

INVESTMENT ASSIGNMENT SUBMISSION

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Spark Funds – Investment Analysis

Spark Funds, an asset management company, is looking for investment.

The overall strategy is to invest where others are investing, implying that the 'best' sectors, countries and investment type where most investors are investing.

Business constraints:

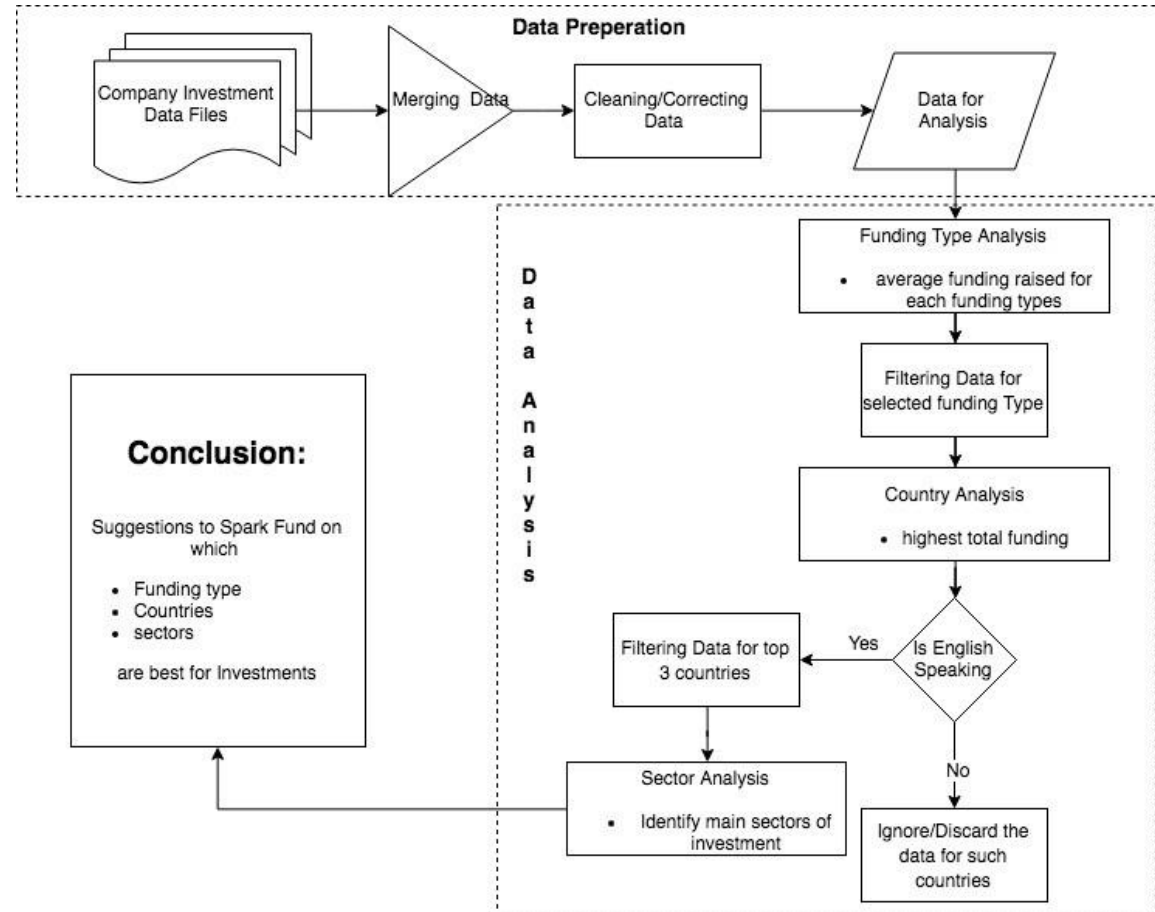
- It wants to invest between 5 to 15 million USD per round of investment
- It wants to invest only in English-speaking countries

Business objective: To identify the best sectors, countries, and a suitable investment type for making investments.

Goals of data analysis:

- Investment type analysis
- Country analysis • Sector analysis

Problem solving methodology



Data For Analysis

1. Company Data, A file with basic data of companies
2. Investment Rounds Data, companies past investment round details
3. Mapping File, category to main sector mapping
4. English-speaking countries reference document.

Assumptions:

- All the information provided within the 3 files is a trusted source for analysis.

Data cleaning performed:

- Removing columns having null values which are not required for the current analysis.
- Removing rows having null value in the required analysis fields.
- Correcting incorrect or missing data wherever required to make data clean for analysis.

Funding Type Analysis

There are 14 different type of investments.

Avg. amount invested in private equity is beyond the 15M USD investment limit.

Avg. investment amount for seed and angel type are well below the 5M USD starting limit of Spark Fund.

Funding Type	Average
Average funding amount of venture type	11724222.69
Average funding amount of angel type	971573.89
Average funding amount of seed type	747793.68
Average funding amount of private equity type	73938486.27

Venture is the only investment funding type which is $\geq 5M$ and $\leq 15M$ USD.

Country Analysis

Top 9 English speaking countries are

USA 4.200680e+11
CHN 3.933892e+10
GBR 2.007281e+10
IND 1.426151e+10
CAN 9.482218e+09
FRA 7.226851e+09
ISR 6.85435e+09
DEU 6.306922e+09
JPN 3.167647 e+09

USA amounts as the most invested county with a total of 420,068,000,000 USD.

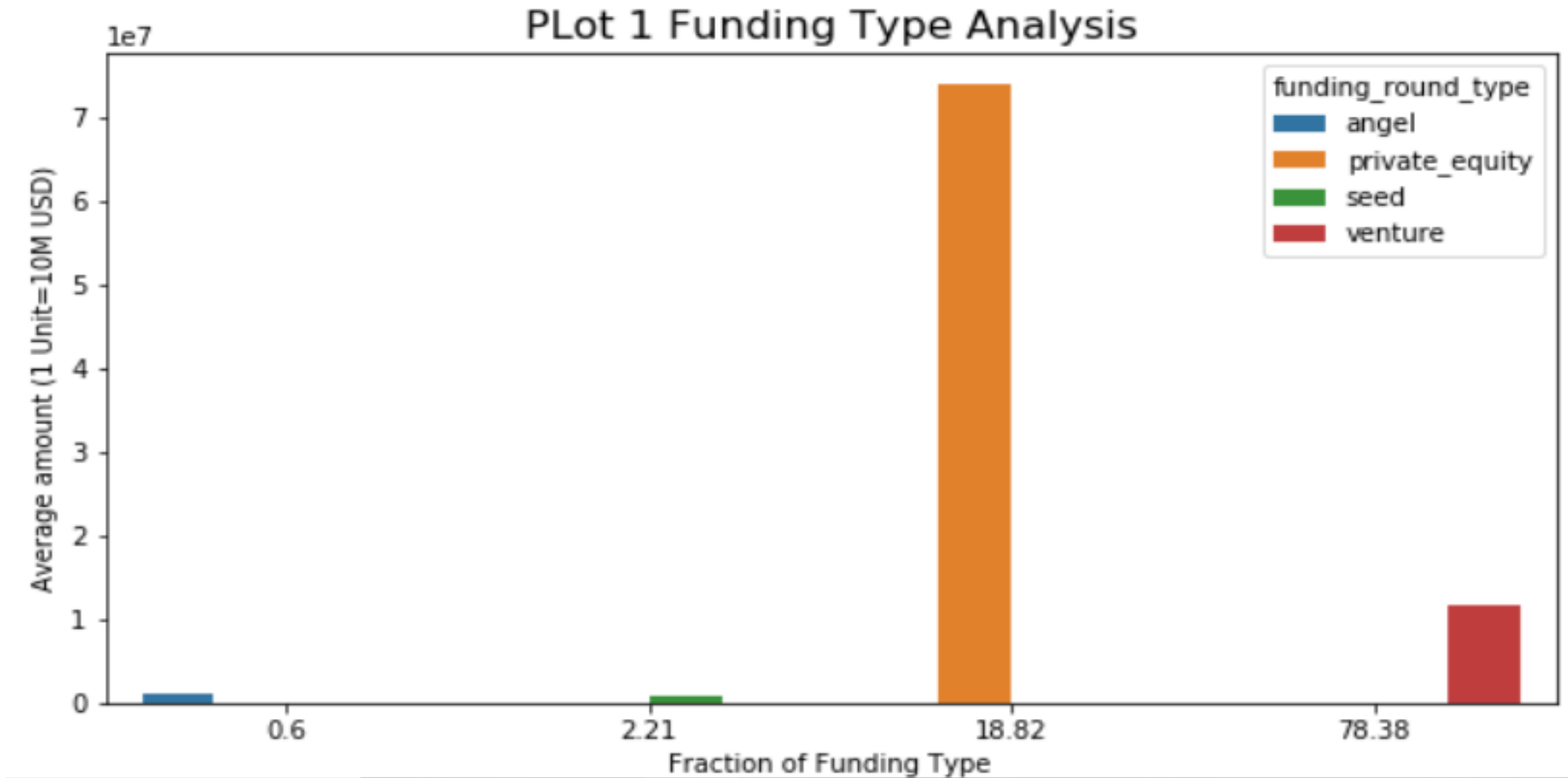
- China follows USA, but is **NOT** a English speaking country.
- United Kingdom and India are among the Top 3 countries to attract investments.
- Canada, France, Germany, Israel and Japan are other among the top 9 invested countries.

Sector Analysis

S.no		USA	Great Britain	India
1	Total number of Investments (count)	9983	561	243
2	Total amount of investment (USD)	1.57848E+14	4.77969E+11	99848377641
3	Top Sector name (no. of investment-wise)	Others	Others	Others
4	Second Sector name (no. of investment-wise)	Social, Finance, Analytics, Advertising	Cleantech / Semiconductors	Social, Finance, Analytics, Advertising
5	Third Sector name (no. of investment-wise)	Cleantech / Semiconductors	Social, Finance, Analytics, Advertising	News, Search and Messaging
6	Number of investments in top sector (3)	2423	129	78
7	Number of investments in second sector (4)	2216	126	45
8	Number of investments in third sector (5)	1991	118	41
9	For point 3 (top sector count-wise), which company received the highest investment?	SpiderCloud Wireless	MyOPTique Group	EximSoft-Trianze, FirstCry.com, HomeShope18, Myntra

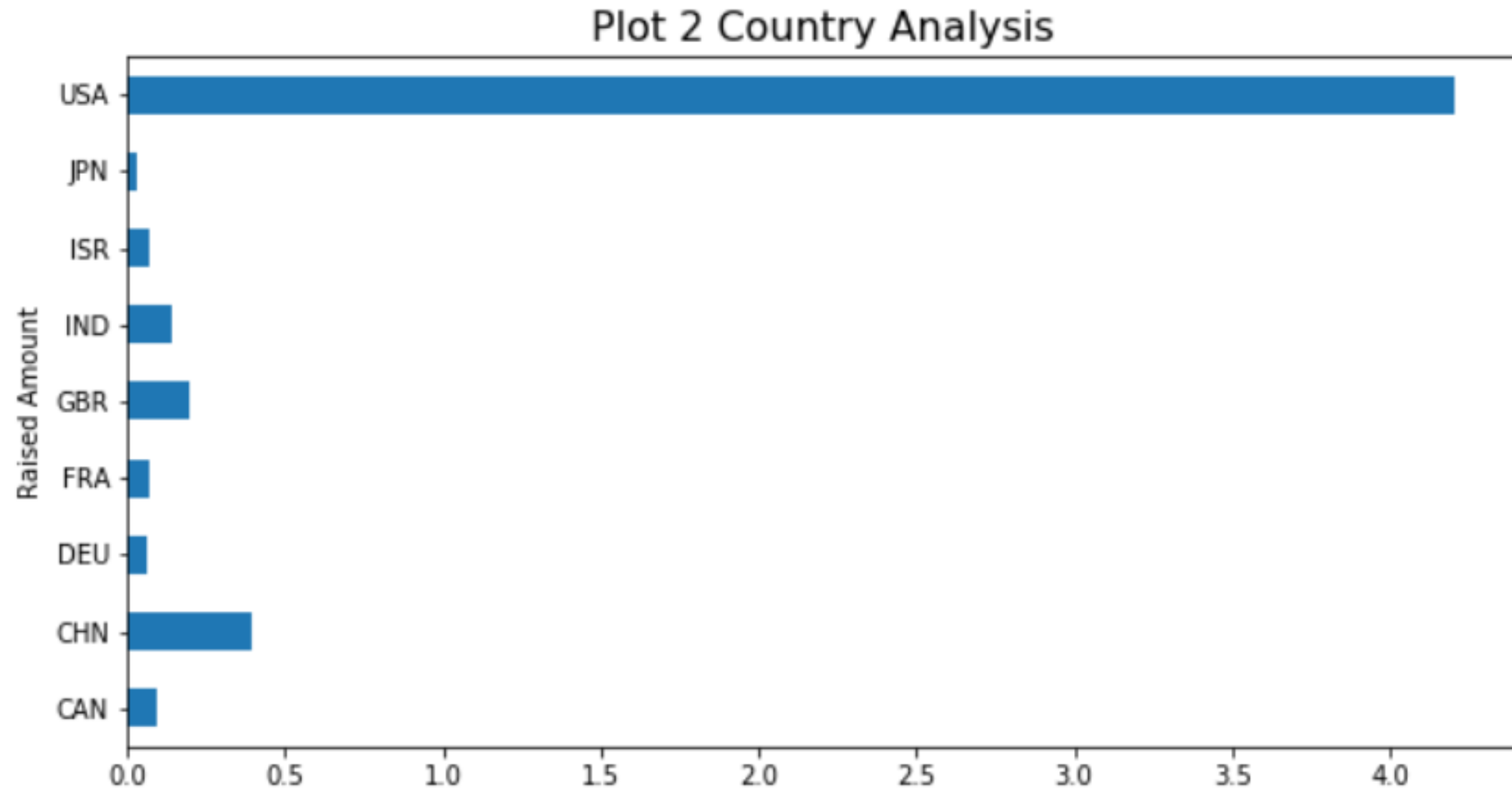
Results

Plot 1



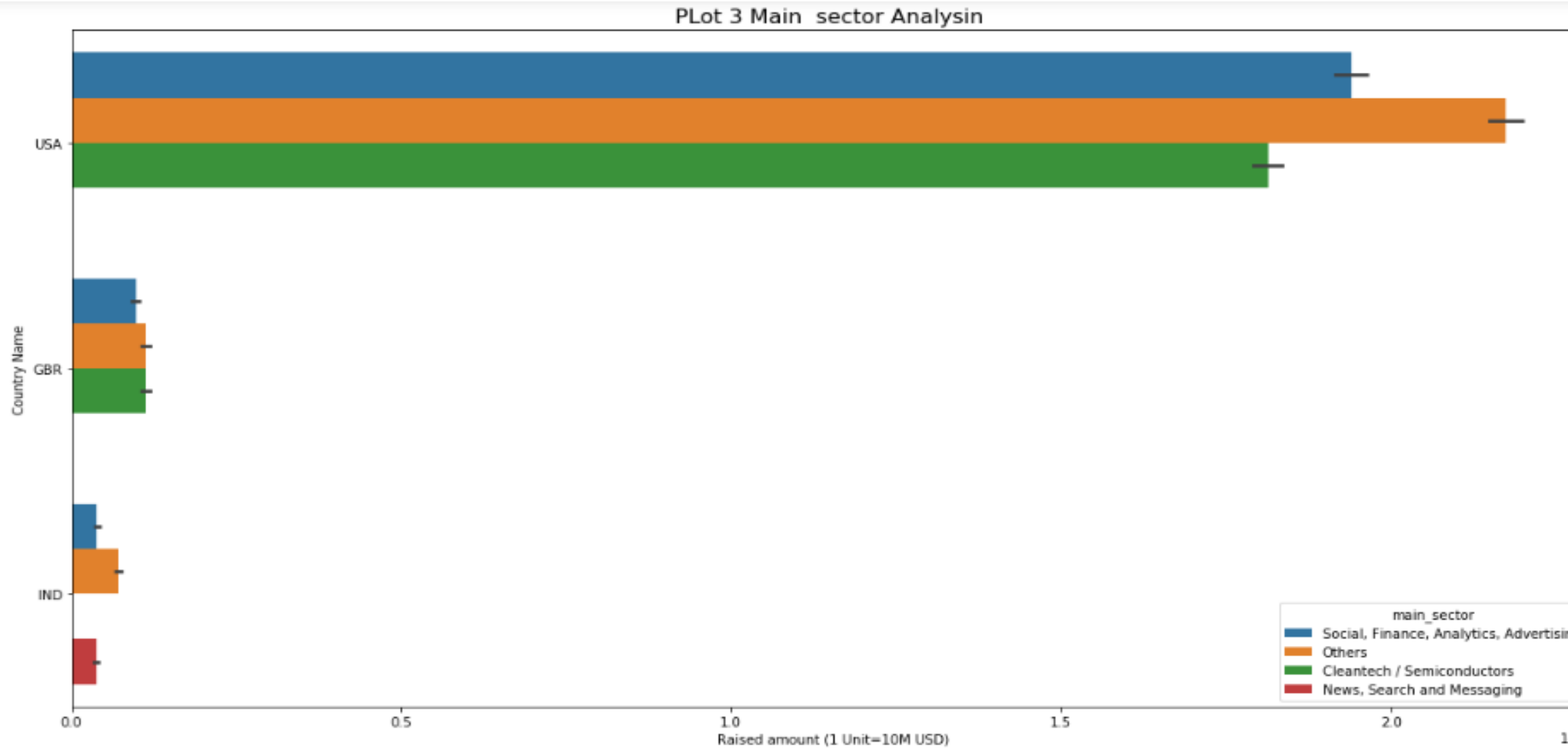
Results

Plot 2



Results

Plot 3



Conclusions

Top most common investment type o invest between 5 to 15 million USD per investment round in is **venture**

Top 3 English speaking countries are **USA, Great Britain** and **India**

Top 3 investment sectors in **USA** to invest are:-

Others

Social, Finance, Analytics, Advertising

Cleantech / Semiconductors

Top 3 investment sectors in **Great Britain** are:-

Others

Cleantech / Semiconductors

Social, Finance, Analytics, Advertising

Top 3 investment sectors in **India** are:-

Others

Social, Finance, Analytics, Advertising

News, Search and Messaging