



INVESTMENT ASSIGNMENT SUBMISSION

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Spark Funds Investment Case Study

Spark Funds wants to make investments in a few companies.

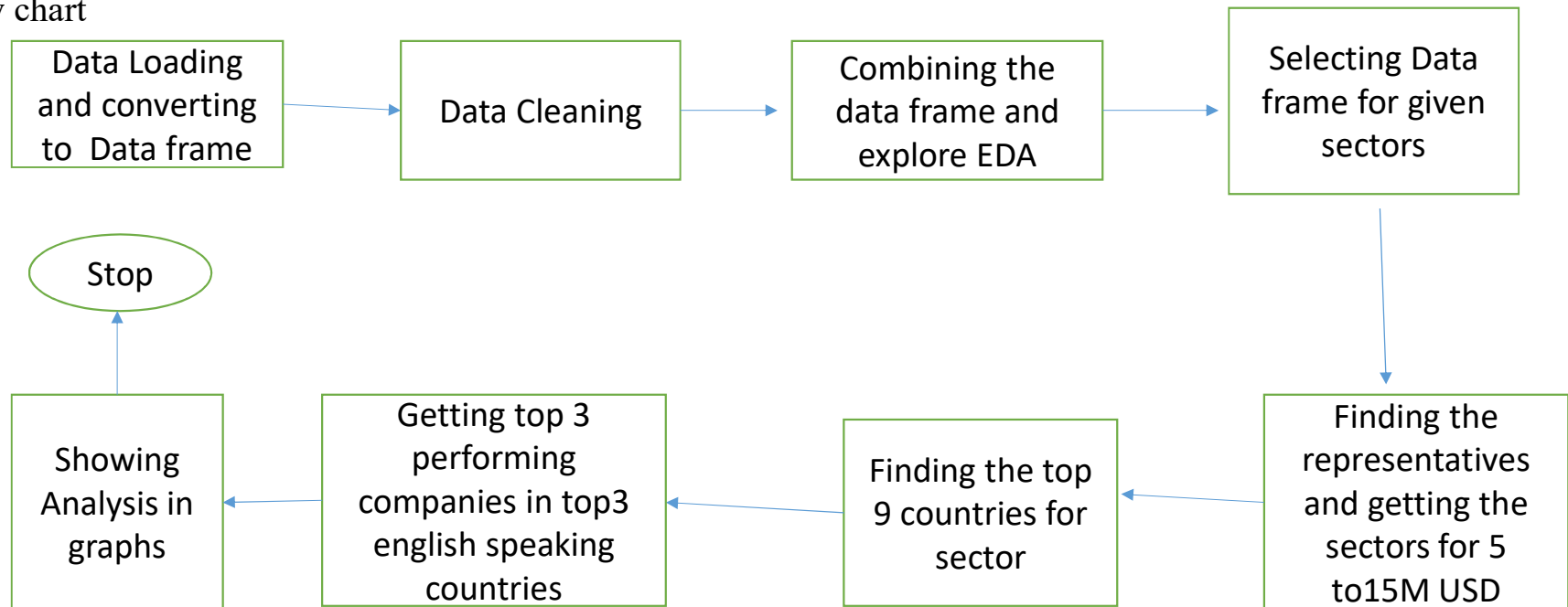
Spark Funds wants to understand the global trends in investments so that she can take the investment decisions effectively.

Spark Funds has two minor constraints for investments:

- It wants to invest between 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

<Problem solving methodology>

Use flow chart

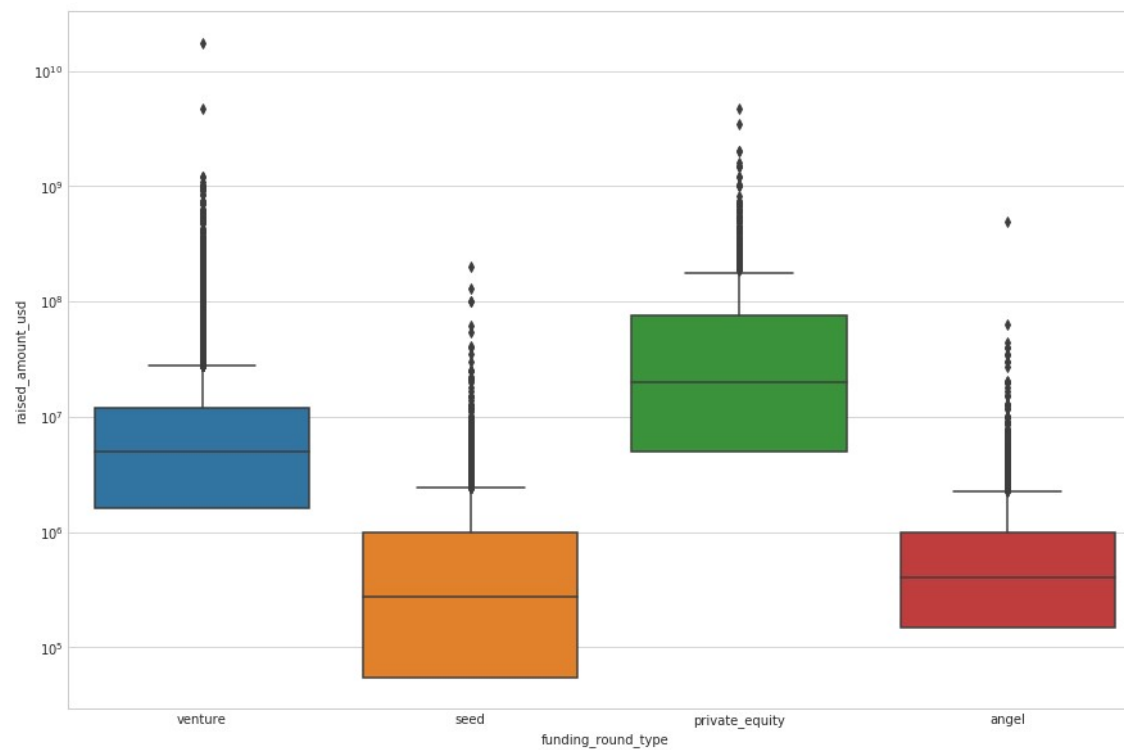




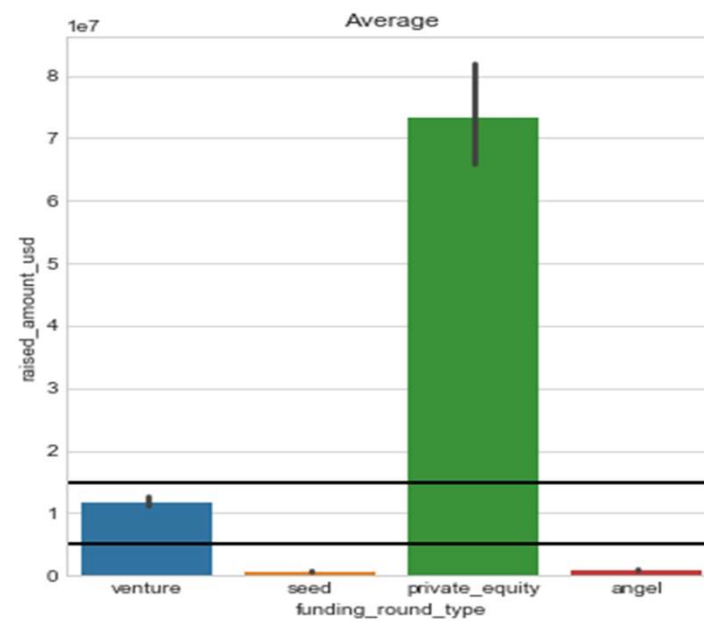
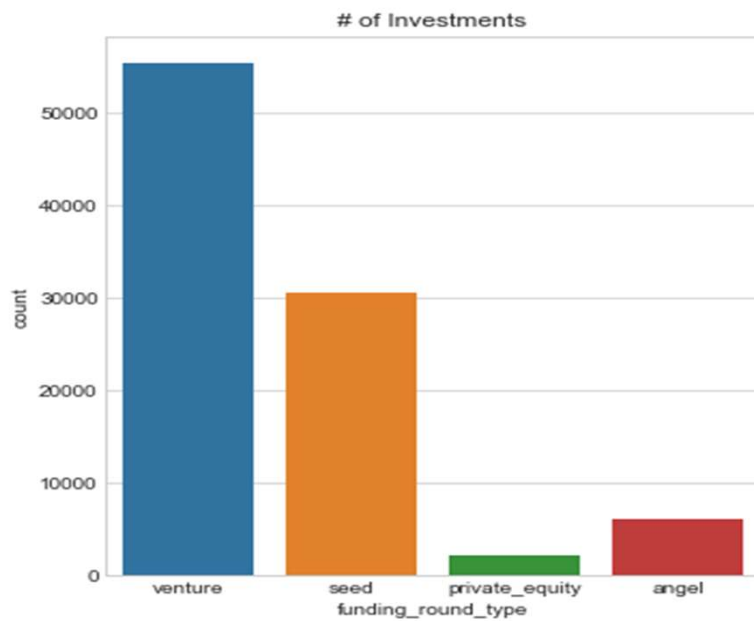
Analysis

- 1 . Data Loading checking by checking the type of encoding
2. Data Merging based on common columns
3. Finding Nulls and Deal with nulls
4. Drop the unwanted Columns
5. Extracting the Financial Sectors (Venture, seed, angel and private)
6. Getting the right Sector for investing the 5 M to 15 M USD in one of sector
7. Getting the top 3 English communication countries for smooth business
8. Getting the top 3 sector for each English speaking country
9. Based on analysis Invest in the Particular company

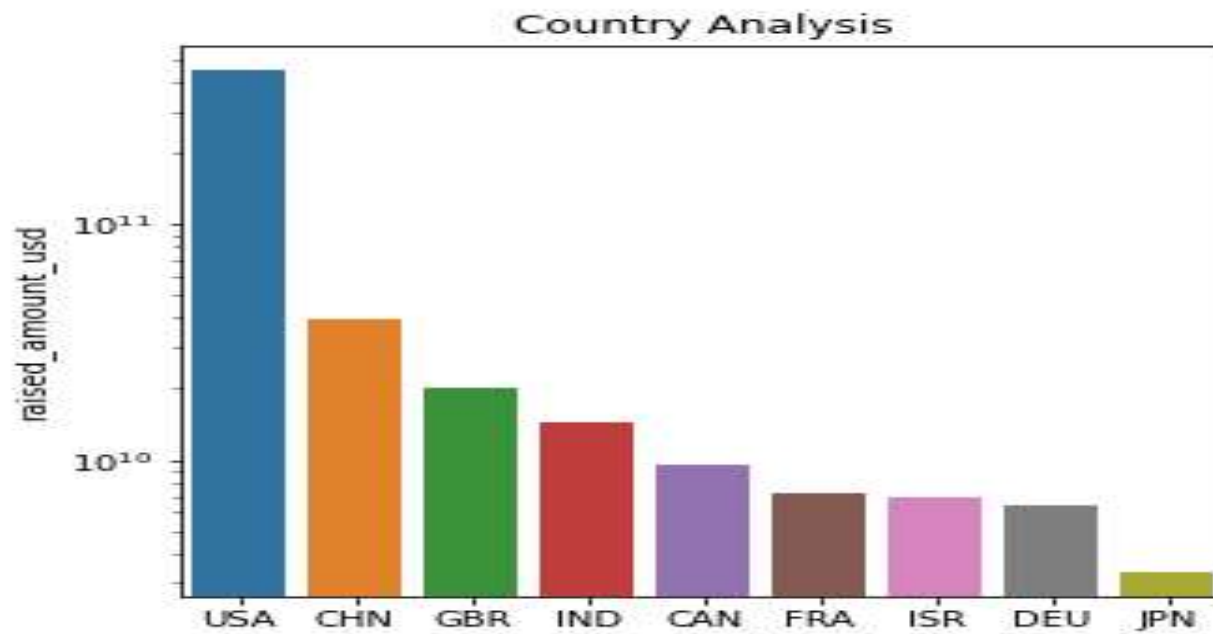
Detection of outliers to find representative value



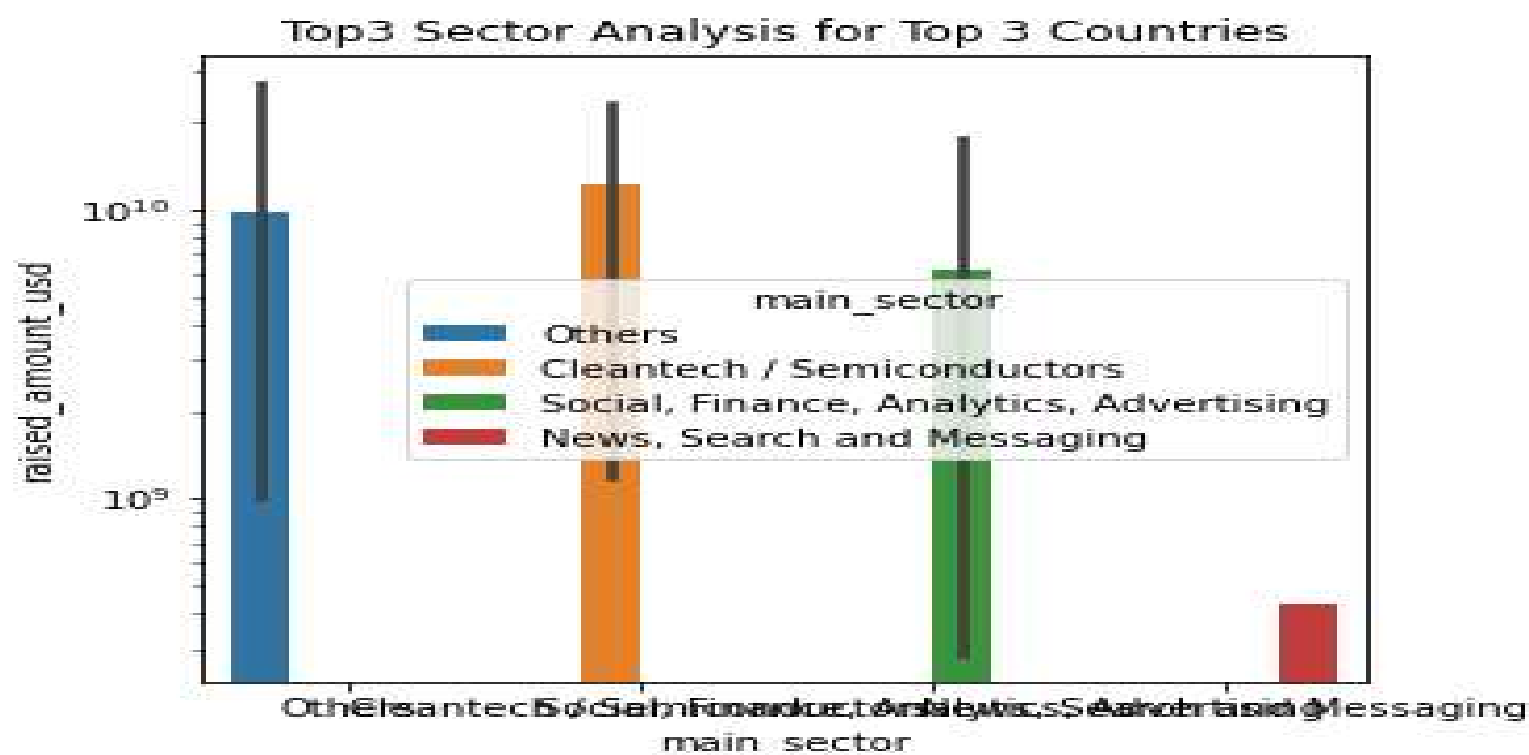
Fraction of total investments (globally) in venture, seed, and private equity, and the average amount of investment in each funding type



Country analysis in for investment



Top 3 sectors for top 3 countries



Conclusions

- Based on the data it is clear that USA is the prime place to make investment, going by the number and volume of investments, 50% of the amount can be invested in the top 2 companies on the top 2 sectors shared equally among all 4 companies
 - Virtustream
 - Capella
 - Shotspotter
 - Demandbase
- Next set of investment 25% each can be made at the top company of the top 2 sector in GBR and India respectively
 - electric-cloud
 - celltick-technologies
 - manthan-systems
 - firstery-com
- Which makes an even share of 12.5% across all the identified 8 companies.
- Average total investment across the 8 identified companies as per the data is around 40 million with median between 5-15 million