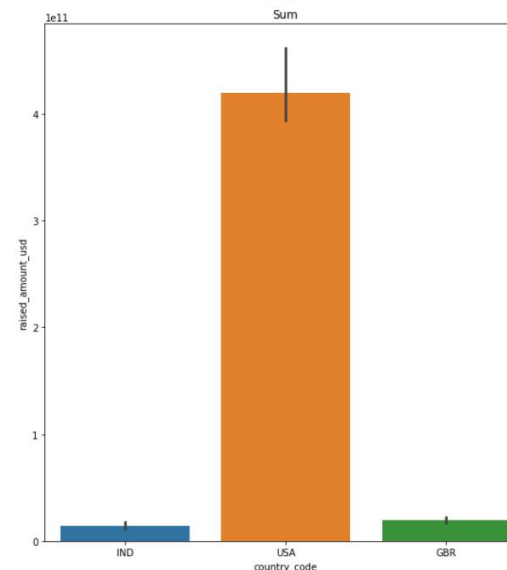
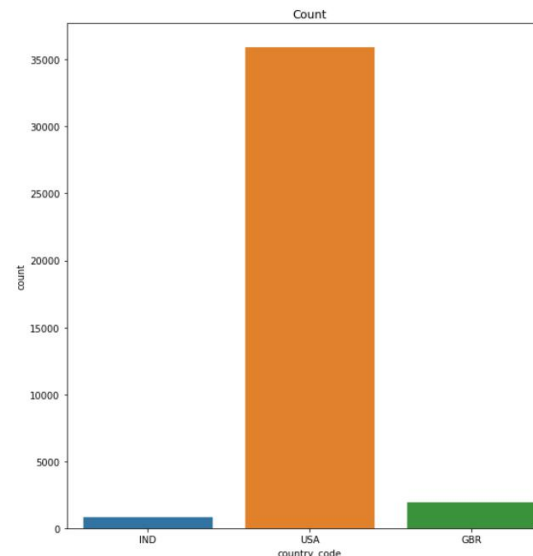
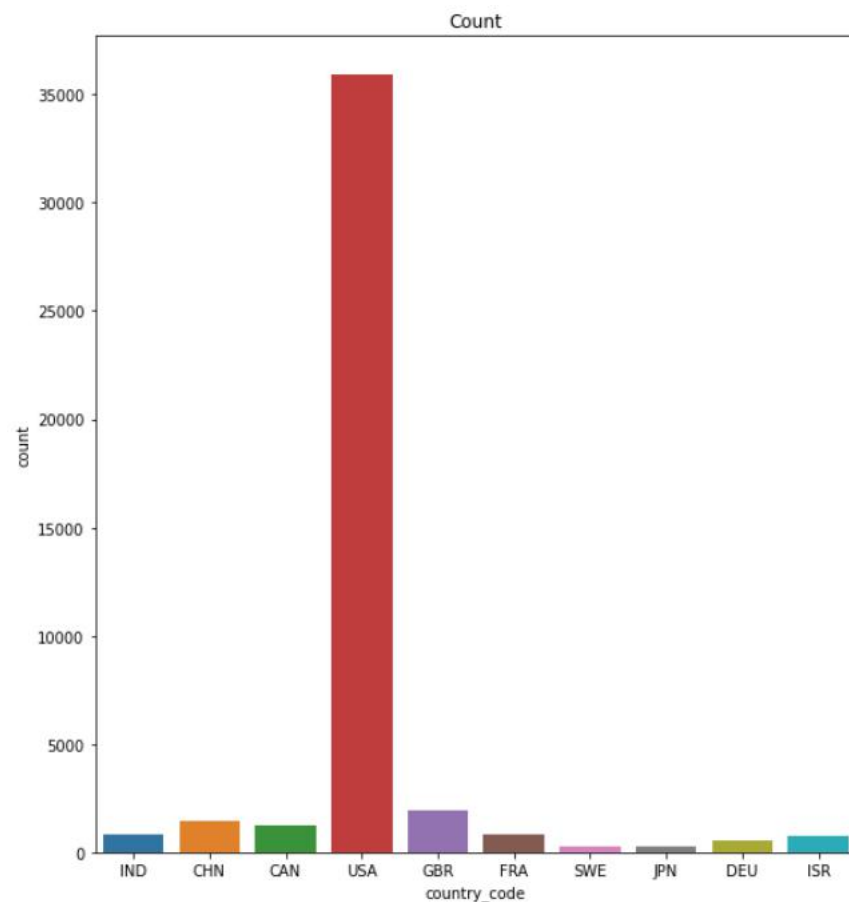
- Avg. amount invested in private equity is beyond the 15M USD investment limit.

- Avg. investment amount for seed and angel type are well below the 5M USD starting limit of Spark Fund.

- Venture is the only investment funding type which is $\geq 5M$ and $\leq 15M$ USD.



Country Analysis



- USA amounts as the most invested county with a total of 420,068,000,000 USD.

- China follows USA, but is NOT a English speaking country.

- United Kigdom(GBR) and India are among the Top 3 countries to attract investments.

- Canada, France, Germany, Israel,Japan,Sweden are other among the top 10 invested countries.

Identifying the top 10 prospect countries based on the total amount invested received.

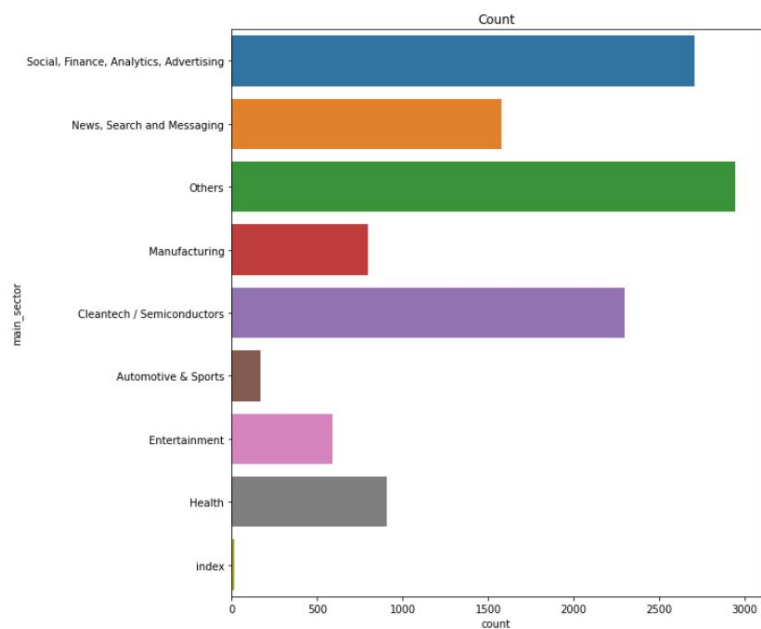
Country_code	Total Investment Amount Received in USD
USA	419443200000.0
CHN	36950870000.0
GBR	19235530000.0
IND	14167810000.0
CAN	9435487000.0
FRA	6825021000.0
ISR	6551761000.0
DEU	6180782000.0
JPN	3018150000.0
SWE	3017689000.0

- USA receives the highest investment amount (approx. 419k Million USD)

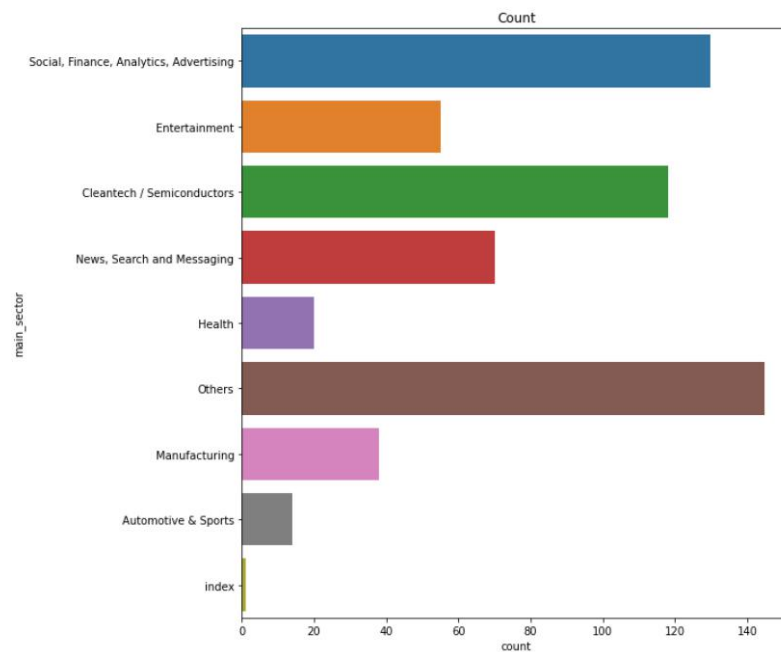
- Top 3 English-speaking countries with most investment amount are

- USA
- GBR
- IND

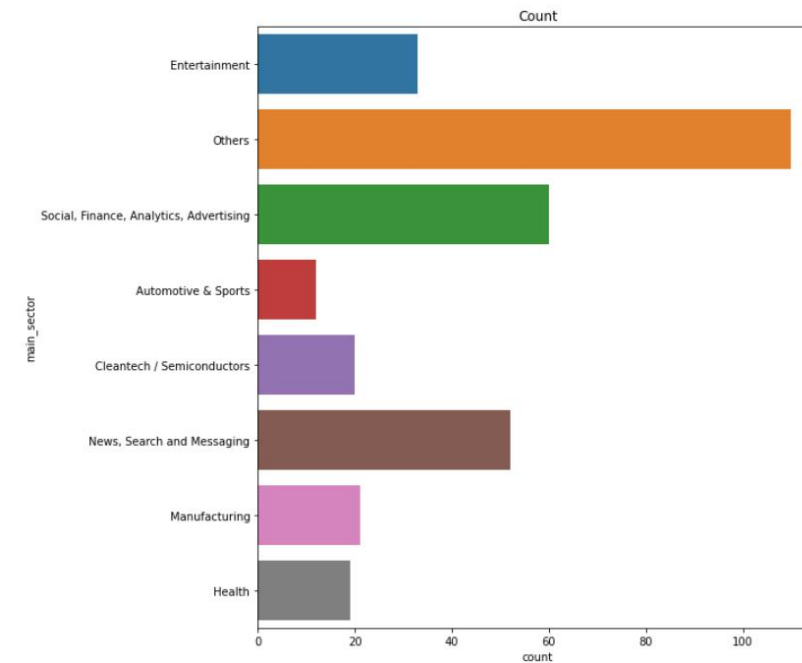
USA



GBR



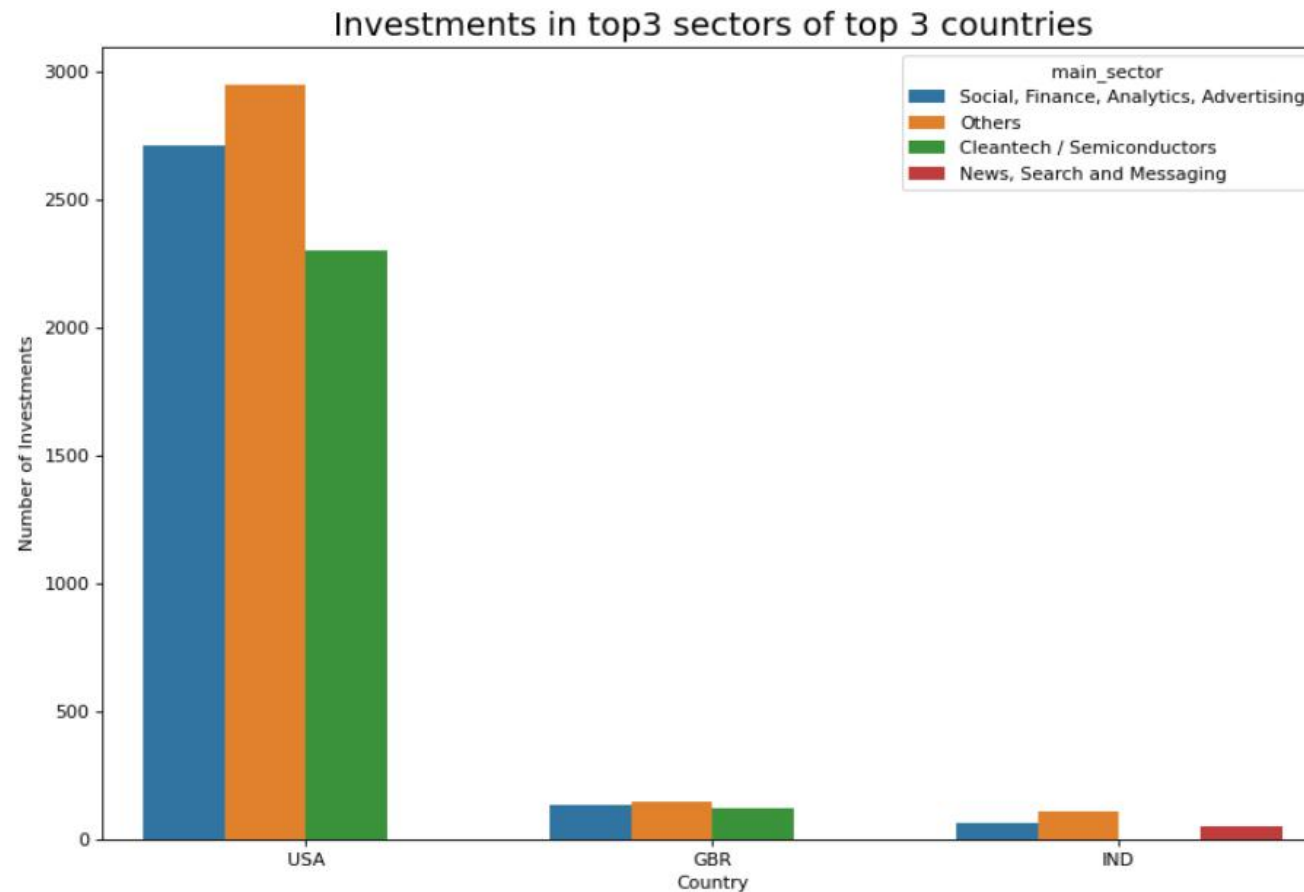
IND



Country Name	Top 3 sectors	Count of Investments	Best Company Name(HighestAmount)
USA	Others	2949	virtustream
	Social, Finance, Analytics,Advertising	2711	shotspotter
	Cleantech / Semiconductors	2298	biodesix
GBR (United Kingdom)	Others	145	electric-cloud
	Social, Finance, Analytics,Advertising	130	celtick-technologies
	Cleantech / Semiconductors	118	eusa-pharma
IND	Others	110	fifirstcry-com
	Social, Finance, Analytics,Advertising	60	manthan-systems
	News, Search and Messaging	52	gupshup-technology-india-pvt-ltd

Number of Investment in top 3 Sectors among the top 3 countries.

✓ Based on sector analysis, below graph shows top 3 sectors where most investors are investing for top 3 countries selected earlier



Based on the analysis, Spark Fund consider investing in the following countries and sectors.

Funding type: Venture

Country to Invest	Investing Sector
USA	<ul style="list-style-type: none">• Others• Social, Finance, Analytics, Advertising• Cleantech / Semiconductors
GBR (United Kingdom)	<ul style="list-style-type: none">• Others• Social, Finance, Analytics, Advertising• Cleantech / Semiconductors
IND	<ul style="list-style-type: none">• Others• Social, Finance, Analytics, Advertising• News, Search and Messaging