INVESTMENT ASSIGNMENT

SUBMISSION

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Abstract

The aim of this analysis is to study and to find best possible ways for 'Spark Funds' for their investment purpose with some specified constrains.

Spark Funds wants to make investments in a few companies and wants to understand the global trends in investments with an objective that includes identifying the best sectors, countries, and a suitable investment type for making investments. The overall strategy depends on past and present trends.

Spark Funds has two minor constraints for investments: 1. It wants to invest between 5 to 15 million USD per round of investment. It wants to invest only in English-speaking countries.

Problem solving methodology:

Data understanding/Exploration → Data cleaning (cleaning missing values, removing redundant columns etc.)→ Data Analysis →Recommendations(Checkpoints)

Fund Type Analysis:

Investment type analysis Comparing the typical investment amounts in the venture, seed, angel, private equity etc. This analysis would help Spark Funds choose the right type of investment that is best suited for their strategy.

So we find the representative values of different investment types and compare.

Country Analysis:

Identifying the countries which have been the most heavily invested in the past. These will be Spark Funds favorites as well.

Here country analysis is held to find the past/present trend of investment. This analysis figures out the top 3 English speaking countries in respect of investment.
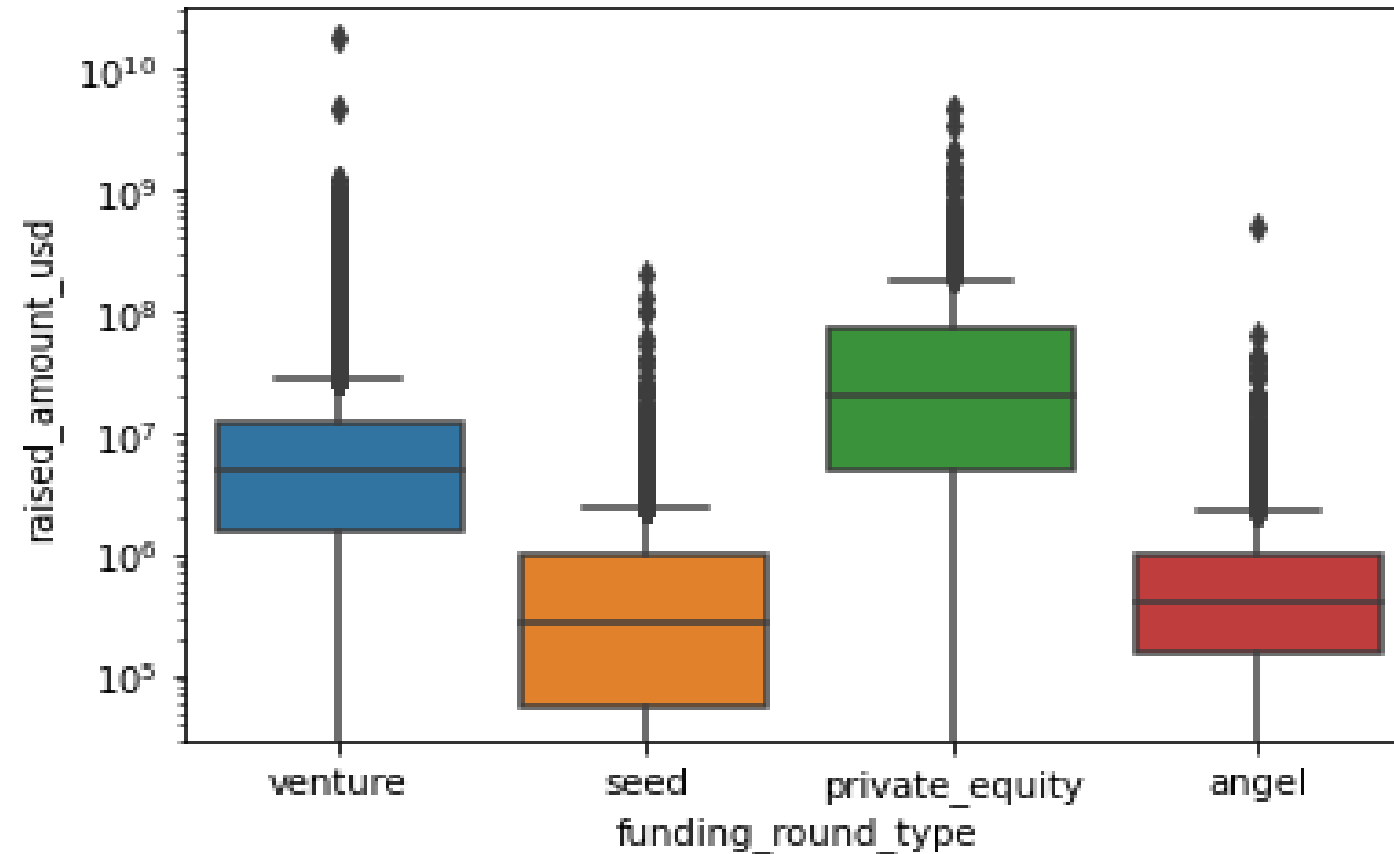
Sector Analysis:

Here the vision is about understanding the distribution of investments across the eight main sectors.

The study is based on eight 'main sectors' provided in the mapping file. The file is simultaneously studied with companies and rounds2 and main sectors are extracted.
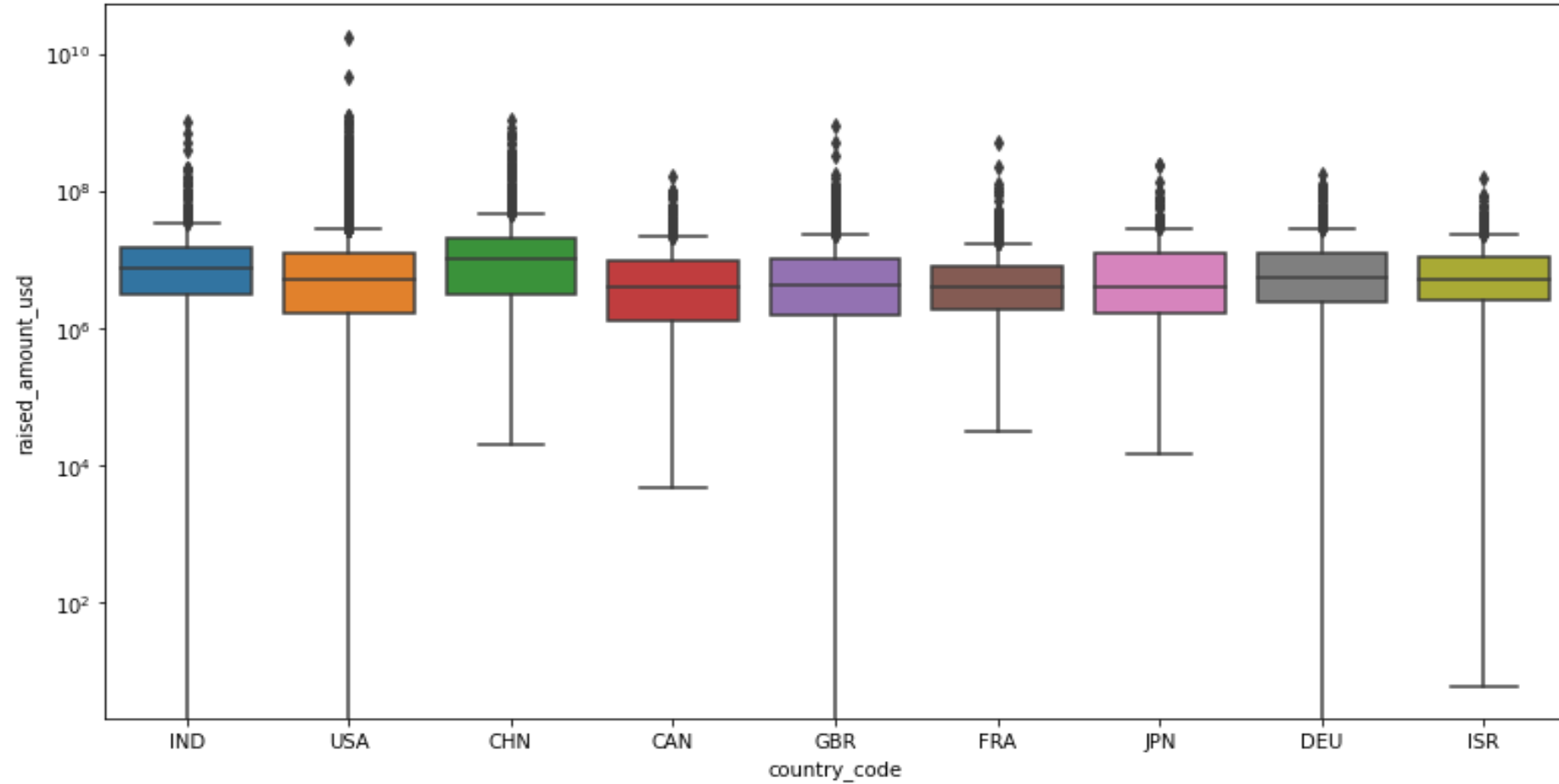
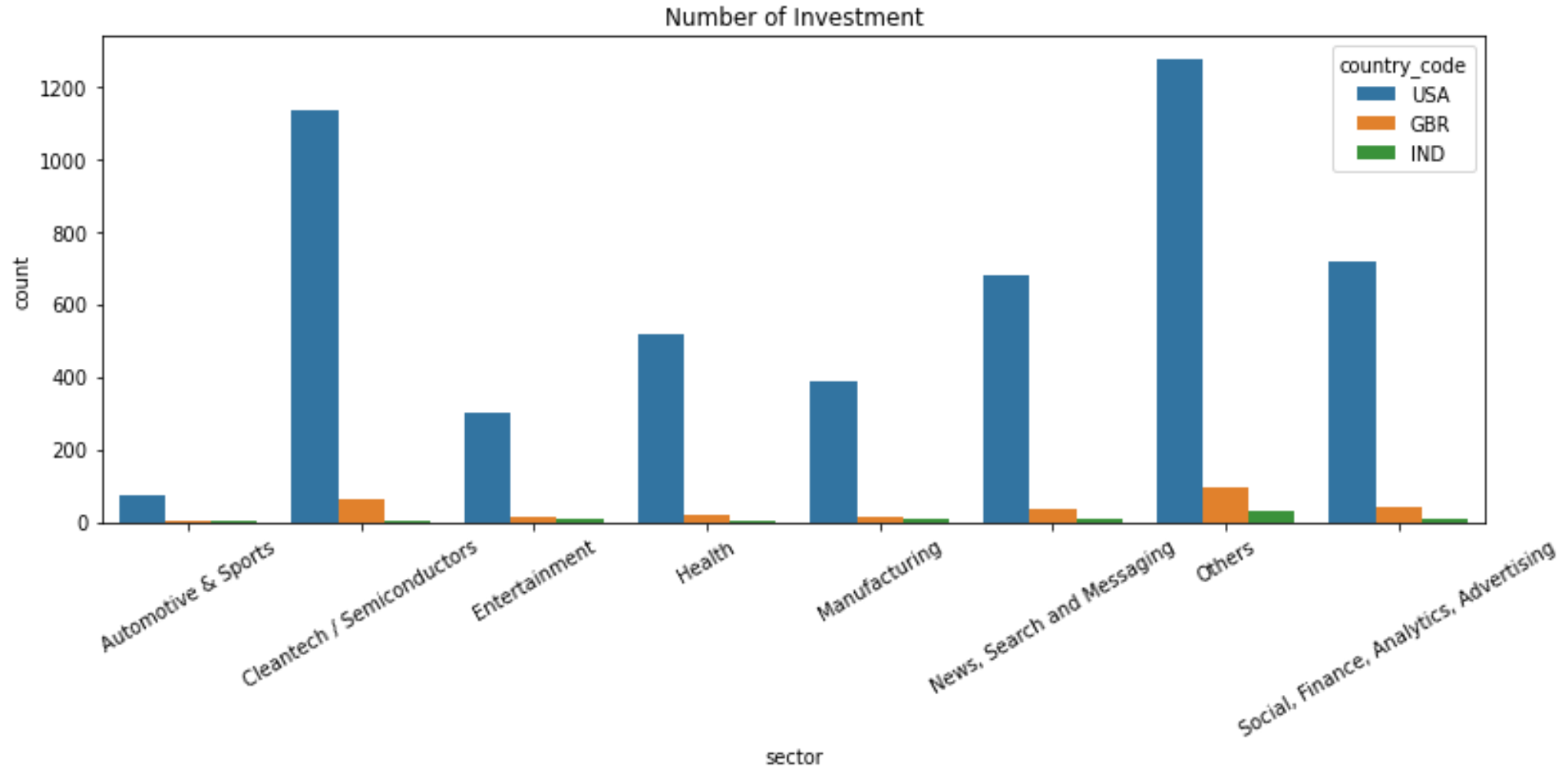**Representative amount of investment** in each funding type:

Plot 1

Nine countries against the total amount of investments :

Plot 2

Top 3 sectors of the **top 3 countries:**

Plot 3

Conclusions:

- Sparks should invest in venture fund

- Spark should go for USA, GBR, INDA only.

- Spark should invest in "Others" sector (Social /Advertising etc.) or Cleantech / Semiconductors