

INVESTMENT ASSIGNMENT SUBMISSION

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Business Objective:

Spark Funds, an asset management company, wants to make investment in few companies. The CEO wants to understand the global trend in investment so she can take decision effectively.

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

Constraints:

1. It wants to invest between **5 to 15 million USD** per round of investment.
2. It wants to invest only in **English-speaking countries** because of the ease of communication with the companies it would invest in.

Strategy:

Identify the country and best sector where most of the companies are investing.

Tools Used:

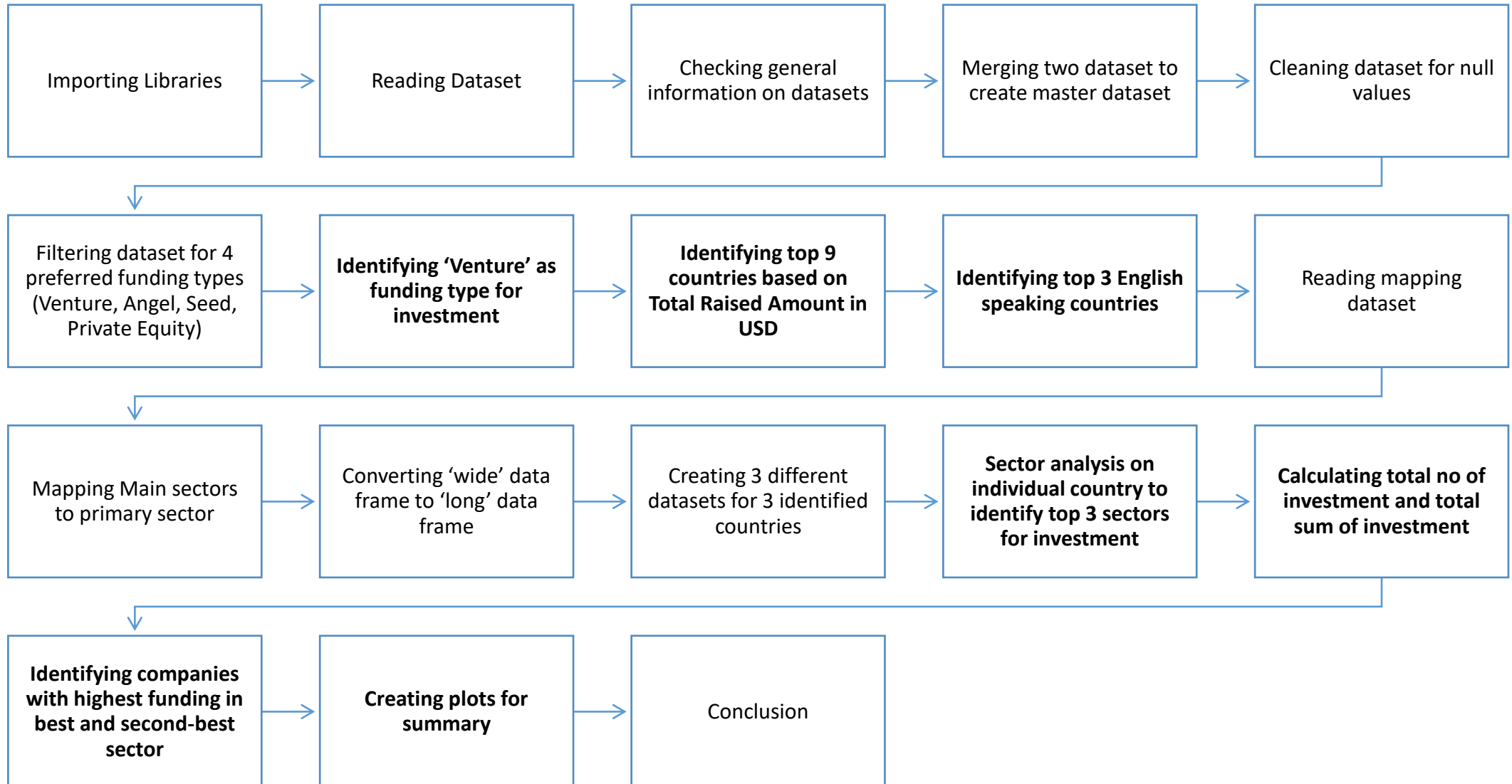
Python

NumPy

Pandas

Matplotlib

Seaborn



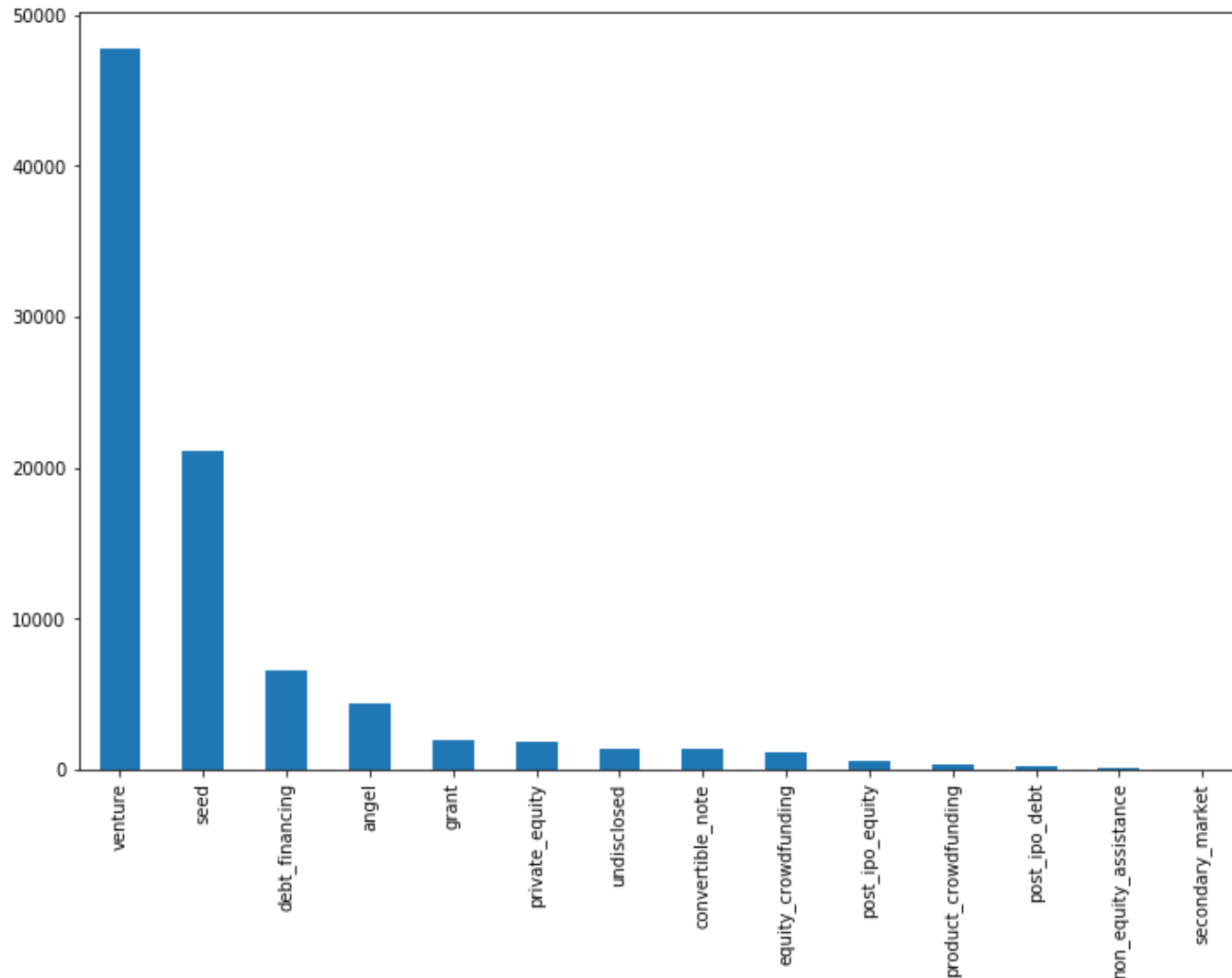


Fig (4.1) Funding type comparison

We can see the share of different type of funding type. (Fig 4.1)

We are interested in only 4 types of funding i.e. Venture, Angel, Seed and Private Equity. After comparing only 4 types of funding from our Dataset, We still find '**Venture**' with highest number of funding. (Fig 4.2)

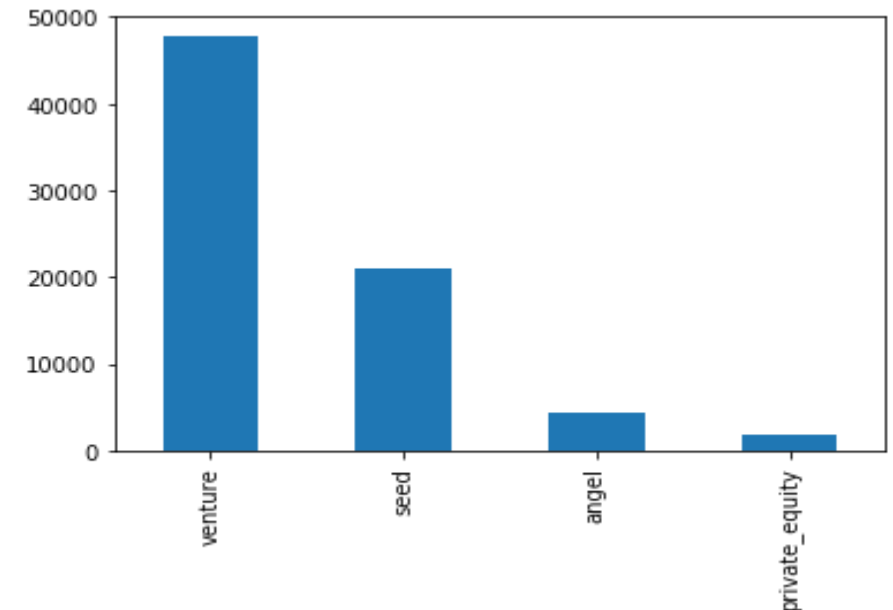


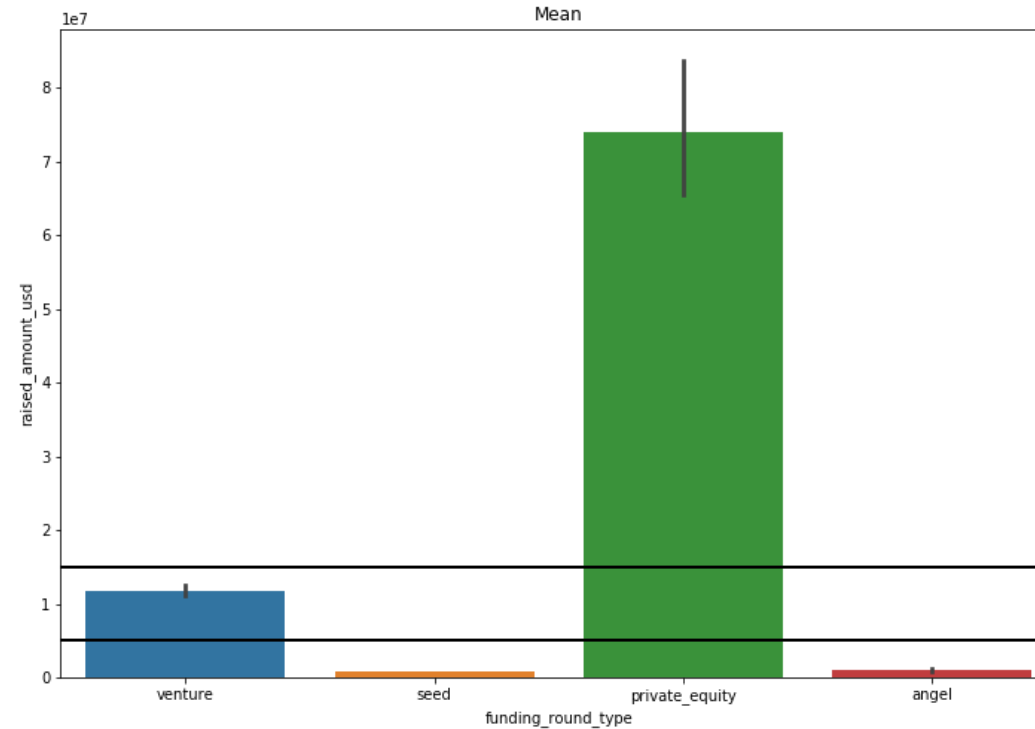
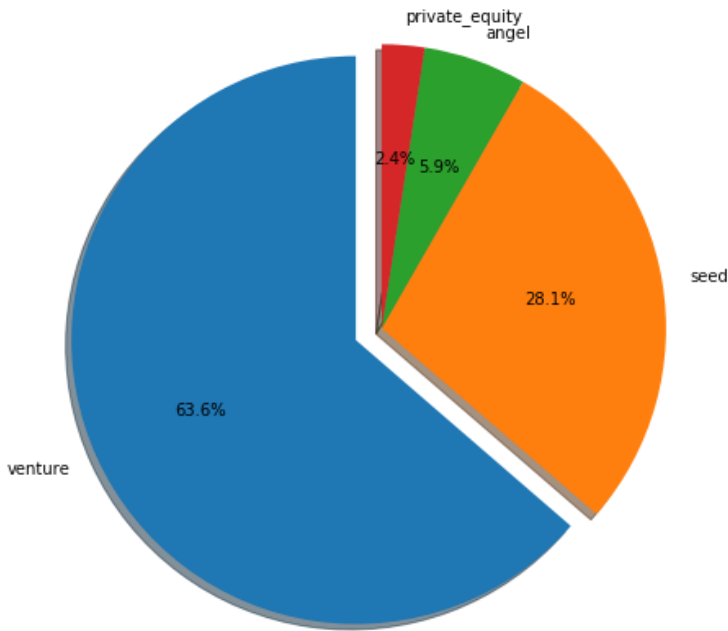
Fig (4.2) Funding type comparison

We can also see their distribution based on the total raised amount in USD.

		Average	Median
Raised Amount in USD	Funding Round Type		
	angel	971573.89	414906.00
	private_equity	73938486.28	20000000.00
	seed	747793.68	300000.00
	venture	11724222.69	5000000.00

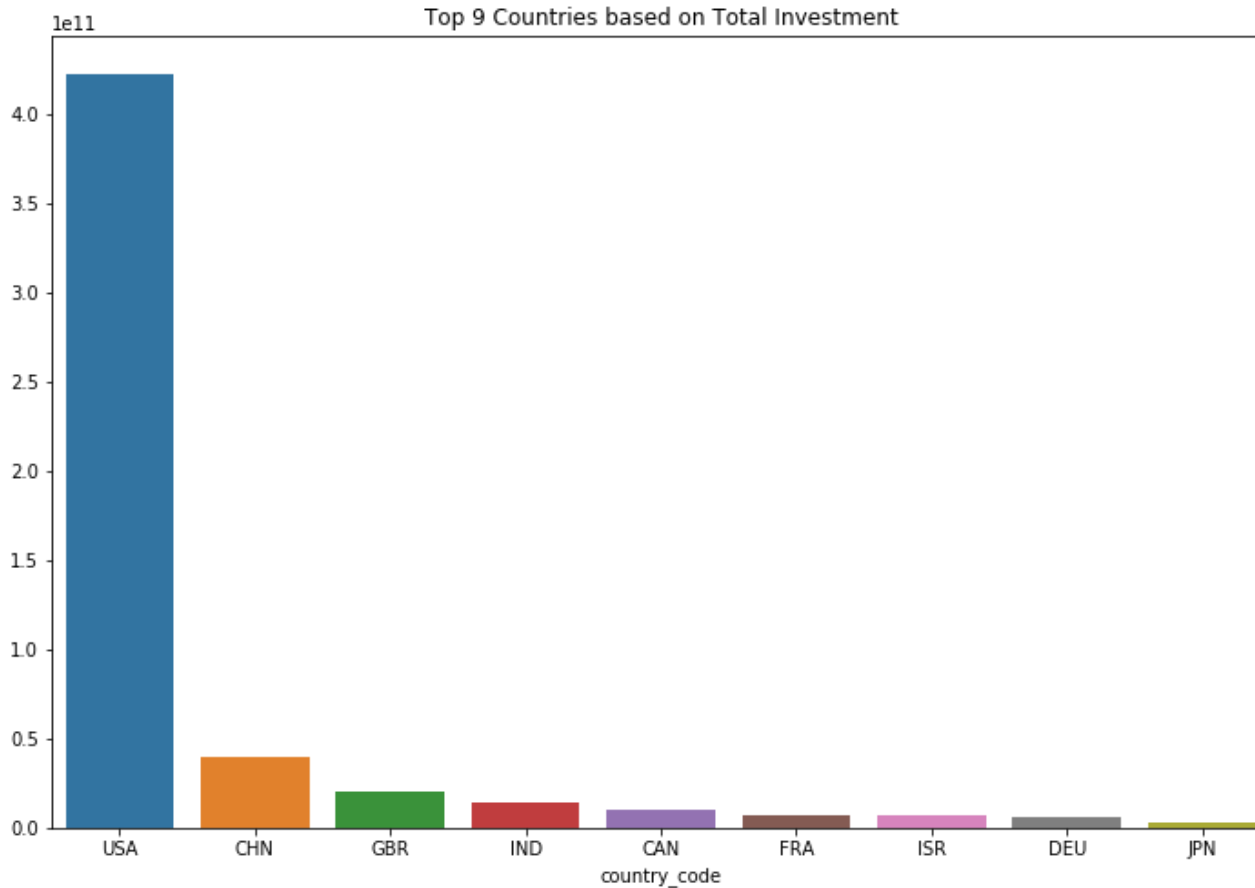
There's a huge difference between average and median of the invested amount per funding type. This is because of the outliers present in our dataset which heavily influence average. So we can consider **median** as the most representative value for our preferred funding type.

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



Funding round type	Average Funding
Venture	11.7 Million USD
Seed	0.7 Million USD
Private Equity	73.9 Million USD
Angel	0.9 Million USD

From the two charts above, we can see that the greatest number of funding are done in '**Venture**' type. Also the average amount invested in Venture type funding is **11.7 Million USD** which fits perfectly within our budget of 5 million USD to 15 Million USD.



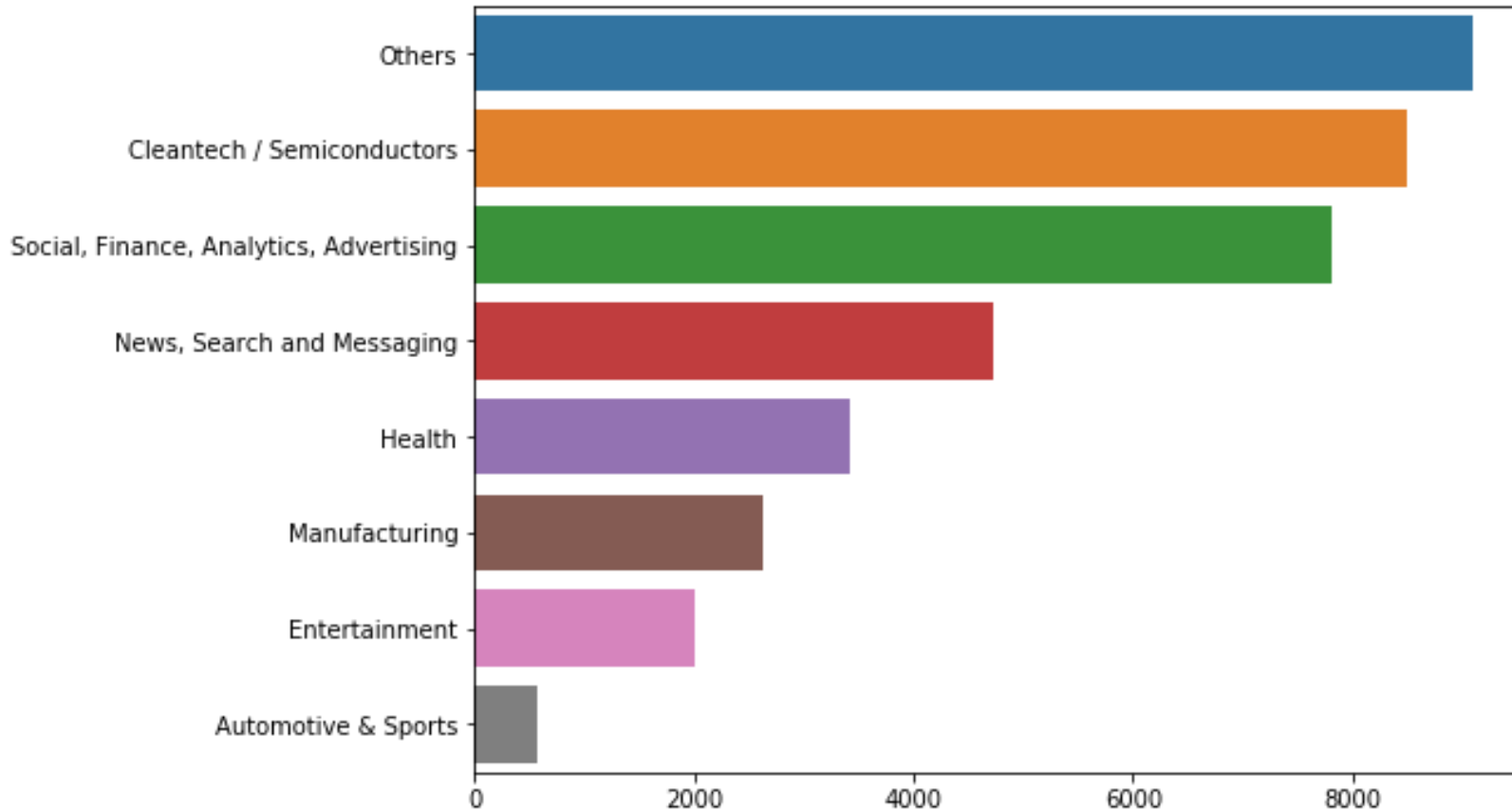
Country	Total Investment
USA	420068 Million USD
China	39338 Million USD
United Kingdom	20072 Million USD
India	14261 Million USD
Canada	9482 Million USD
France	7226 Million USD
Israel	6854 Million USD
Germany	6306 Million USD
Japan	3167 Million USD

Based on the total Invested amount in **‘Venture’** type funding, we can see the **top 9 countries** present in our dataset.

Top 3 English speaking countries in which Spark Fund can invest are **USA, United Kingdom and India.**

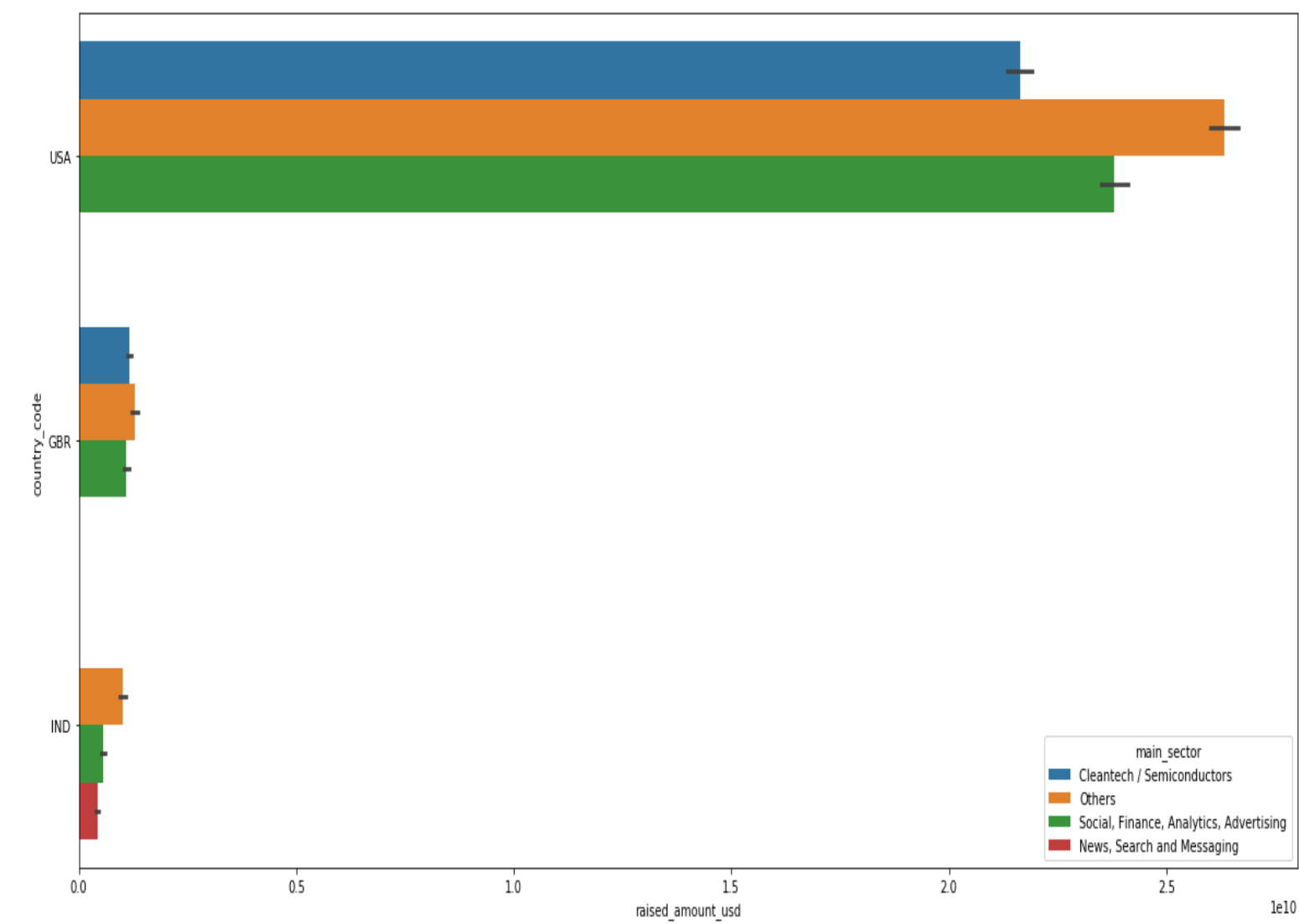
Source for English speaking countries:

https://en.wikipedia.org/wiki/List_of_countries_by_English-speaking_population



Main Sector	Total No of Investments
Others	9110
Cleantech / Semiconductors	8492
Social, Finance, Analytics, Advertising	7814
News, Search and Messaging	4727
Health	3429
Manufacturing	2630
Entertainment	2006
Automotive & Sports	580

Number of investments in the top 3 sectors of the top 3 countries



USA	GBR	IND
Others (2950)	Others (147)	Others (110)
Social, Finance, Analytics, Advertising (2714)	Social, Finance, Analytics, Advertising (133)	Social, Finance, Analytics, Advertising (60)
Cleantech / Semiconductors (2350)	Cleantech / Semiconductors (130)	News, Search and Messaging (52)

1. Preferred Funding Type - **Venture**
2. Top 3 English speaking countries preferred for investing - **United States (USA), United Kingdom (GBR) & India (IND)** respectively
3. Top 3 sectors preferred for funding in USA
 - Others
 - Social, Finance, Analytics, Advertising
 - Cleantech / Semiconductors
4. Top 3 sectors preferred for funding in United Kingdom
 - Others
 - Social, Finance, Analytics, Advertising
 - Cleantech / Semiconductors
5. Top 3 sectors preferred for funding in India
 - Others
 - Social, Finance, Analytics, Advertising
 - News, Search and Messaging