# INVESTMENT CASE STUDY

# SUBMISSION

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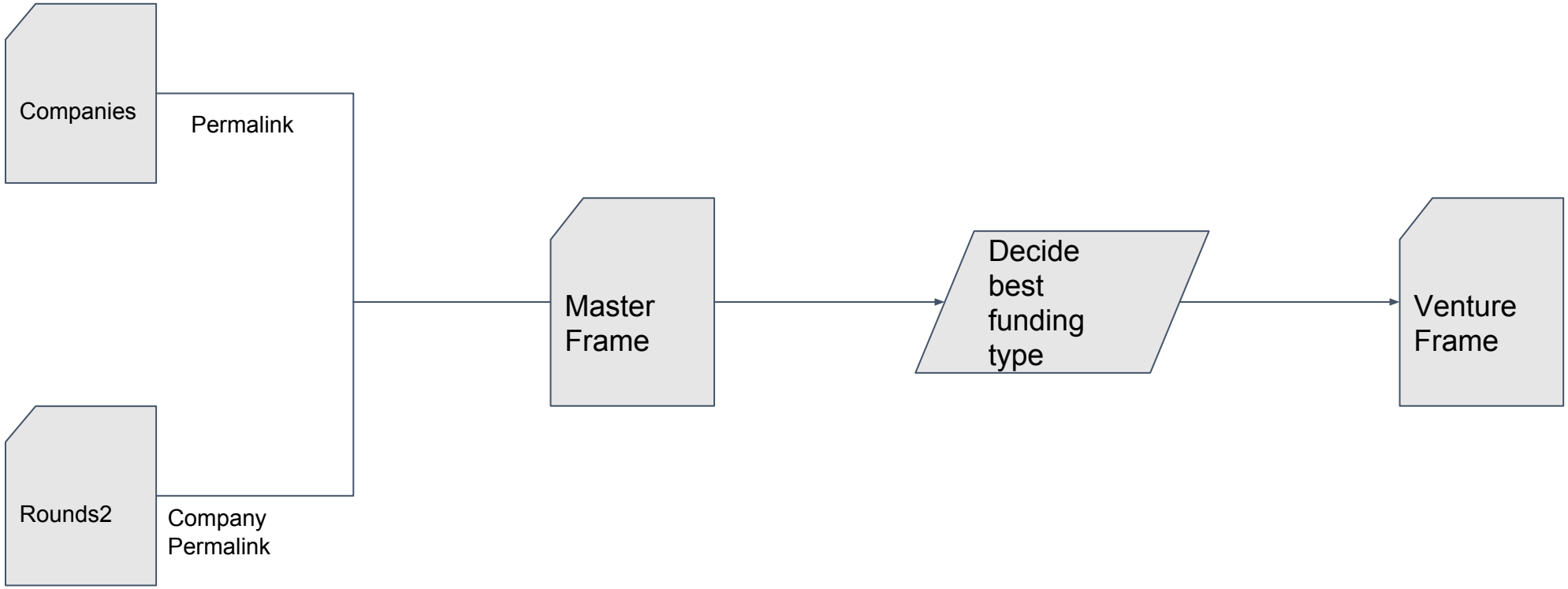
# Abstract

- Help Spark Investment firm to make data driven investments on different sectors
  - Approach to data transformation/cleansing
  - Approach to problem solving
  - Analysis methods
  - Solution graphs

# Approach to data transformation/cleansing

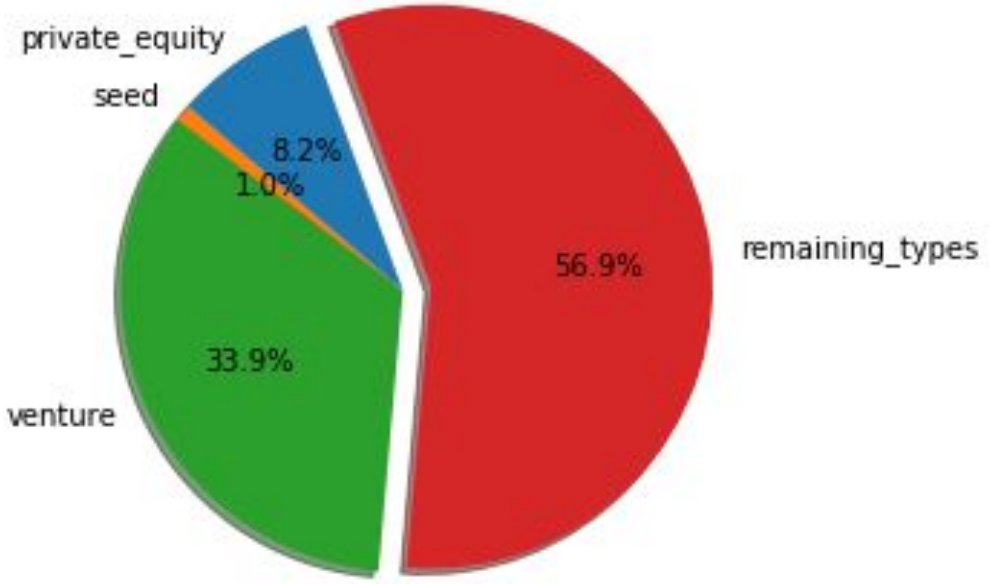


# Analysis methods

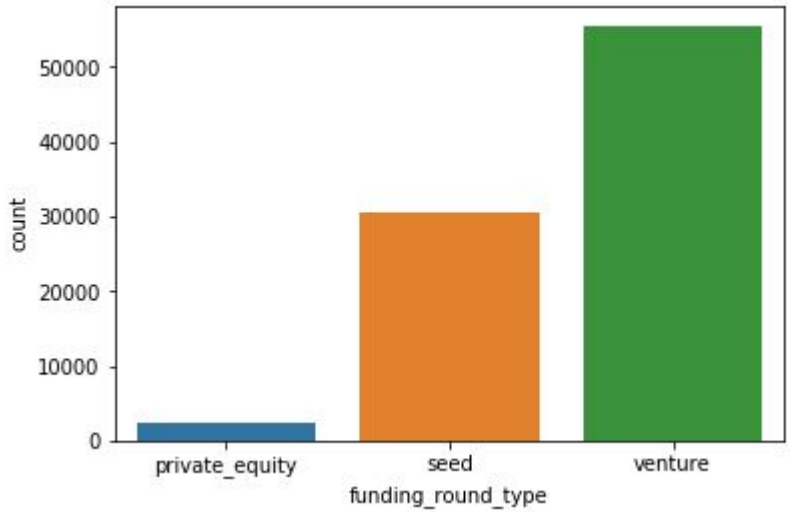
- Identified a dataframe of suitable Funding type
  - Identify suitable funding type based on the trend seen in the merged data (master_frame)
- Filter investments only between 5 million and 15 million since that's the limit of Spark Foundations budget
- Sort countries in descending order on total investments made
  - Consider the first 3 countries for practical purposes
- Identify the sector that the company belongs to in the master frame
  - Use the mapping data available
  - Impute the missing values with "Blank" in the mapping sheet to maintain uniformity
- Associate the primary sector to its respective Main Sector in the newly merged data
- Identify the sectors in the top 3 countries where the highest investments are being made
  - Use the information : Total money raised by Main Sector in Top 3 countries
- Finally Identify the company in each sector of each country that's been getting maximum funding to guide Spark Foundations to invest their funds

# Solution graphs : Plot 1

Fraction of total investments

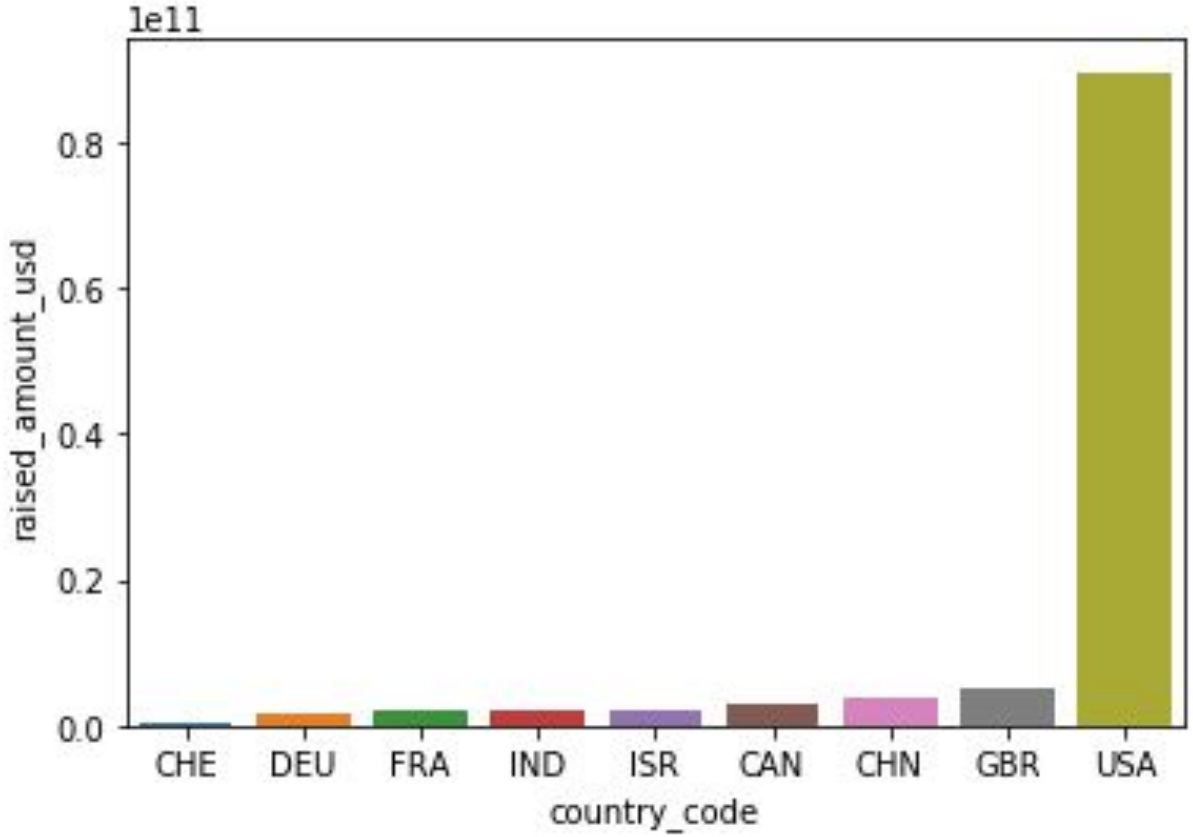



Average amount of investment



# Plot 2

A plot showing the top 9 countries against the total amount of investments on Venture Type



# Plot 3

A plot showing investment sectors in Top 3 countries