

INVESTMENT ASSIGNMENT SUBMISSION

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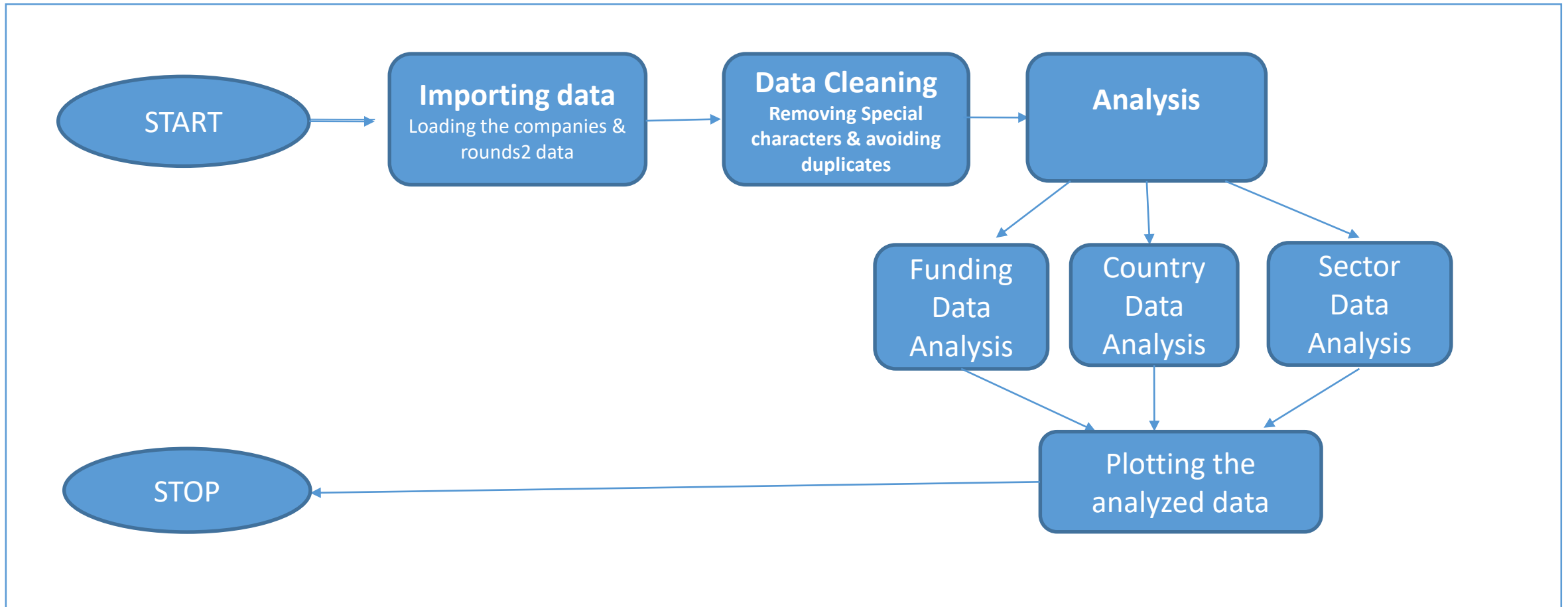
Objectives

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

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

- **Investment type analysis:** Comparing the typical investment amounts in the venture, seed, angel, private equity etc. so that Spark Funds can choose the type that is best suited for their strategy.
- **Country analysis:** Identifying the countries which have been the most heavily invested in the past. These will be Spark Funds' favorites' as well.
- **Sector analysis:** Understanding the distribution of investments across the eight main sectors. (Note that we are interested in the eight 'main sectors' provided in the **mapping file**. The two files — **companies and rounds2** — have numerous sub-sector names; hence, you will need to map each sub-sector to its main sector.)

Problem solving methodology



Analysis

This case study has mainly divided into 3 categories.

- 1. Funding Type Analysis**
- 2. Country Analysis**
- 3. Sector Analysis .**

Analysis

Funding Type Analysis

1. The investment amount for each of the four funding types (venture, angel, seed, and private equity) is calculated.
2. After calculation , We came to know that avg. investments of Venture type lies within 5 – 15 Million USD.
3. So Venture type clears all the requirements. Hence Venture, seems to be the best funding type .

Country Analysis

1. Based on requirement , we filtered the top nine countries which have received the highest total funding (across all sectors for the chosen investment type).
2. Simultaneously we filtered the Top 3 English-Speaking Countries.
3. Now we are analysing which English-Speaking Countries have received the highest total funding .

Analysis

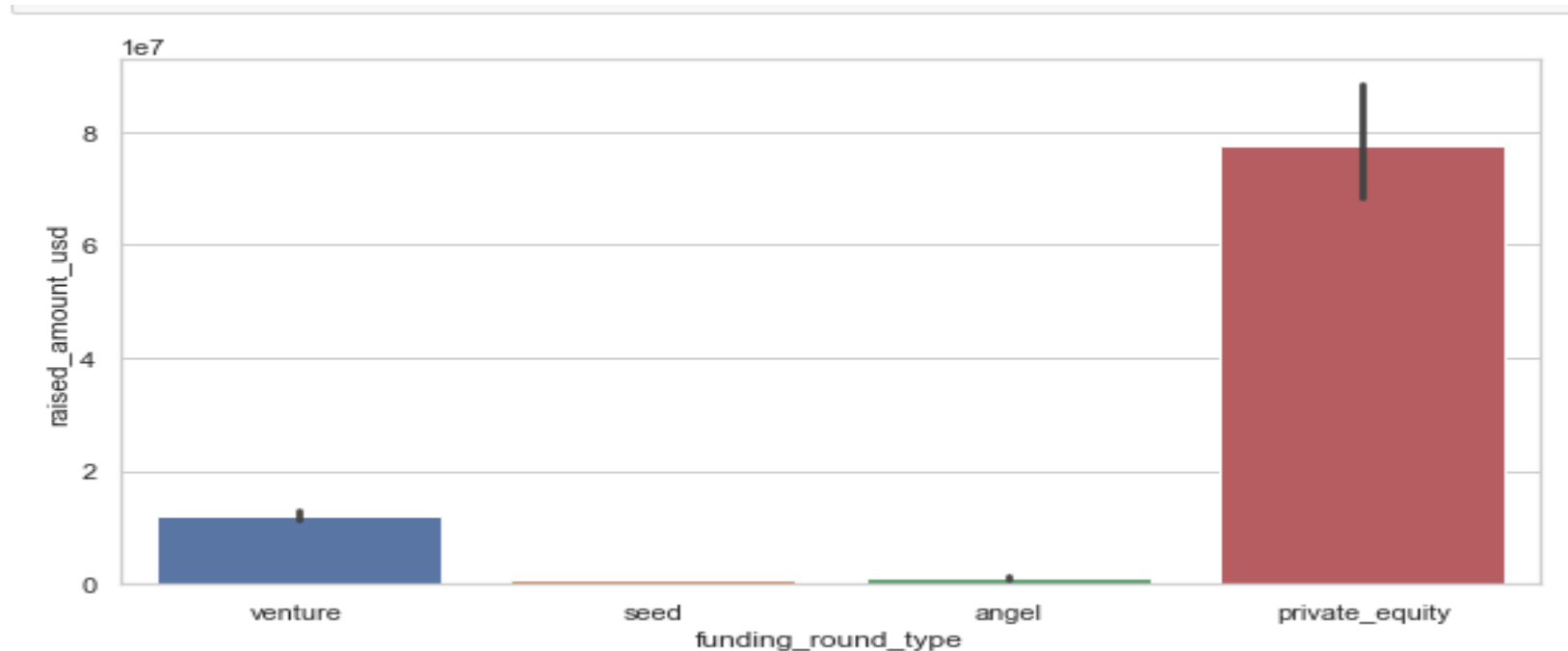
Sector Analysis

1. Extracted the primary sector of each category list from the category_list column.
2. We used the mapping file 'mapping.csv' to map each primary sector to one of the eight main sectors
(Note that 'Others' is also considered one of the main sectors)
3. Merged data frame with each primary sector mapped to its main sector
(the primary sector present in a separate column).

Results

A plot showing the fraction of total investments (globally) in venture, seed, and private equity, and the average amount of investment in each funding type.

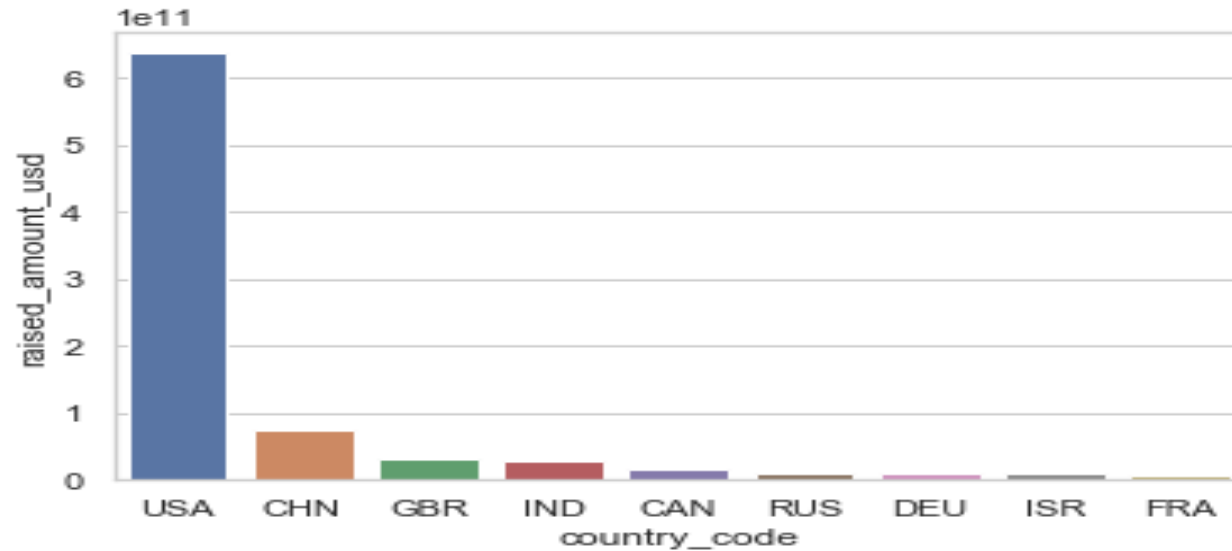
This chart make it clear that Venture funding type (FT) is best suited for Spark Funds.



Results

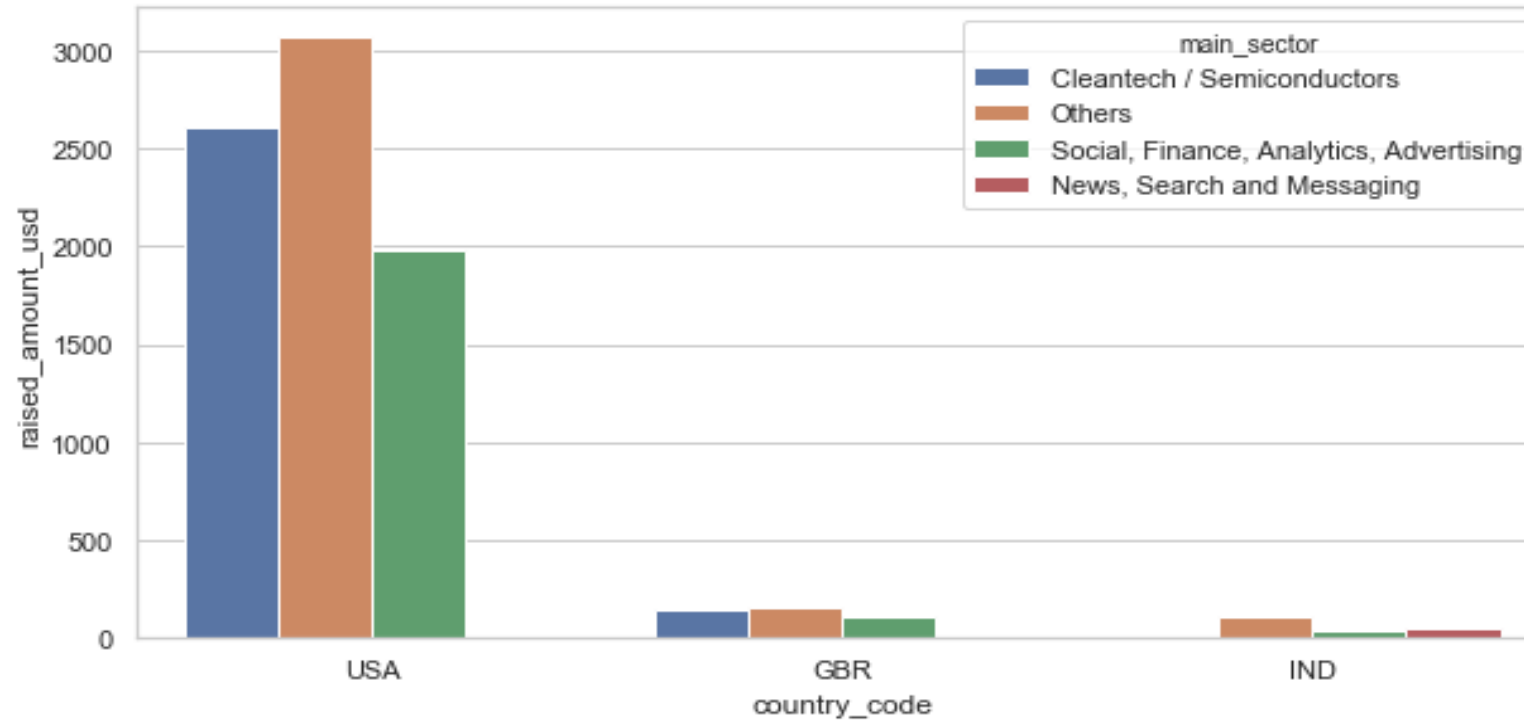
A plot showing the top 9 countries against the total amount of investments of funding type FT.

This chart make it clear that the top 3 countries (Country 1, Country 2, and Country 3)



Results

A plot showing the number of investments in the top 3 sectors of the top 3 countries for the chosen investment type FT



Conclusions

Based on our analysis ,we can conclude the following :

1. **Venture** is the best investment type with an average size of investment in the 5-15 M USD range is
2. **USA, GBR & INDIA** are the Top 3 English Speaking Countries receiving the highest investment amounts in Venture Capital funding types.
3. **'Others', 'Cleantech/Semiconductors' , 'Social/Finance/Analytics/Advertising' & 'News ,Search and Messaging'** are The most suitable sectors for funding in the above three countries.