



# INVESTMENT ASSIGNMENT SUBMISSION

Name: Yamini

# Objectives & Goals of Investment Analysis

## **Business Objectives:**

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

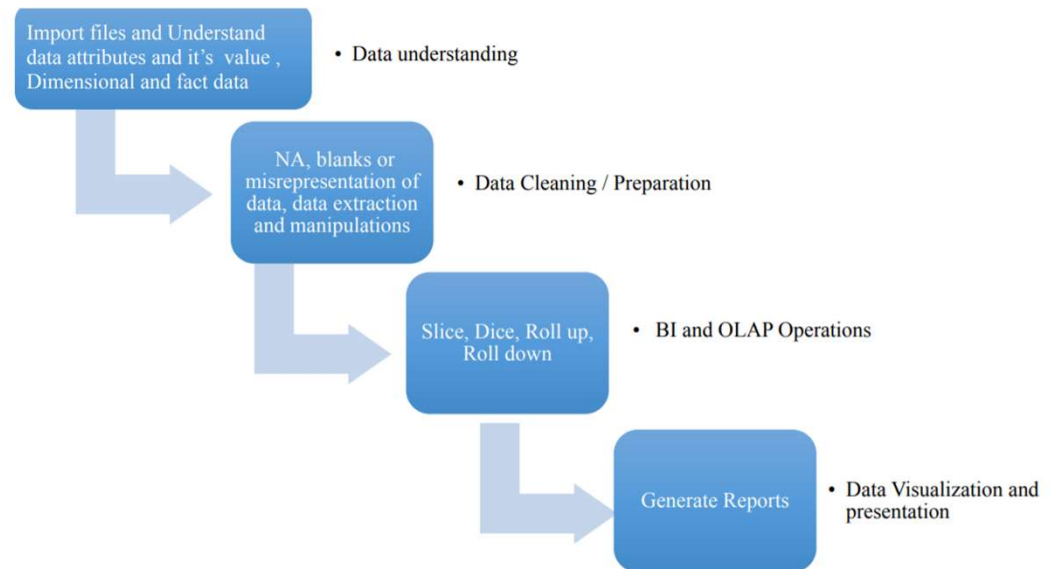
to invest where others are investing, implying that the best sectors and countries are the ones where most investments are happening.

**Business Strategy- : To analyze the trends of investments and identify the best investment sectors & countries.**

## **Goals of Investment Analysis:**

- ☐ • Management Decisions- Assist Spark Funds management in taking decision based on exploratory analysis of data.
- ☐ • Investment type analysis- Find suitable Funding Round type
- ☐ • Country analysis- Identify suitable countries to invest in.
- ☐ • Sector analysis- Find appropriate Sectors as potential Investment areas.
- ☐ • Company analysis- Locate potential companies worthy of Investment from Spark Funds

# Investment Analysis Approach





## Data Analysis

### Data Management Framework & Technology:

#### CRISP Data Management Framework

- ☐ Slice the data for investment types: seed, venture, private equity.
- ☐ Roll up funding amount on funding type and calculate average funding amount for each funding type
- ☐ Only one investment falls between the range of 5-15M is venture.
- ☐ From the plot it is clearly visible that best suited funding type is venture.

**Best suited funding type: Venture**



# Country Analysis

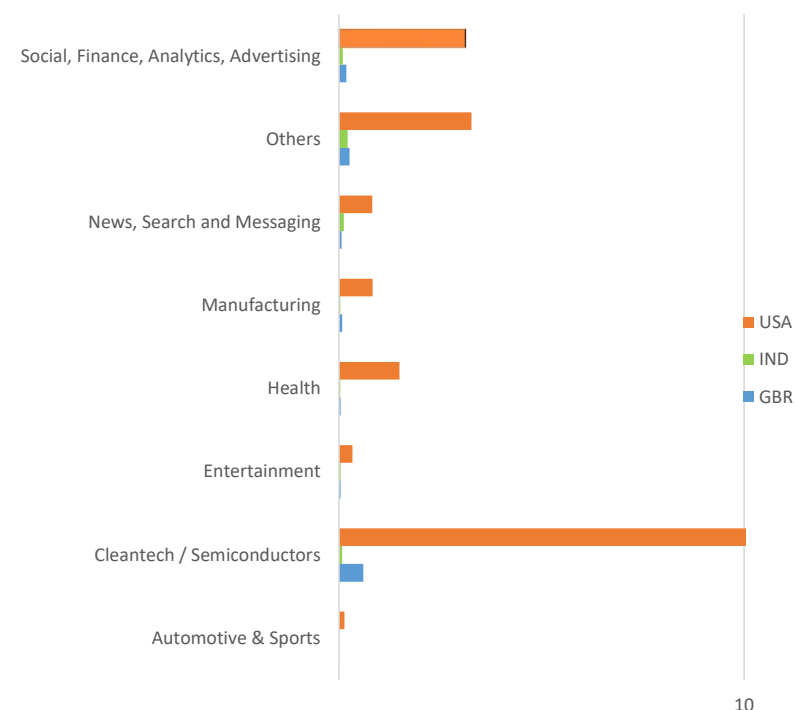
- ☐ Filter the master file where funding type is venture
- ☐ Roll up funding amount on funding type and calculate sum of funding amount for each country code
- ☐ The plot is further divided into English and non English speaking countries.
- ☐ Spark funds are interested in English speaking countries.

**Result: USA, GBR(UK), IND (India) are top 3 countries for investment.**

# Sector Analysis

main_sector	country_code	raised_amount_usd
Cleantech / Semiconductors	USA	141400.564958
Others	USA	32651.518206
Social, Finance, Analytics, Advertising	USA	31011.004859
Health	USA	14896.362252
Manufacturing	USA	8267.939722
News, Search and Messaging	USA	8177.704030
Entertainment	USA	3330.042888
Automotive & Sports	USA	1255.329578
Others	IND	2122.156766
News, Search and Messaging	IND	1192.510200
Social, Finance, Analytics, Advertising	IND	891.283738
Cleantech / Semiconductors	IND	793.280000
Entertainment	IND	376.007840
Manufacturing	IND	310.405000
Health	IND	274.770000
Automotive & Sports	IND	133.300000
Cleantech / Semiconductors	GBR	5980.738746
Others	GBR	2633.035267
Social, Finance, Analytics, Advertising	GBR	1769.465141
Manufacturing	GBR	807.084461
News, Search and Messaging	GBR	646.427232
Entertainment	GBR	425.939843
Health	GBR	362.363558
Automotive & Sports	GBR	110.245660

## Investment Analysis

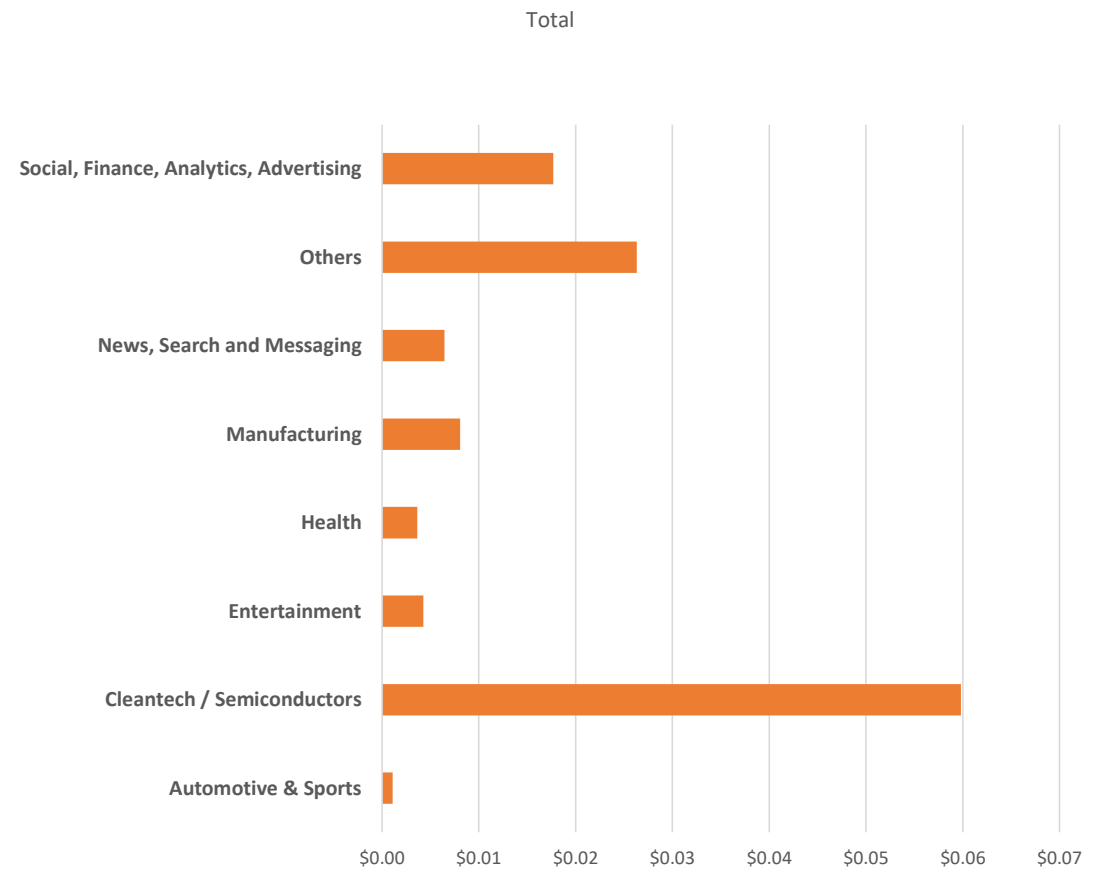


-10.5

10

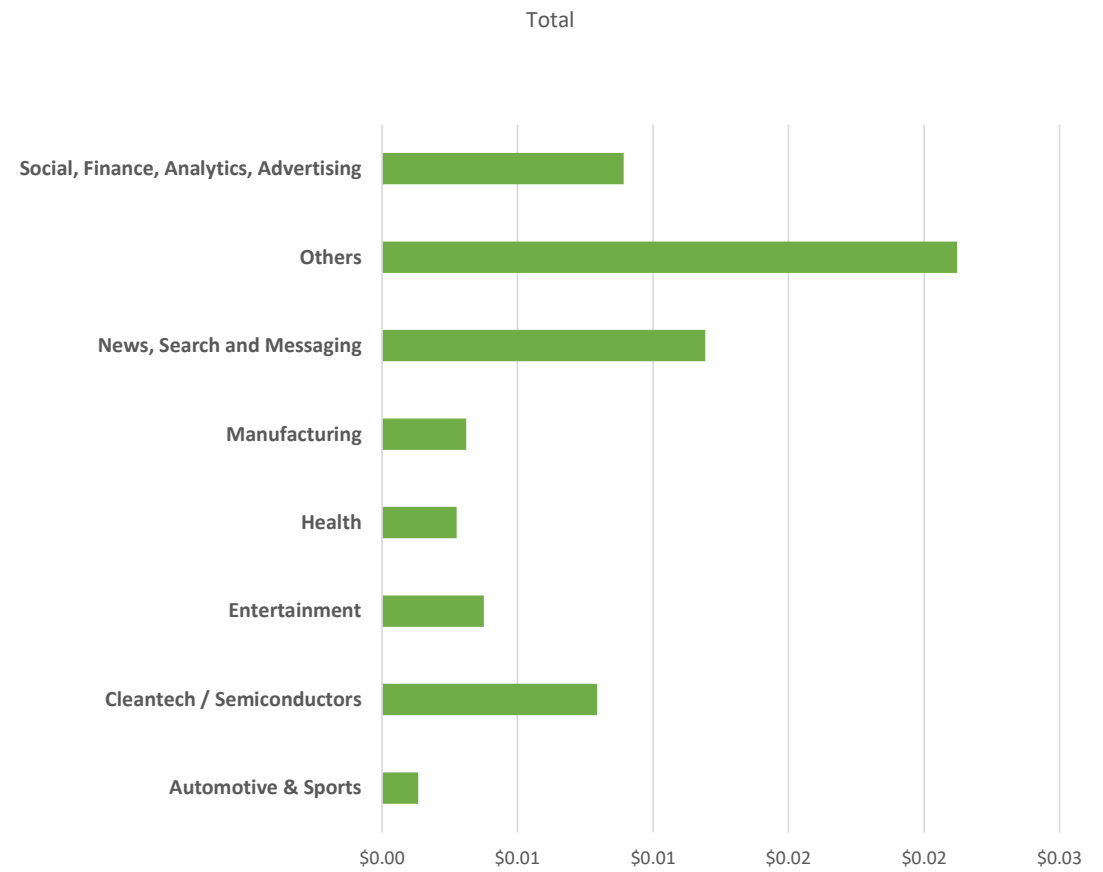
# USA top 3 investments

UpGrad



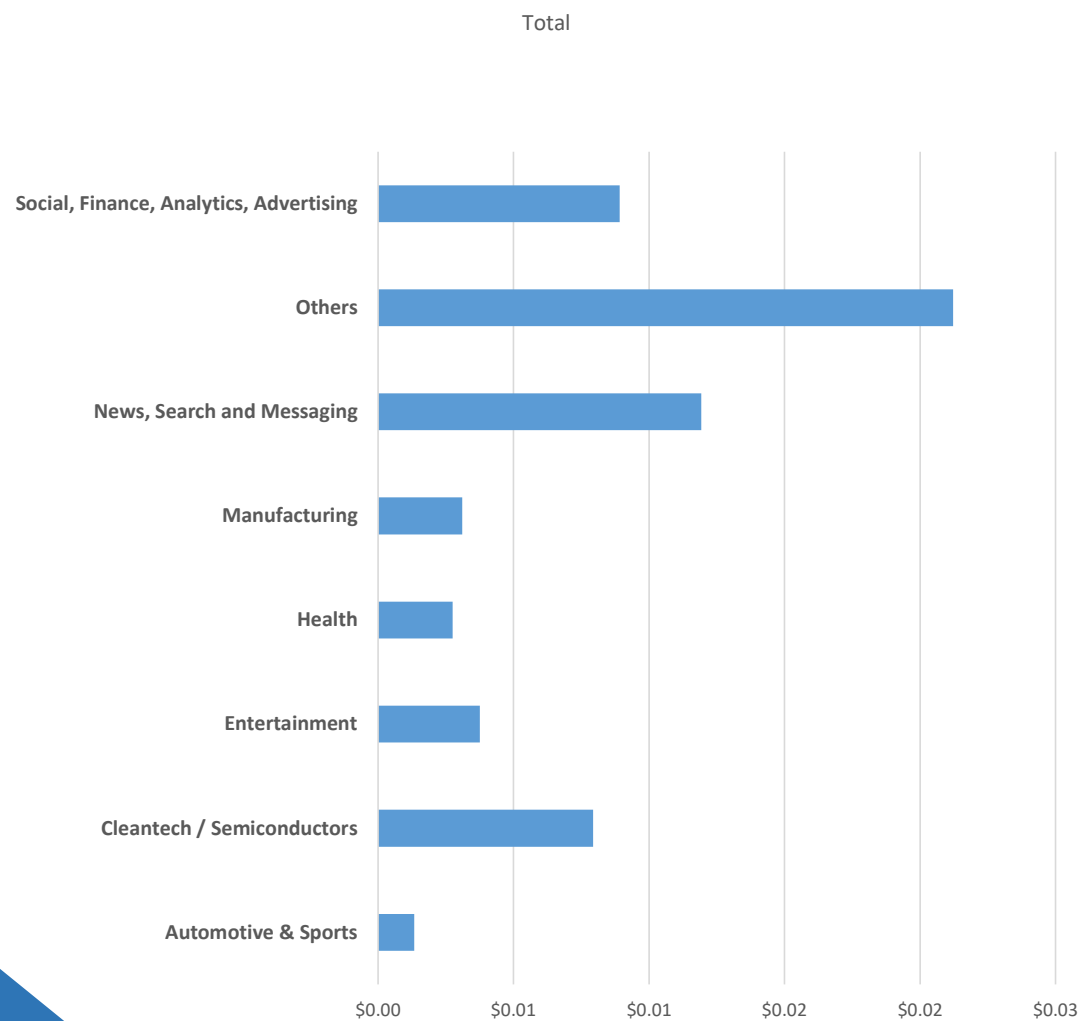
# UK Top 3 investments

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# INDIA top 3 investments





## RECOMMENDATIONS

Main SECTOR	Millions	COUNTRY
Cleantech / Semiconductors	2.6	USA
Others	1.1	USA
Social, Finance, Analytics, Advertising	1	USA
Cleantech / Semiconductors	0.16	GBR
Others	0.07	GBR
Social, Finance, Analytics, Advertising	0.06	GBR
Others	0.06	IND
Social, Finance, Analytics, Advertising	0.034	IND
News, Search and Messaging	0.03	IND