INVESTMENT ASSIGNMENT

SUBMISSION

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SPARK FUNDS INVESTMENT CASE STUDY

Scenario:

Spark Funds has planned ***to analyse the global trends on investments*** to decide on the investment type, which country to invest on ,which category to invest on , etc

Objective:

To find the best country to invest on and most suitable investment type & sector satisfying the given constraints

Constraints:

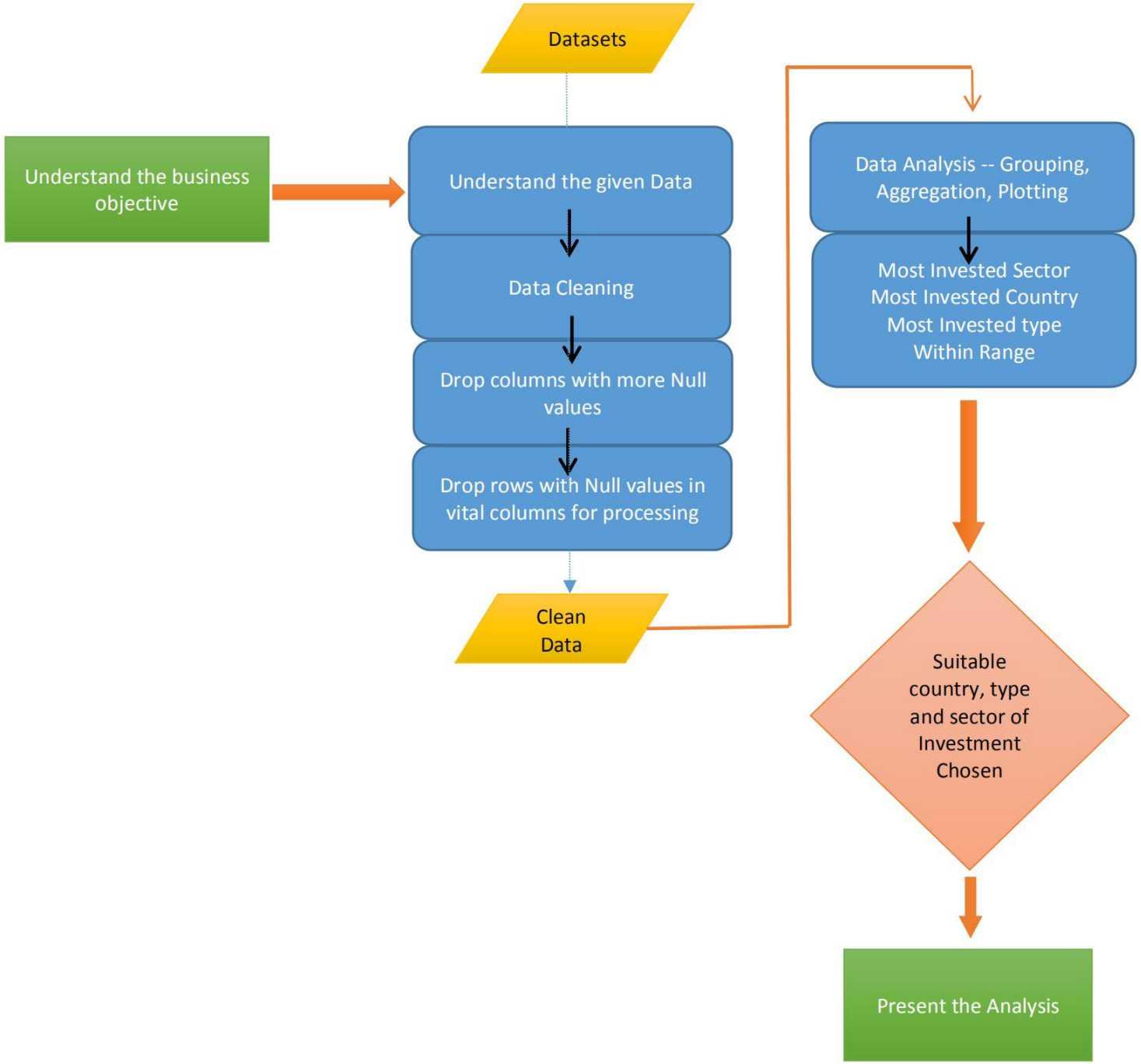
- ***Investment Range*** : 5-15 million USD
- Invest only in ***English Speaking Countries***

Technique:

Finding the ***most popular*** country, investment type, sector -- Finding where ***maximum investments occur***

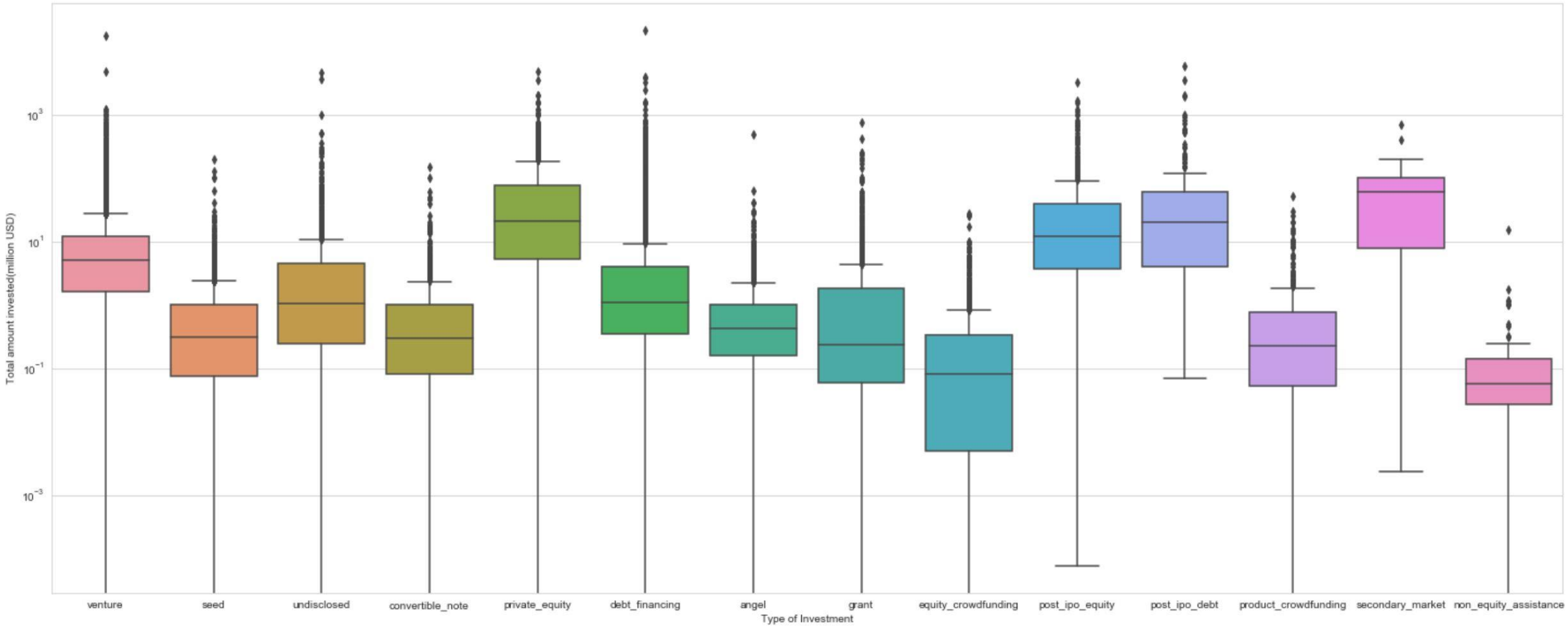
Steps:

- Investment Type Analysis
- Country Analysis
- Sector Analysis


Datasets
Understand the business objective
Understand the given Data
Data Cleaning
Drop columns with more Null values
Drop rows with Null values in vital columns for processing
Clean Data
Data Analysis -- Grouping, Aggregation, Plotting
Most Invested Sector
Most Invested Country
Most Invested type
Within Range
Suitable country, type and sector of Investment Chosen
Present the Analysis

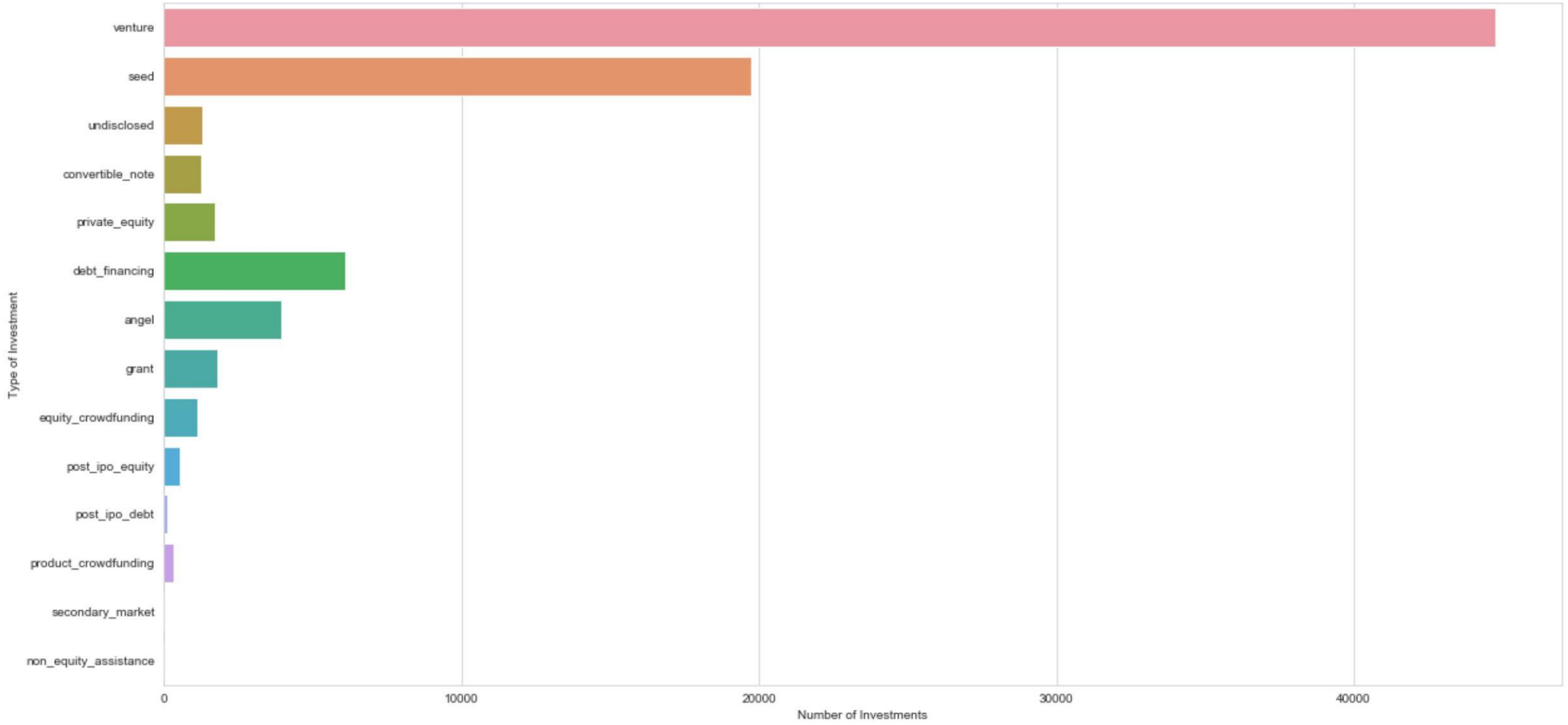
Total Amount Invested for each Funding Type

This plot shows the total amount invested globally for each funding type



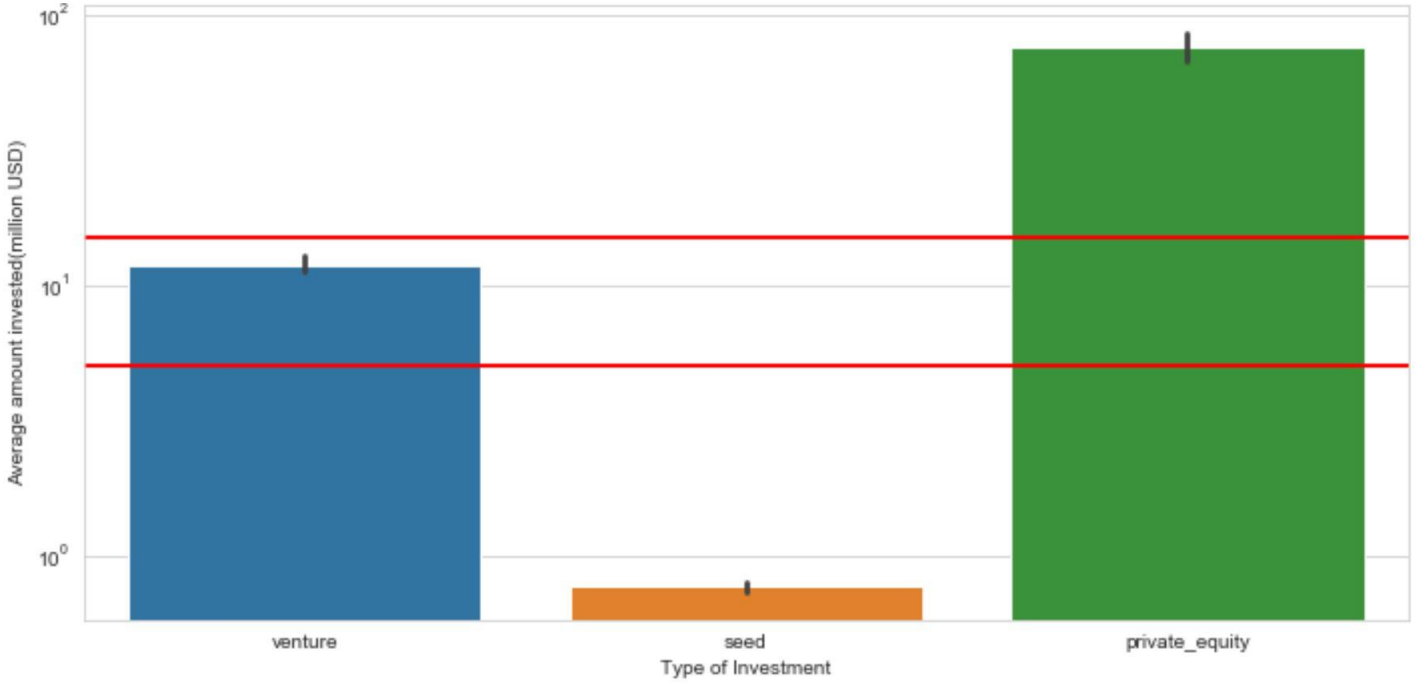
Total Number of Investments of each Funding type

This plot shows that **'venture' type** has maximum number of investments



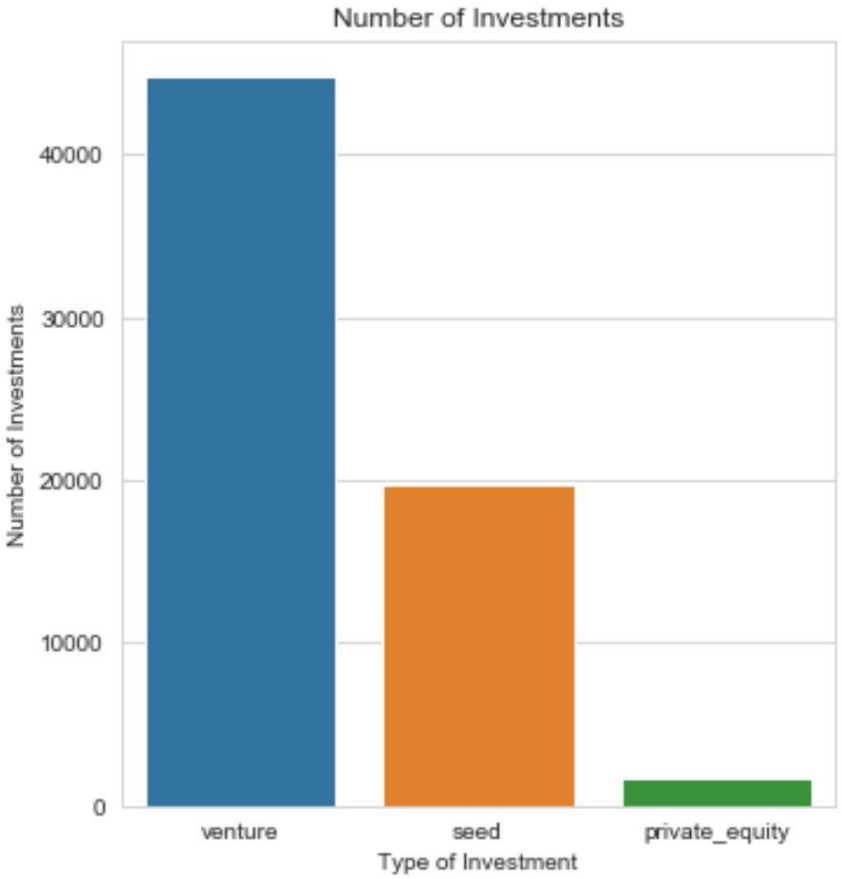
Total Number of Investments of chosen types in the given range

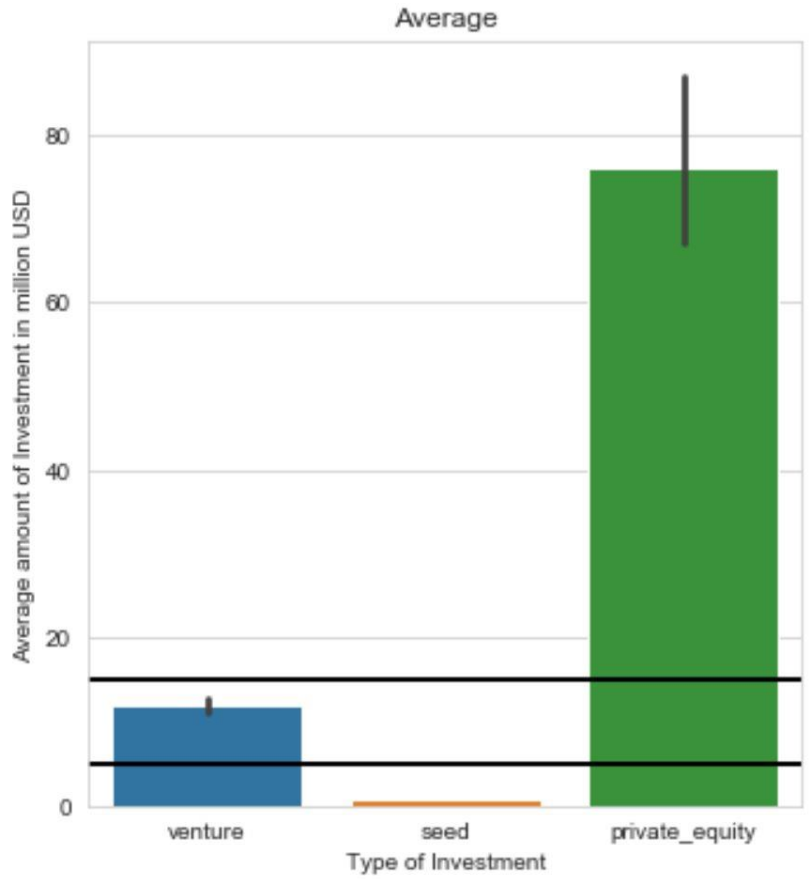
The red lines indicate the range of investment. This plot shows that **'venture' type** lies within our range



Finding the most invested sector in the given range

This plot shows that **'venture' type** is the most popular type & also lies within our range



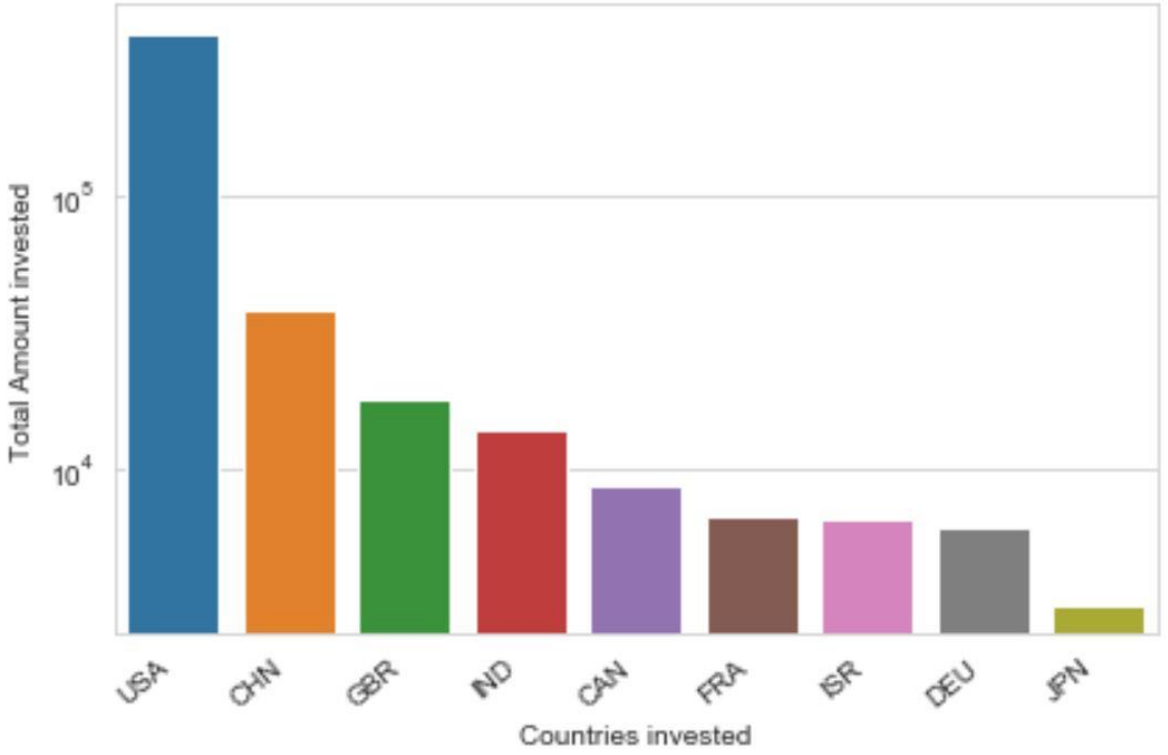


Number of investments and Total Amount invested in Top 3 countries

Country	Number of Investments	Total Amount Invested(million USD)
USA	11286	101000.66677899999
GBR	582	5053.293406000001
IND	315	2820.673602

Total Number of Investments of Top invested countries

This plot shows that **USA** has maximum number of investments.
Since CHN is not an English speaking country, top 3 chosen countries would be **USA,GBR,IND**

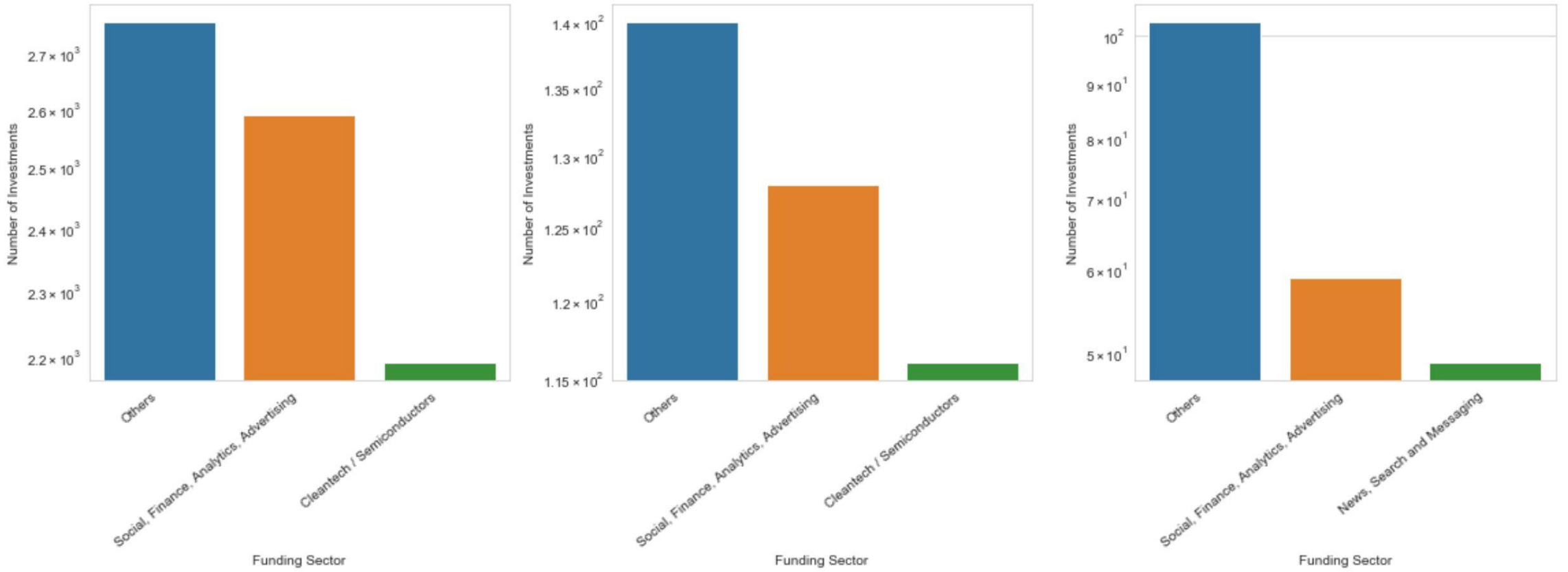


Number of investments in Top 3 Sectors in Top 3 countries

Country	Sector	Number of Investments
USA	Others	2758
	Social, Finance, Analytics, Advertising	2590
	Cleantech / Semiconductors	2192
GBR	Others	140
	Social, Finance, Analytics, Advertising	128
	Cleantech / Semiconductors	116
IND	Others	103
	Social, Finance, Analytics, Advertising	59
	News, Search and Messaging	49

Total Number of Investments of Top 3 types inTop 3 countries

This plot shows **'Others' sector** is the heavily invested sector in all the top 3 countries



Most Invested Company in Top 2 Sectors in Top 3 countries

Sector	Country	Company
Others	USA	Virtustream
	GBR	Electric-cloud
	IND	Firstcry-com
Social, Finance, Analytics, Advertising	USA	Shotspotter
	GBR	Celltick-technologies
	IND	Manthan-systems

Conclusion

Investment Type Analysis

Most Popular Investment type in the range of 5-15 million USD : **Venture**

Country Analysis

Top 3 English Speaking Countries to invest :

1. **United States of America**
2. **Great Britain**
3. **India**

Sector Analysis

Most Popular sector in the range of 5-15 million USD : **Others**

2nd Most Popular sector in the range of 5-15 million USD : **Social, Finance, Analytics, Advertising**

Conclusion

It is highly recommended that Spark Funds can invest in

'Venture' type in 'Others' category in USA followed by Britain and India