INVESTMENT ASSIGNMENT

SUBMISSION

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SPARK FUNDS INVESTMENT CASE STUDY

Project Brief : Spark Funds, is an **Asset Management** Company and wants to make investments in a few companies. This project will help in understanding the global trends in investments so as to make decisions effectively.

Business and Data Understanding :

There are two minor constraints

1. company wants to invest in the range of 5 to 15 million USD per round of investment
2. It wants to invest in **English-speaking countries** .

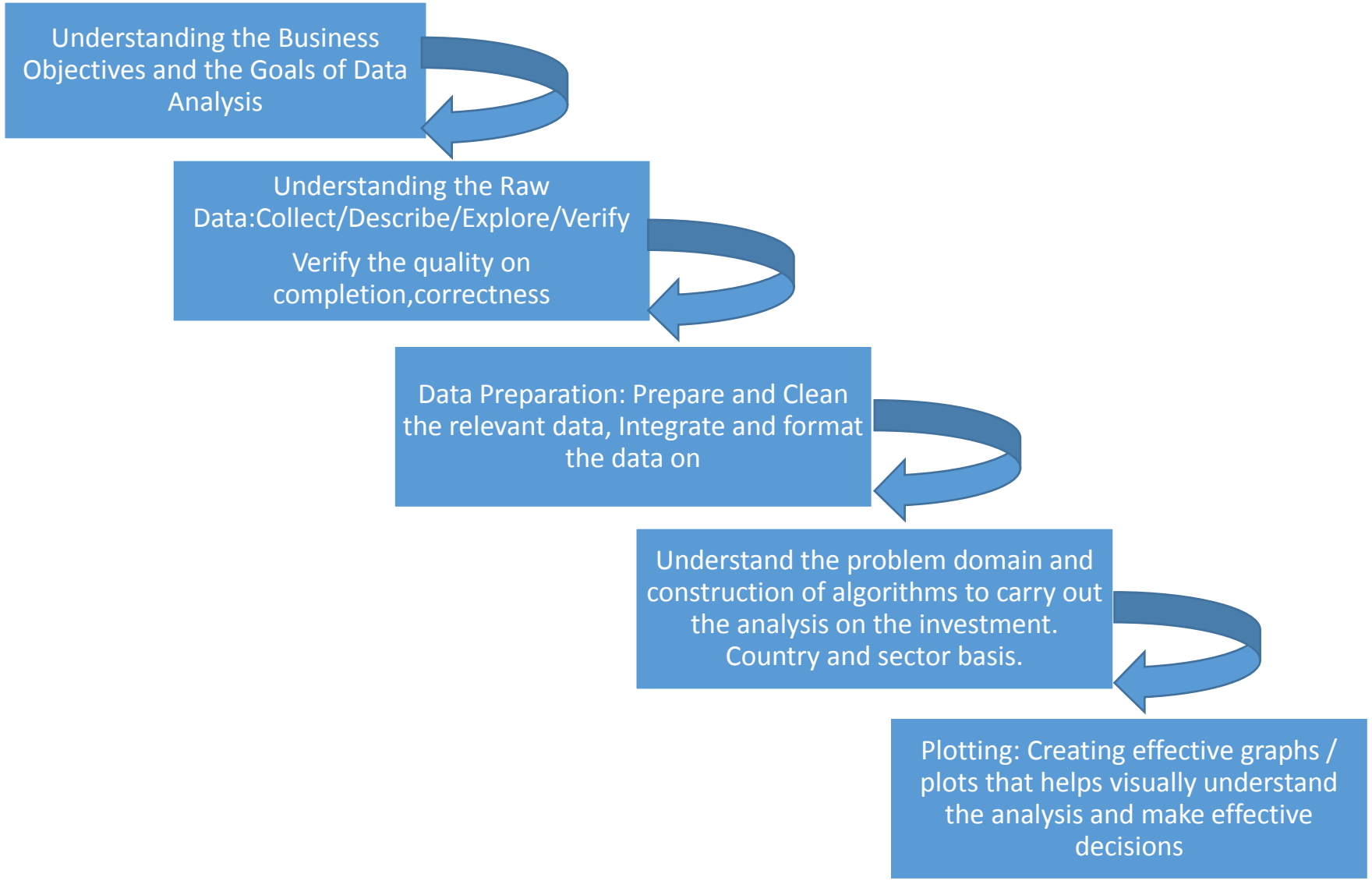
Strategy : Spark Funds wants to invest where most **other investors are investing**. Like in early stage startups

Data Analysis and Goals:

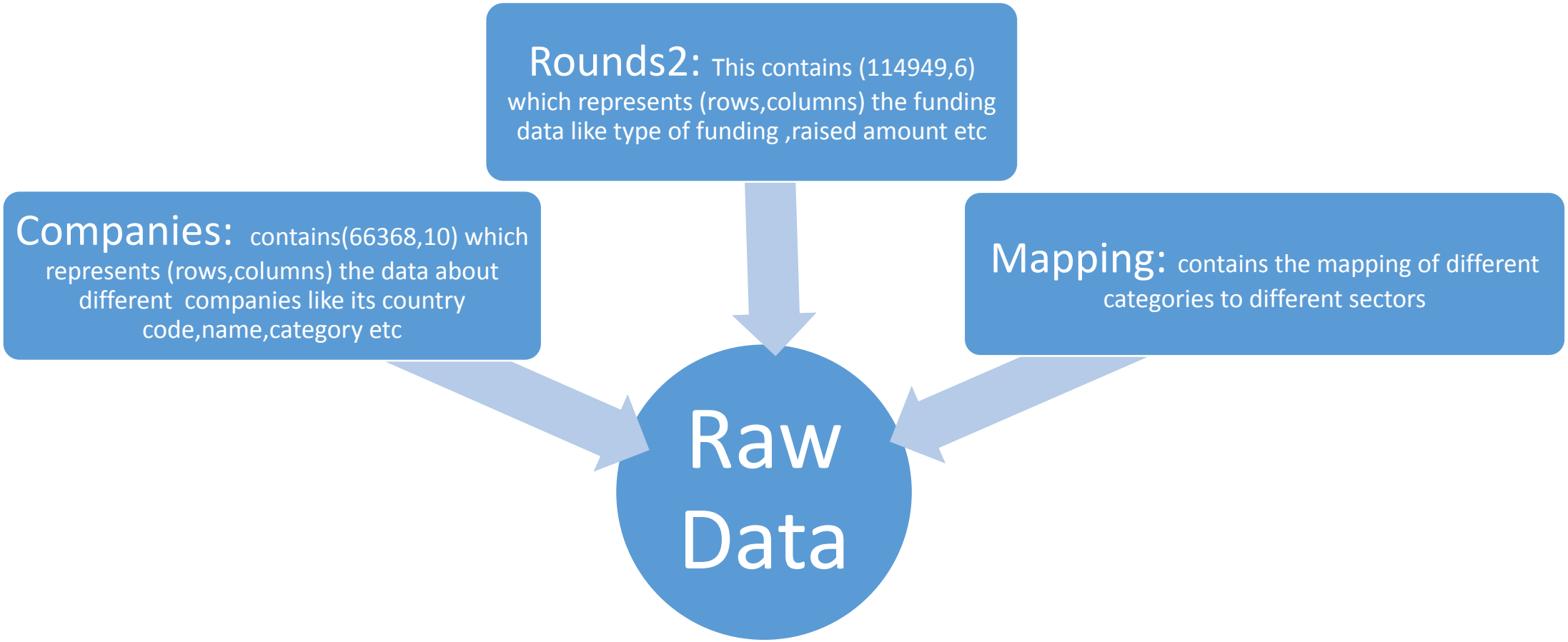
1. Investment Type analysis: Choose the investment type which is best suited for its strategy.
2. Country Analysis : countries which have been the most heavily invested in the past will be the favorite ones
3. Sector Analysis : Understanding the distribution across its eight major sector

Approach and Deliverable :Understanding and following the checkpoints in the process of data cleaning ,funding type analysis country analysis , sector analysis ,plot formation and Delivering the right understanding of the case and finding out the best investments strategy suited for the company over all .

Sparks Funding : problem Solving Methodology



Raw Data : Investment Analysis



Investment Type Analysis

The spark fund Investment is interested in the four main sectors that is venture, seed, angel and private equity and also the range should be between 5- 15 million USD .

- Here from the below table it is clear that the venture type is more suited .
- The average investment falls under 5-15 billion USD

Investment Type	Investment amount(Avg)
Seed	747949.08
Angel	971573.89
Venture	11724937.64
Private Equity	73938486.28

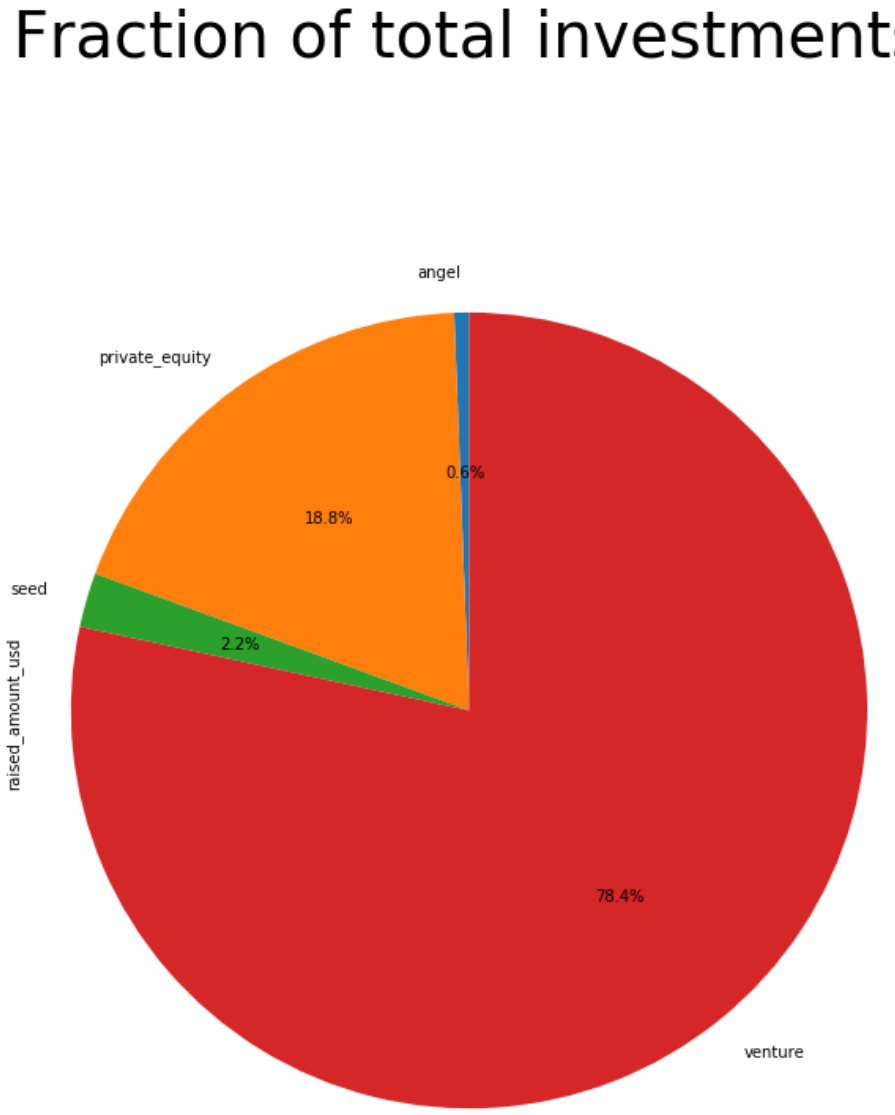
Country Analysis.

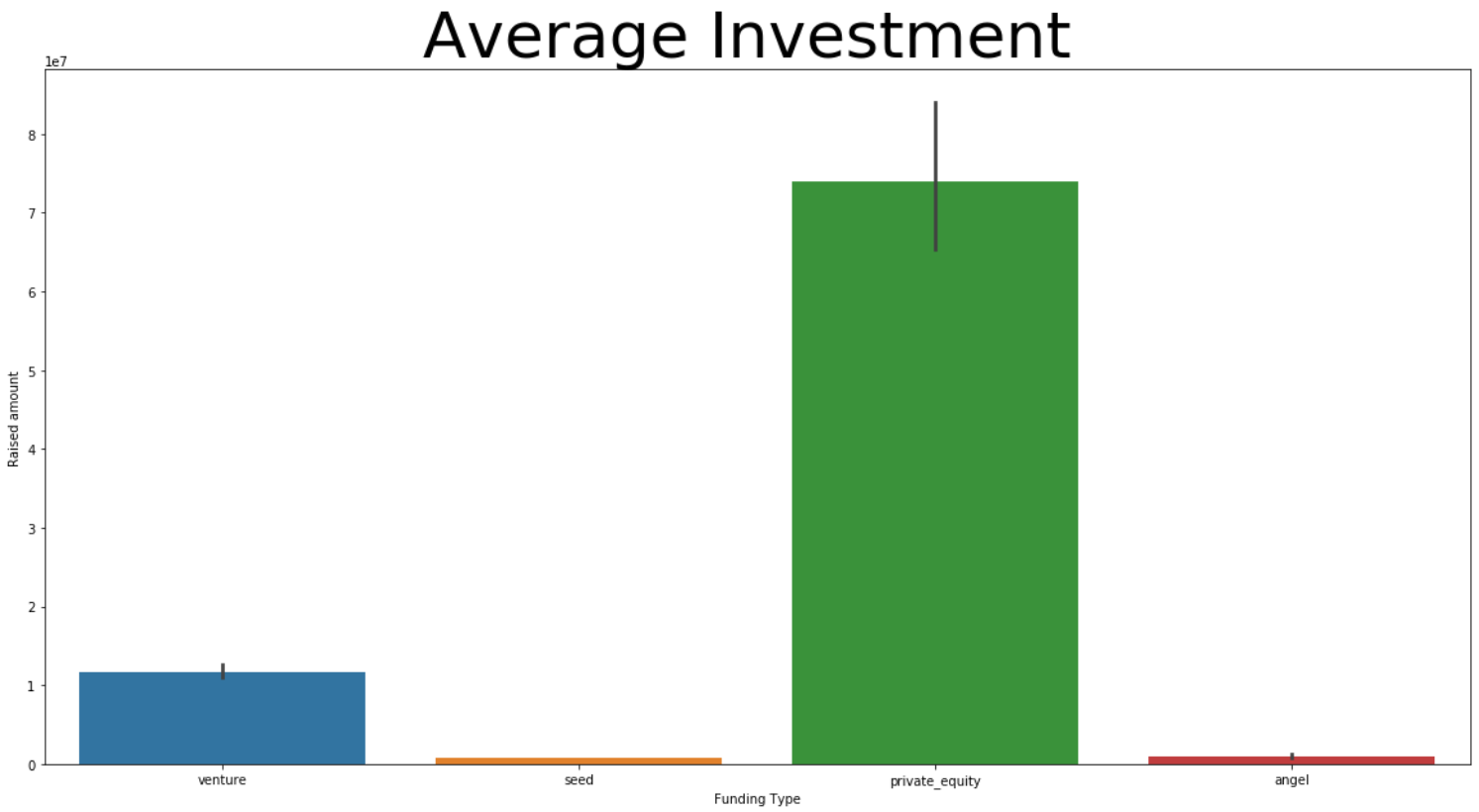
TOP 9 with total investment from the venture type investment

Country	Amount Raised
USA	4.200680e+11
CHN	3.933892e+10
GBR	2.007281e+10
IND	1.426151e+10
CAN	9.482218e+09
FRA	7.208457e+09
ISR	6.854350e+09
DEU	6.305522e+09
JPN	3.167647e+09

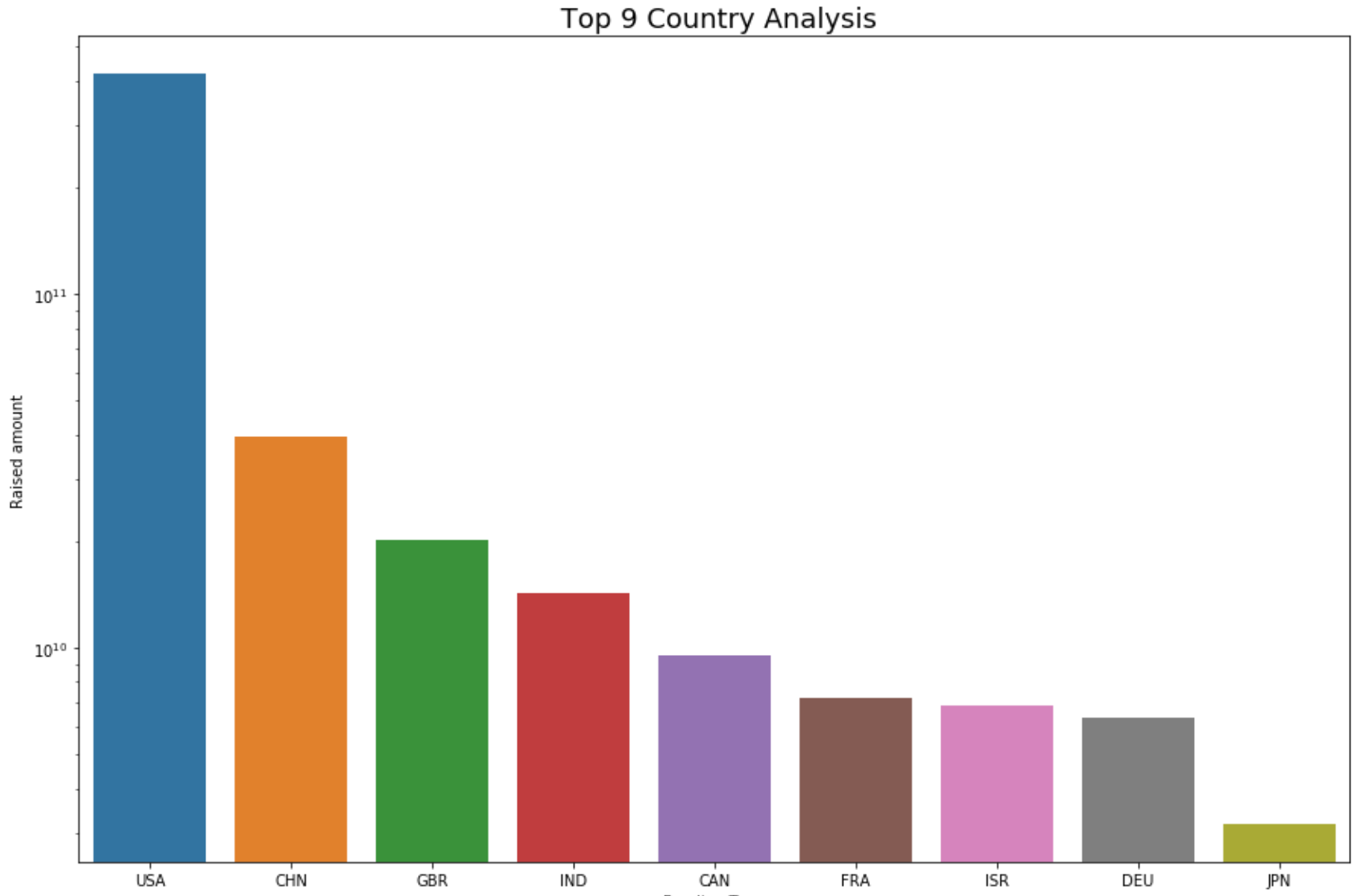
- Top 3 Countries: USA,CHN,GBR
- CHN is not a english speaking country
- Final Top 3
  --USA
  --CHN
  --IND

Pie chart showing fraction of total investment and the graph plot showing the average amount of investment:

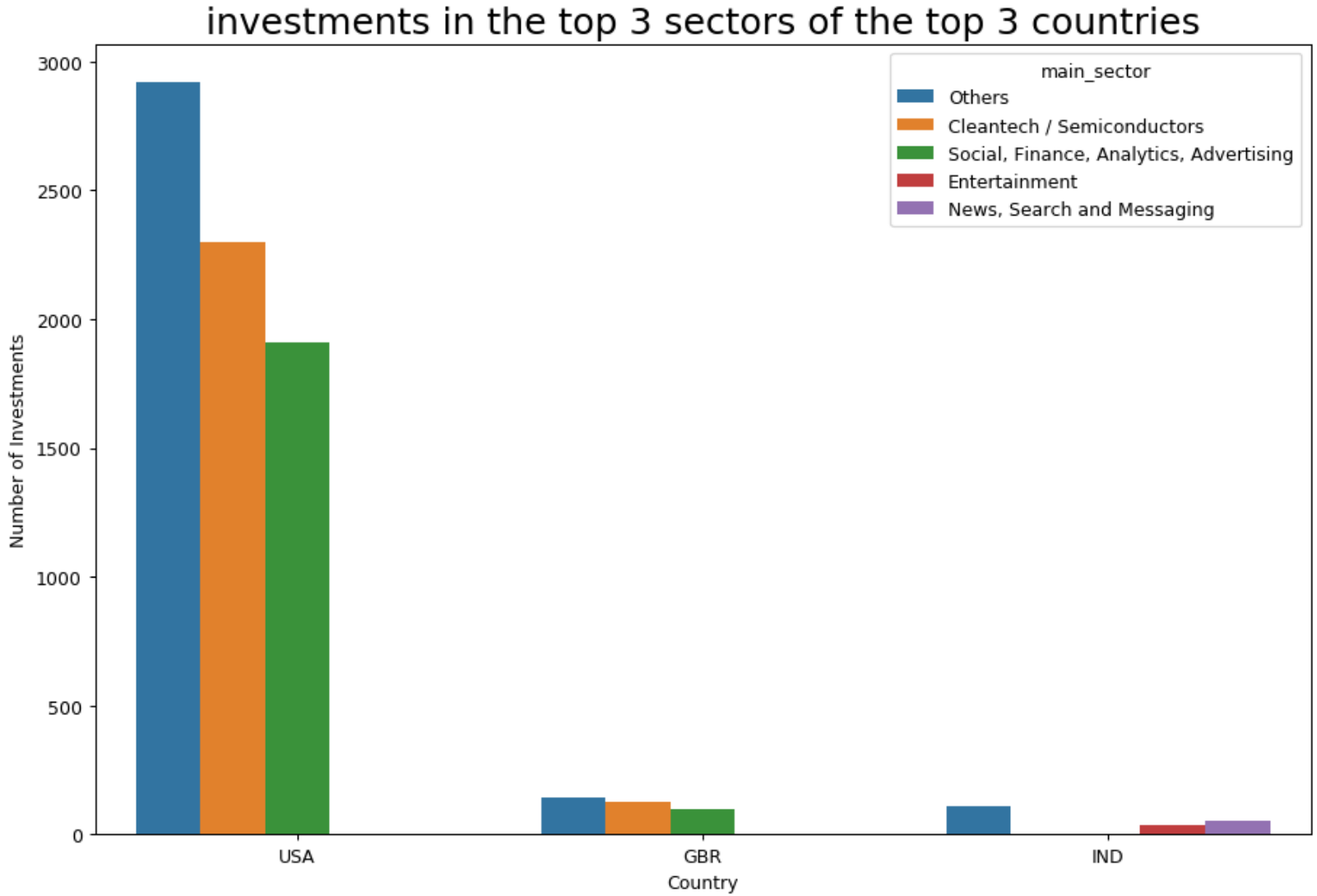




Bar chart showing top 9 countries and the total amount of investments for the funding type



Bar ghraph for Investment in top 3 main sectors for top 3 countries



Conclusions

- The Funding type which is most suited is Venture type
- Best Sectors to Invest are Others, Cleantech and Semiconductors, Social Finance Analytics and Advertising for USA and GBR
- Best sector for investment in IND are Others, News Search and Messaging and Entertainment
- The top 3 english speaking countries are :
  - USA
  - GBR
  - IND

ThankYou !!