INVESTMENT ASSIGNMENT

SUBMISSION

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SYNOPSIS OF THE PROJECT

Project Brief

- Spark Funds is an asset management company which wants to make investments in few companies. The CEO Spark Funds wants to understand the global trends in investments so that she can take the investment decisions effectively

Business and Data Understanding

- Constraints for Spark Funds
- Investment range would be in 5 to15 Million USD per round of investment
- Investment done only in English-speaking countries for the ease of communication

Business Objective and Strategy

- To identify the best sectors, countries, and a suitable investment type for making investments
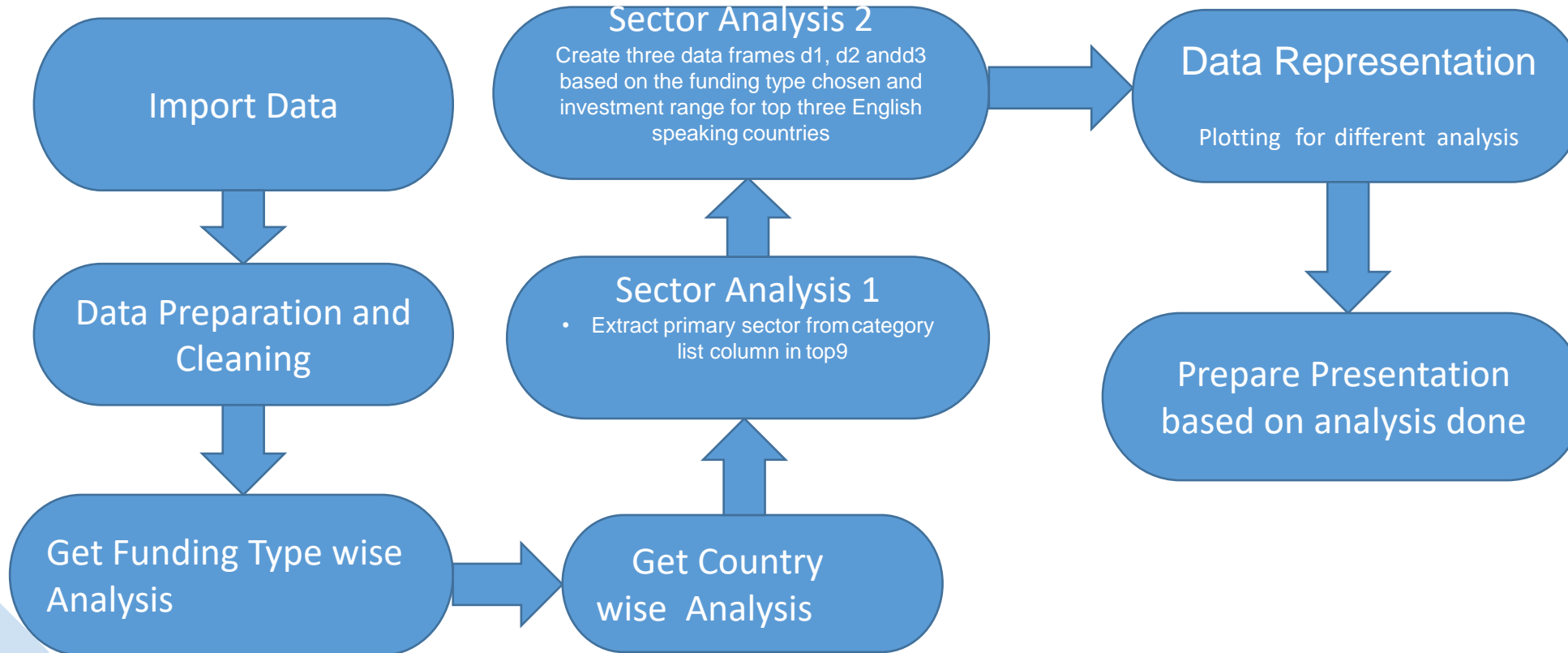- Strategy for investment would be based on trend where most investors are investing

Goals of Data Analysis

Investment type analysis

Country analysis

Sector Analysis

SPARK FUNDS - PROBLEM SOLVING FLOWCHART

Import Data

↓

Data Preparation and Cleaning

↓

Get Funding Type wise Analysis → **Get Country wise Analysis**

↑

Sector Analysis 1
- Extract primary sector from category list column in top9

↑

Sector Analysis 2
Create three data frames d1, d2 and d3 based on the funding type chosen and investment range for top three English speaking countries

→ **Data Representation**
Plotting for different analysis

↓

Prepare Presentation based on analysis done

INVESTMENT TYPE ANALYSIS

➤ Spark Funds wants to choose one of the following investment types for each potential investment they will make
  ➤ Venture
  ➤ Angel
  ➤ Seed
  ➤ Private Equity

➤ Based on the analysis, the best investment type for Spark Funds would be Private equity

➤ Reasons for selecting Private Equity
  ➤ Private Equity selected based on data got after investment type analysis

Investment type	Average investment (in 5-15 MM USD range)
Private equity	73618564
Venture	11735780
Seed	748104
Angel	968560

COUNTRY ANALYSIS

- ➤ Spark Funds wants to narrow down the countries based on the investment type chosen (i.e. private equity)

- ➤ Creating a data frame of top 9 countries based on private equity investment type and naming it top9.

- ➤ Based on analysis top 3 English speaking country

Country Code	Sum of amount raised in USD	Country Code	Sum of amount raised in USD
USA	669482123821	CAN	18424675109.00
CHN	75703565796.00	FRA	9059770757.00
IND	27686336560.00	ISR	9713884650.00
GBR	32767048060.00	DEU	10017763740.00
RUS	11279120120.00		

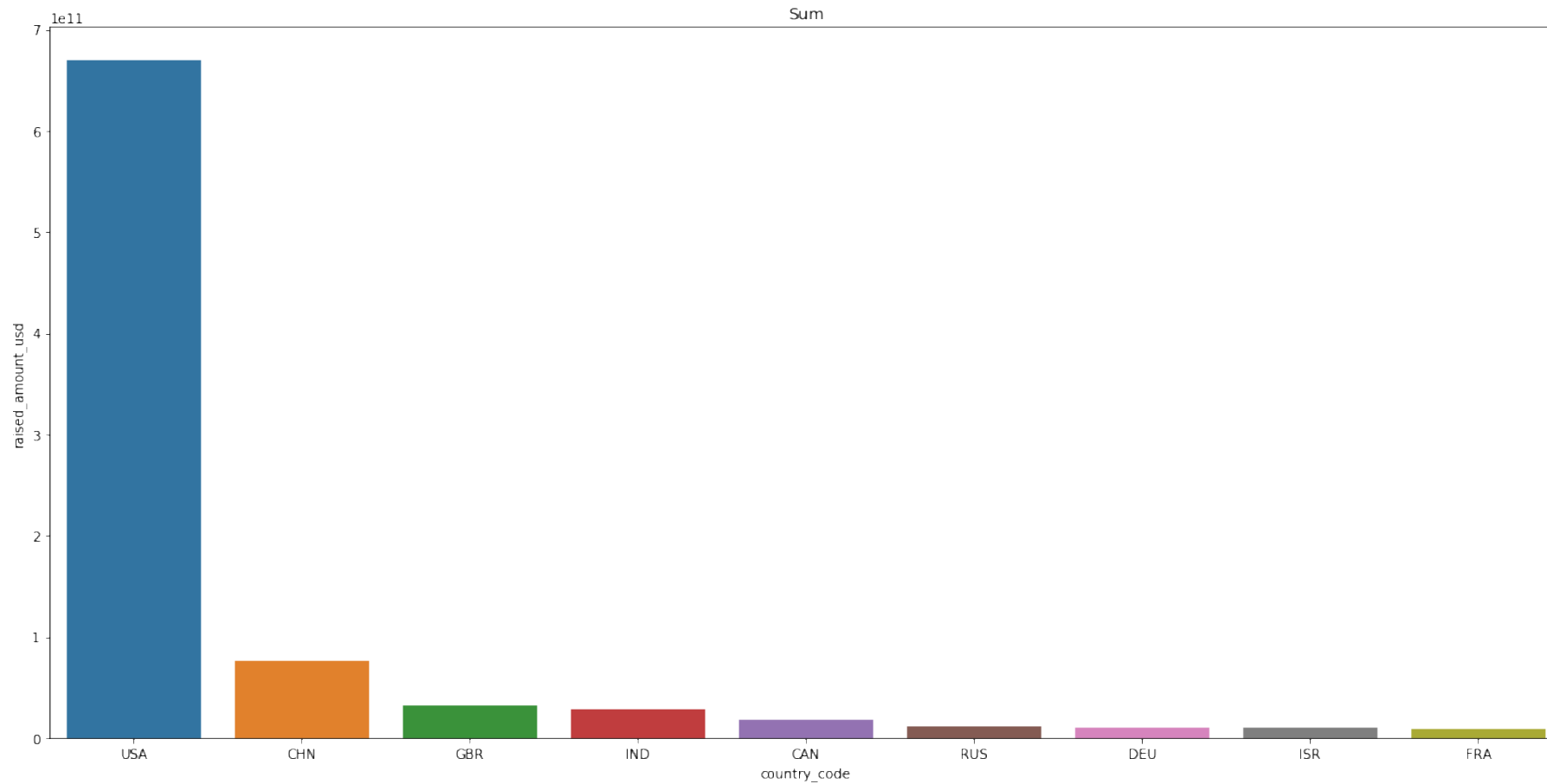| Top 3 English speaking country |
|---|
| USA |
| GBR |
| IND |

SECTOR WISE ANALYSIS

➤ Spark funds wants to narrow down to main sectors & countries where it can invest.

➤ Basic Strategy to Invest in sectors : Where most investments are occurring.

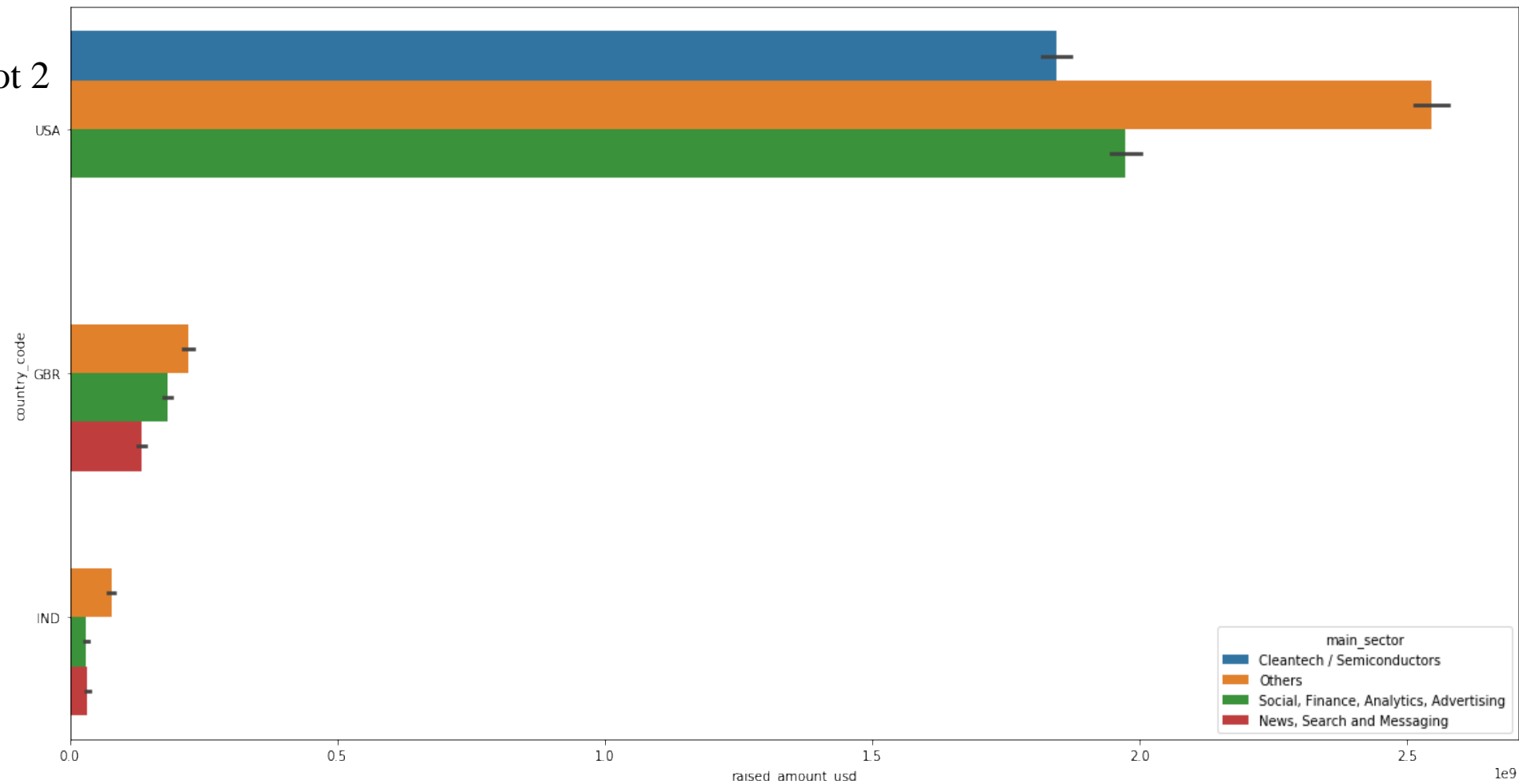➤ Top 3 sector where Sparks fund can Invest in USA would be as follow :-

Sector	Total no of Invested
Others	2715
Social, Finance, Analytics, Advertising	2093
Cleantech / Semiconductors	1967

Bar Chart showing top 9 Countries against the total amount of Investments of funding type FT. This should make the top 3 Countries very clear.
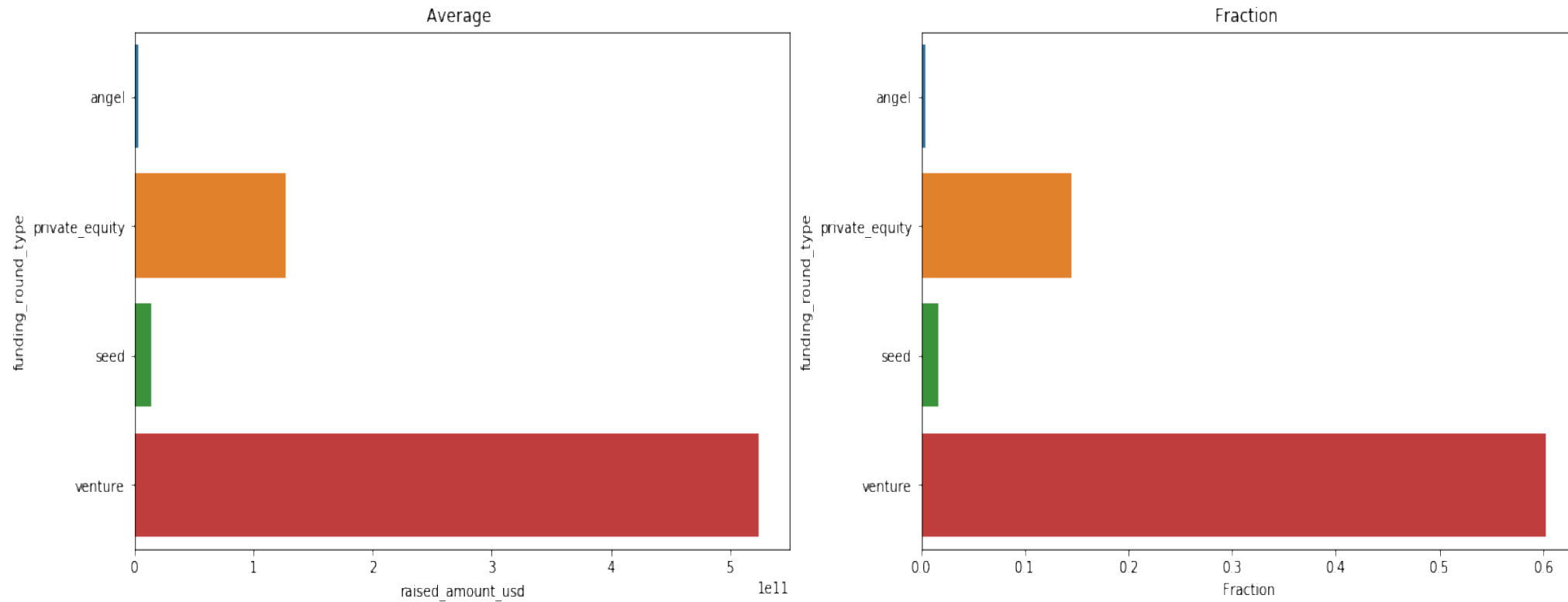
This shows the number of Investments in the top 3 sectors of the top 3 Countries on one chart

Bar chat will show average and fraction amount invested in top 4 sectors

Conclusion

- Based on Investment Strategy of Stark Funds
- Funding Type selected is **Private Equity**
- For English speaking countries – **USA, IND, GBR**
- Top 3 sectors on basis of Maximum number deal.

USA	IND	GBR
Others	Others	Others
Social, Finance, Analytics & Advertising	Social, Finance, Analytics & Advertising	News, Search and Messaging
Clean tech//semiconductors	News, Search and Messaging	Social, Finance, Analytics, Advertising