

# INVESTMENT ASSIGNMENT SUBMISSION


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# Spark Funds

- Spark funds is an asset management company that wants to make investments in a few companies.
- We have a database of investments made in in companies across the world across various sectors.
- The goal is to figure out the best country and sector to invest in.
- The strategy is to invest in countries and sectors where most investors are investing

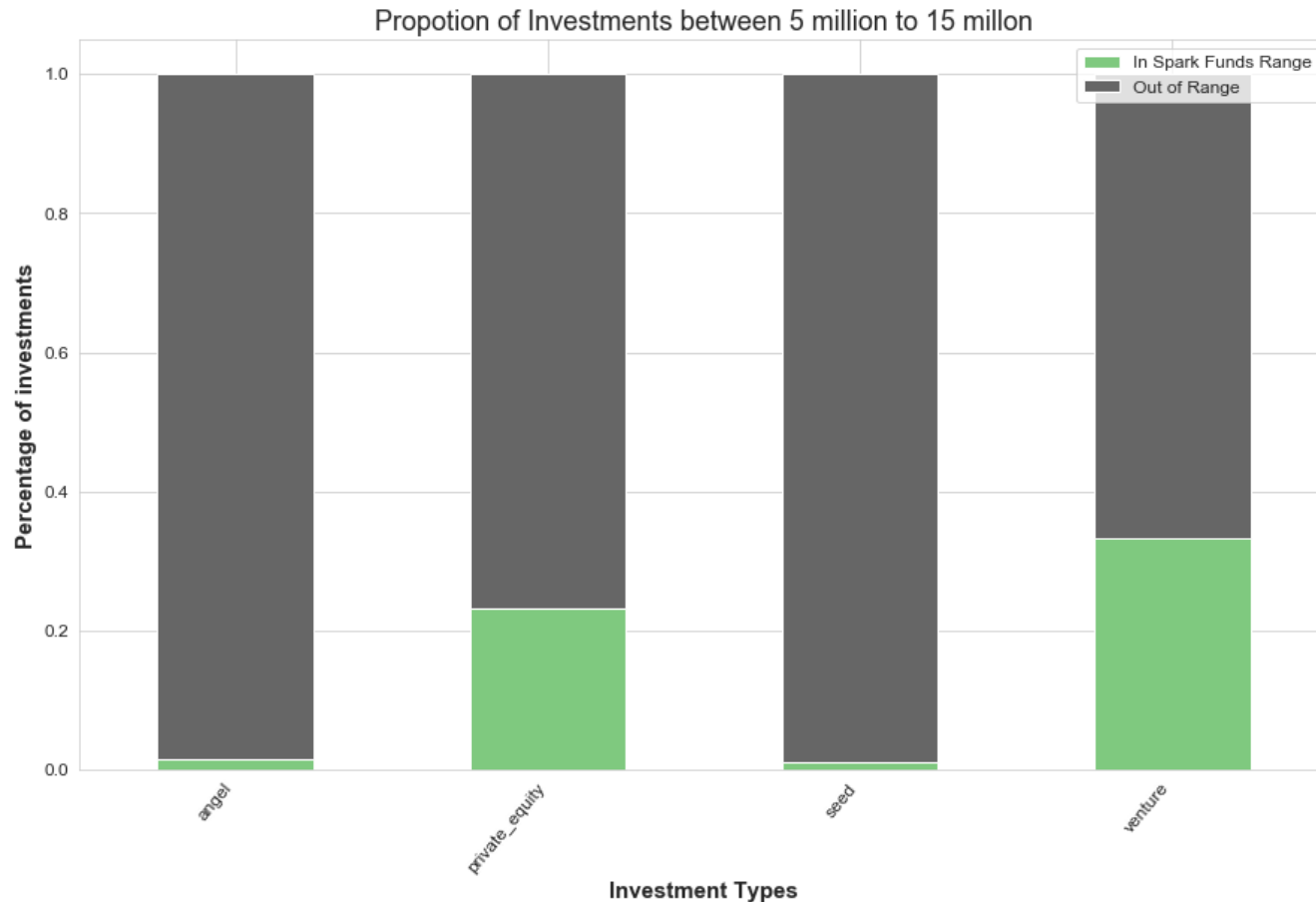
# Narrowing down the top country and sectors

- 
- Analyse and clean global data
  - Filter out the countries where English is one of the official languages

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- Narrow down investment type most suitable for Spark Funds
  - Find the top 3 countries to invest in based on funding amount of the chosen investment type

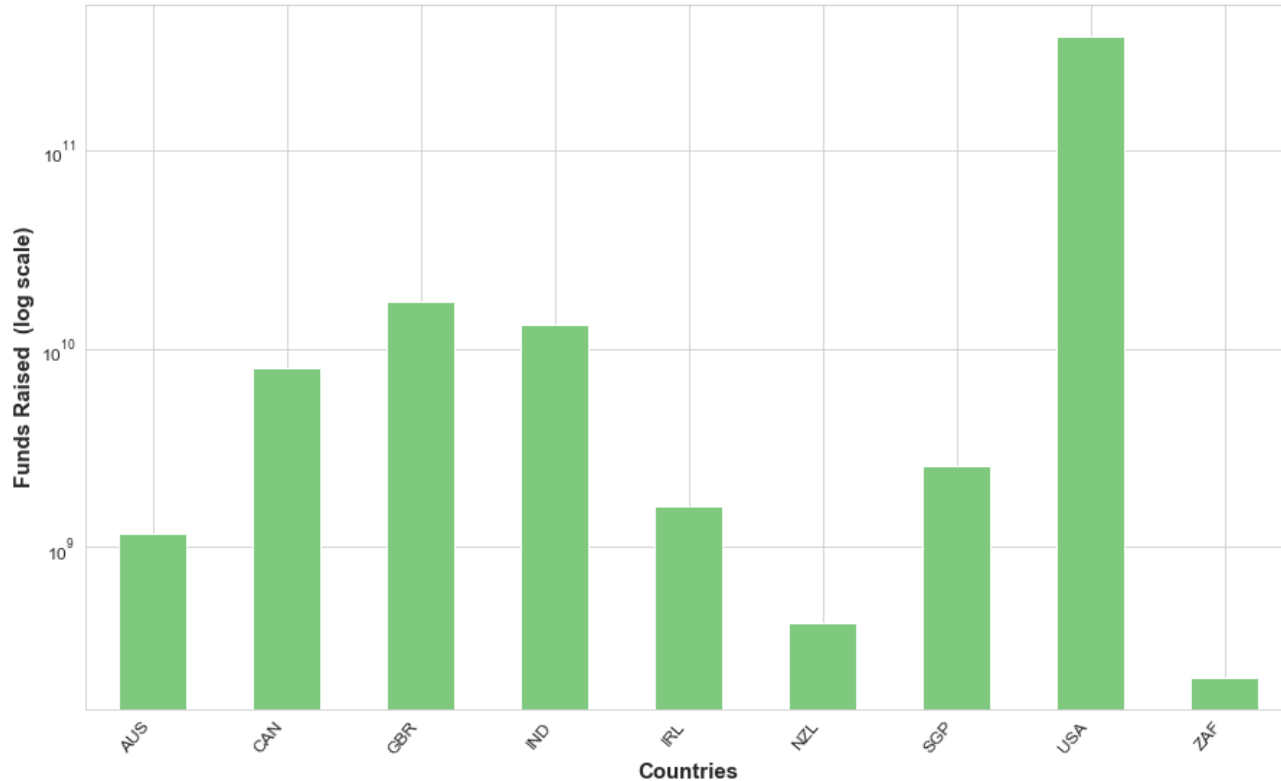
- 
- Within each country, narrow down to the top 3 sectors

# Most suitable type of investment



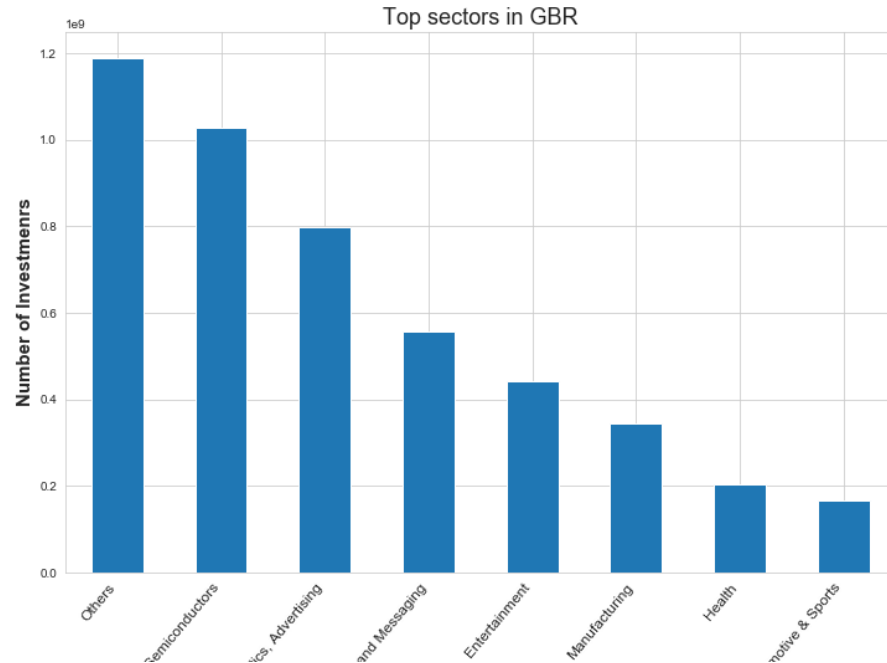
- This chart represents the proportion of the investments made in the range 5 million to 15 million under each investment type
- Venture capital has the highest proportion of investments made in Spark Funds range 5 million to 15 million
- 33% of investments in venture capital are within the range
- This shows that venture capital investment is most representative of Spark funds goals

## Top Country



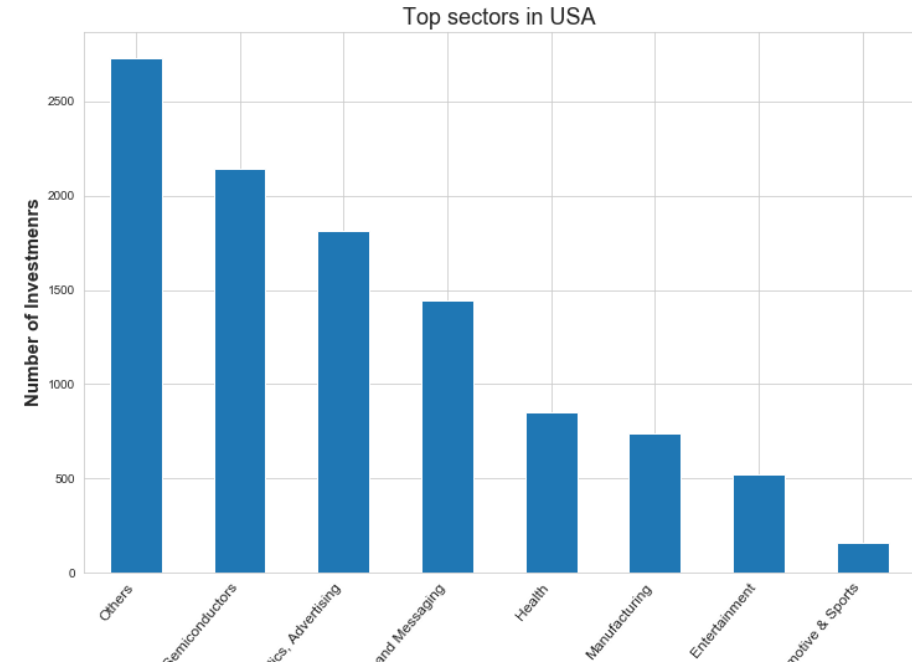
- Here are the top 9 countries that received the highest investments within venture funds
- The graph is plotted on a log scale
- The top 3 countries are – USA, India & Great Britain

# Top sectors in top 3 countries



Top 3 sectors that received the highest number of investments in in GBR

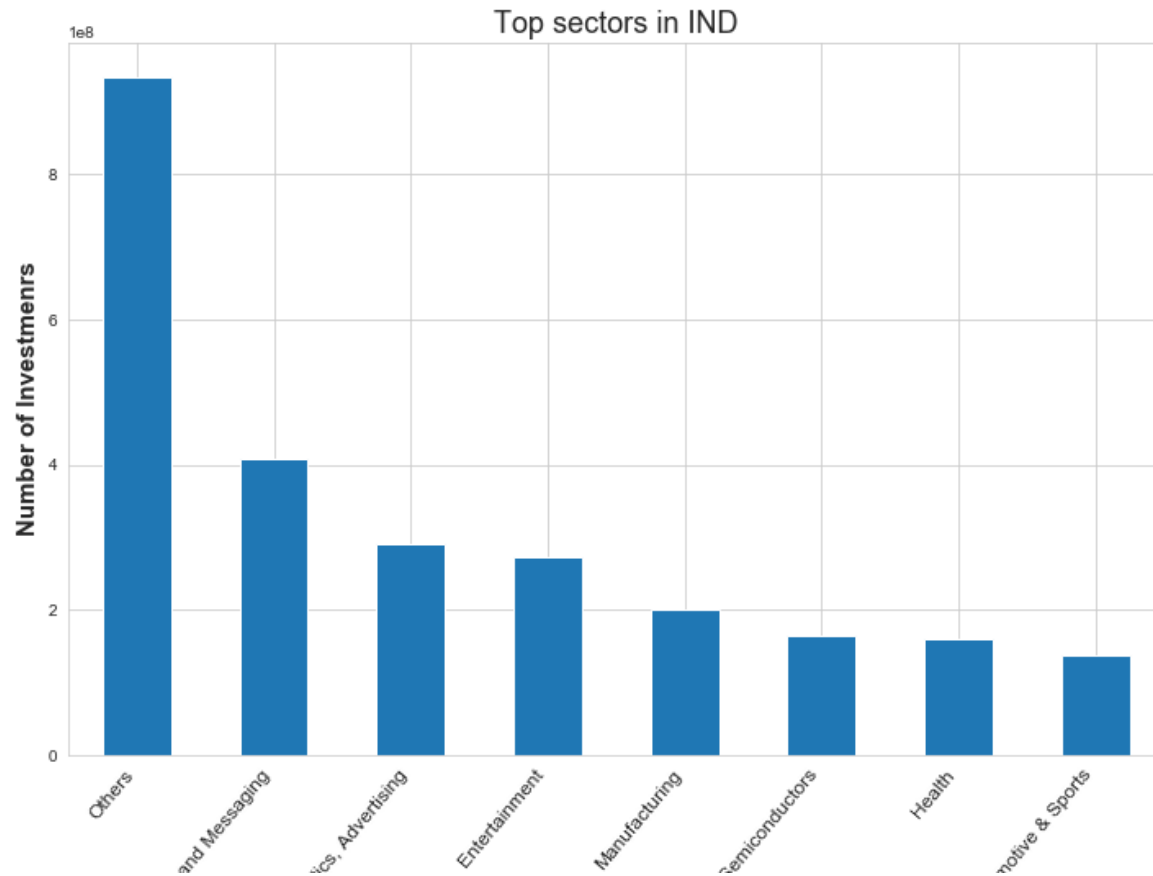
- Other
- Cleantech / Semiconductors
- Social, Finance, Analytics, Advertising



Top 3 sectors that received the highest number of investments in in USA

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

# Top sectors in top 3 countries

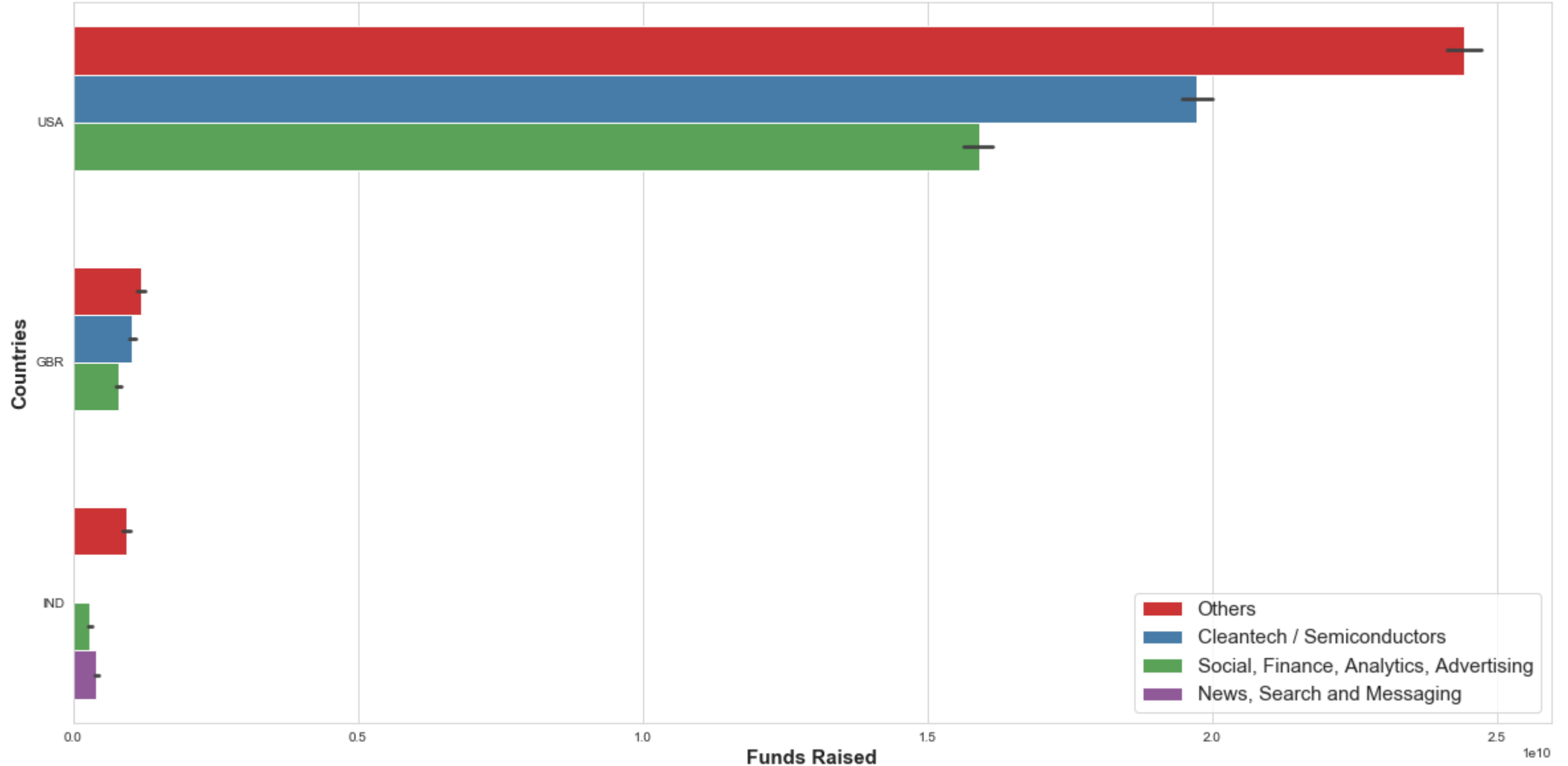


Top 3 sectors that received the highest number of investments in in IND

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

# Top 3 sectors in top 3 countries

Top 3 sectors in top 3 countries





# Conclusion

- Venture capital is the investment type that most represents Spark Funds Goals
- USA, GBR & IND take up 96% of the global investments
- USA alone takes up 89.2% of global investments

## USA

- Top sectors in US are – Other, Cleantech / Semiconductors, Social, Finance, Analytics, Advertising
- Top company within the 'Others' sector is Virtustream
- Top company within the 'Cleantech / Semiconductors' sector is Biodesix

# Conclusion

## GBR

- Top sectors in GBR are – Other, Cleantech / Semiconductors, Social, Finance, Analytics, Advertising
- Top company within the ‘Others’ sector is Electric Cloud
- Top company within the ‘Cleantech / Semiconductors’ sector is EUSA Pharma

## IND

- Top sectors in GBR are – Other, News, Search and Messaging, Social, Finance, Analytics, Advertising
- Top company within the ‘Others’ sector is FirstCry.com
- Top company within the ‘News, Search and Messaging’ sector is GupShup