

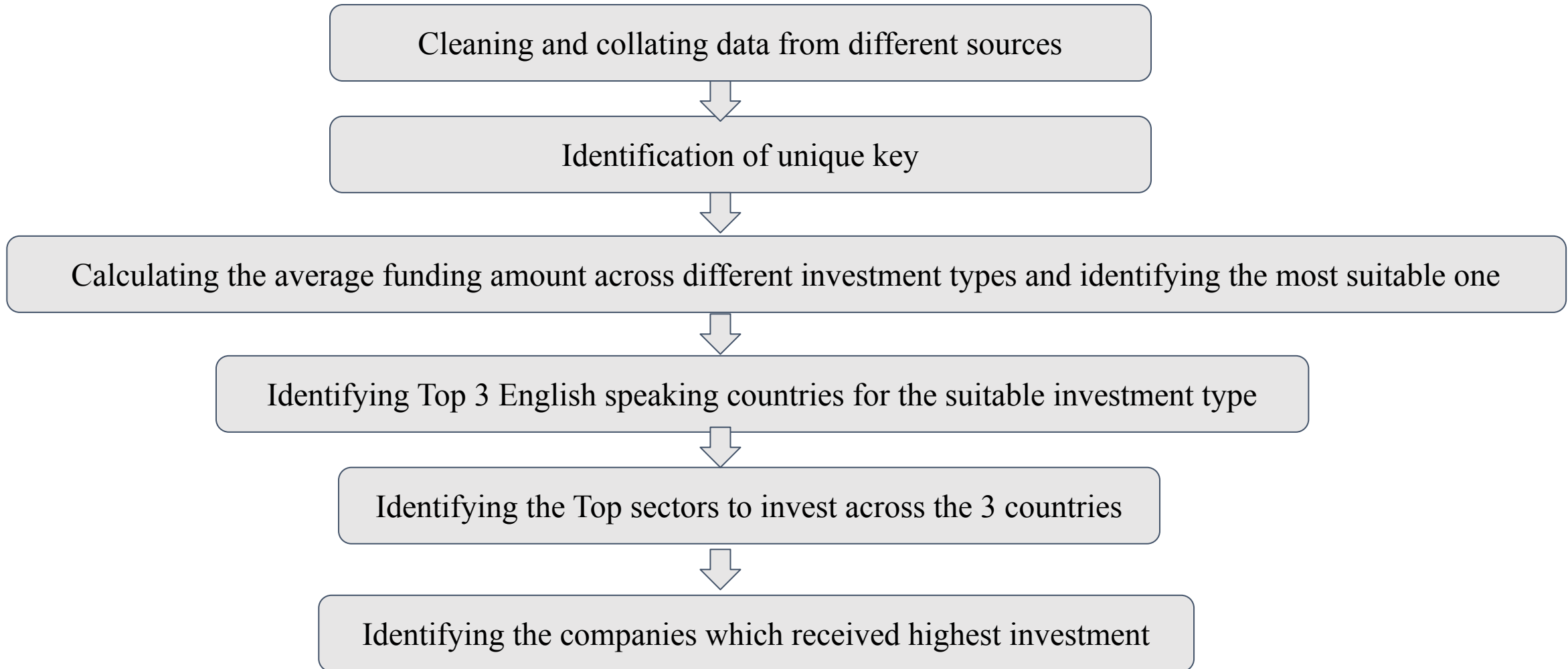
# INVESTMENT ASSIGNMENT SUBMISSION

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## Spark Funds investment plan

1. **Business Objective :** Identification of best sectors, countries and suitable investment type for making investments. Invest where most investors are investing. Investment range is 5 to 15 million USD per round of investment, and major focus on English speaking countries.
2. **Goals :**
  - *Investment Type* - Comparing investment amounts across different types of investments like venture, seed, private equity, etc
  - *Country Focus* - Identify English speaking countries (official language English) which have been the most heavily invested in the past
  - *Sector Focus* - Identify the distribution of investment across sectors

## Problem solving methodology



# Investment type Analysis

	USD_M
funding_round_type	
angel	0.784698
convertible_note	1.177876
debt_financing	17.207285
equity_crowdfunding	0.189465
grant	4.009656
non_equity_assistance	0.150503
post_ipo_debt	174.609328
post_ipo_equity	82.924526
private_equity	64.902477
product_crowdfunding	1.331887
secondary_market	26.712754
seed	0.575736
undisclosed	6.052289
 venture	10.781214

- We identified 4 common investment types - venture, angel, seed and private equity
- The average funding amount are :
  1. **Venture ~ 10.78 USD Million**
  2. Angel ~ 0.78 USD Million
  3. Seed ~ 0.56 USD Million
  4. Private Equity ~ 64.90 USD Million
- Since, Spark wants to invest between USD 5 to 15 Million, **Venture** was identified as the most suitable investment type

# Country Analysis

		USD_M
country_code		
➡	USA	399935.149987
	CHN	39101.773502
➡	GBR	18241.343570
➡	IND	14050.603718
	CAN	8825.487216
	FRA	6775.044017
	ISR	6503.020916
	DEU	6061.140919
	JPN	3242.031955

- We identified top 9 countries with the highest amount investment (USD Million) for Venture investment type
- Taking into account that CHN (China) does not have English as an official language, we identified the top 3 English speaking -
  1. USA (United States)
  2. GBR (Great Britain)
  3. IND (India)

# Sector Analysis

- We segregated the data across the 3 countries and sought to identify the top 3 sectors.
- We considered those where the number of investments were the highest.
- Observations :

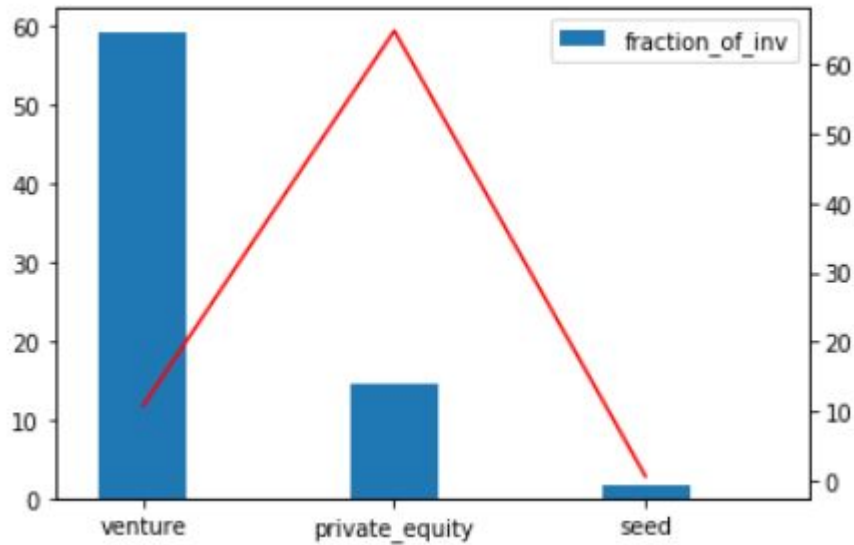
	main_sector	funding_round_type
USA	Others	2732
	Cleantech / Semiconductors	2145
	Social, Finance, Analytics, Advertising	1813

	main_sector	funding_round_type
GBR	Others	137
	Cleantech / Semiconductors	114
	Social, Finance, Analytics, Advertising	95

	main_sector	funding_round_type
IND	Others	102
	News, Search and Messaging	49
	Social, Finance, Analytics, Advertising	32

# Results

Plot 1

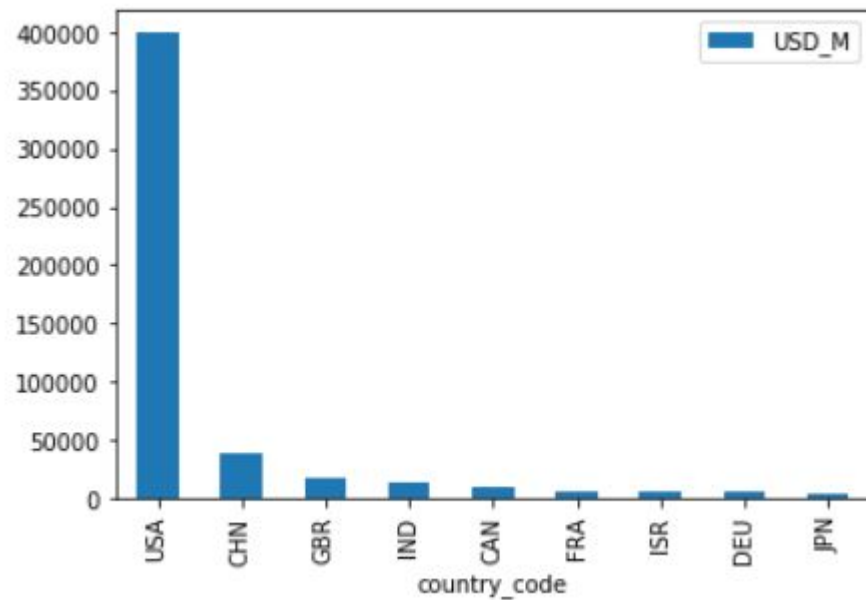


Venture has the major fraction of investment in comparison to other investment types.

Also, the average investment amount for venture is between USD 5 to 15 Million

## Results

Plot 2



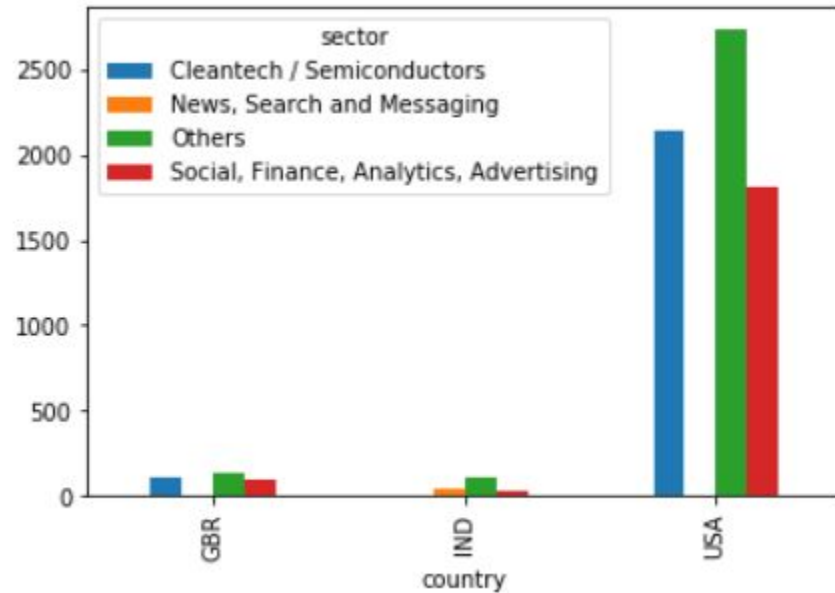
The top 9 countries were recognized by observing the maximum amount of investment made for venture across the countries.

United States, Great Britain and India were identified as top 3 English Speaking Countries.



# Results

Plot 3



The sectors with the most venture related investment across the different countries are :

## USA

- Others
- Cleantech / Semiconductors
- Social, Finance, Analytics, Advertising

## GBR

- Others
- Cleantech / Semiconductors
- Social, Finance, Analytics, Advertising

## IND

- Others
- News, Search and Messaging
- Social, Finance, Analytics, Advertising

## Conclusions

- **Venture** is the most suitable investment type.
- **United States, Great Britain** and **India** are the countries which should be mostly focused on while investing.
- The most suitable sectors for investing are **Others, Cleantech / Semiconductors, Social, Finance, Analytics, Advertising** and **News, Search and Messaging**.
- Some companies where we can invest in are **Virtustream, Electric Cloud, FirstCry.com, Biodesix, EUSA Pharma** and **GupShup**.