

INVESTMENT ASSIGNMENT SUBMISSION

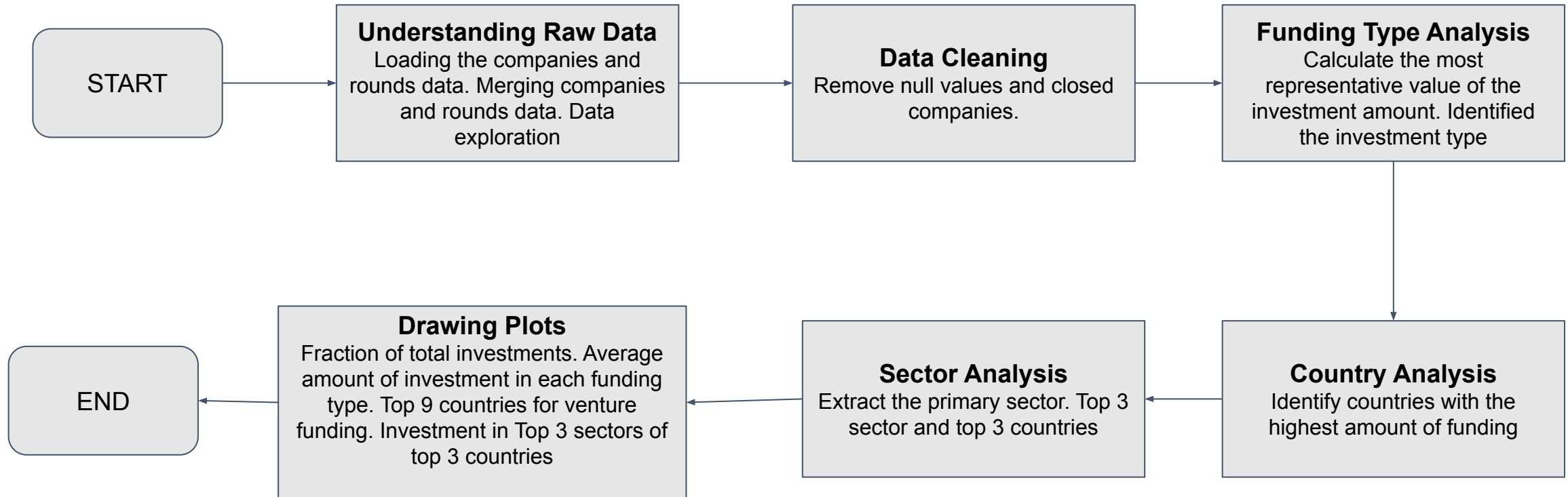
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Spark Funds Investment Analysis

Spark Funds wants to make investments in a few companies

- It wants to invest between 5 to 15 million USD per round of investment
- It wants to invest only in English-speaking countries
- Spark Funds wants to invest where most other investors are investing.
- Goals of data analysis:
 - Investment type analysis
 - Country analysis
 - Sector analysis

Problem solving methodology



Analysis

Data analysis starts with loading data in memory, exploring data, understanding data. Merged companies data and rounds data.

Data Analysis is done in following parts:

- **Data Cleaning**

Data cleaning is done to remove null values and removing columns which are not required for analysis.

funding_round_code column had 72% null values hence removed.

Companies having status closed is removed as not suitable for investment.

- **Funding Type Analysis**

Following funding type are found suitable for investment:

Venture, Private Equity, Seed and Angel.

Private equity has highest average amount of investment: \$75.8M USD

Venture funding type seems suitable as it's avg fall between 5-15M USD: \$11.9M USD

Analysis

- **Country Analysis**

Country analysis is done on Venture type funding. Top 9 countries with major investments are:
USA, CHINA, GBR, IND, CAN, FRA, ISR, DEU, JPN.

USA and CHINA has highest investment.

Top 3 english speaking countries with major investments are:
USA, GBR, IND

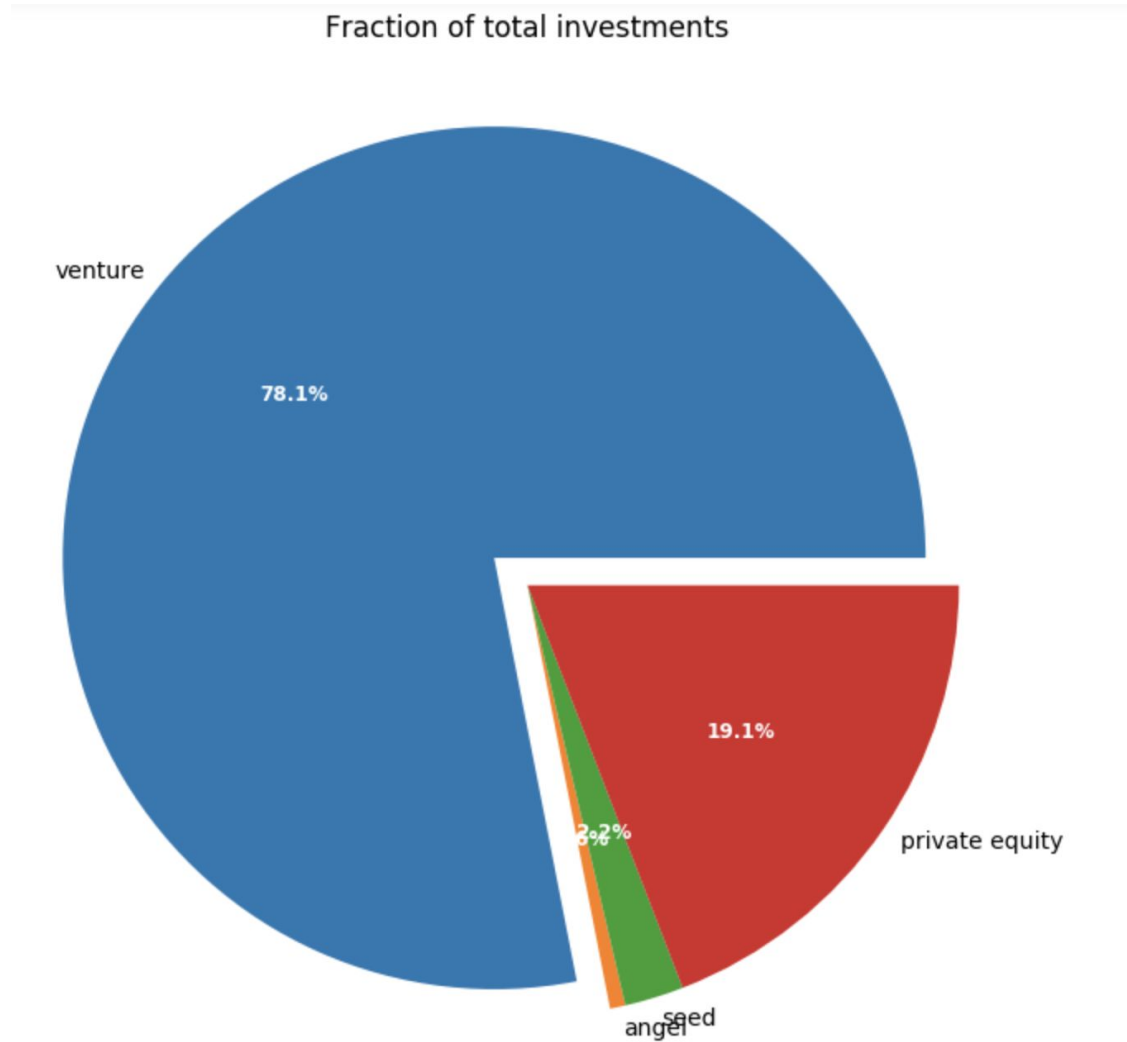
- **Sector Analysis**

Top 3 sectors in Top 3 countries are identified.

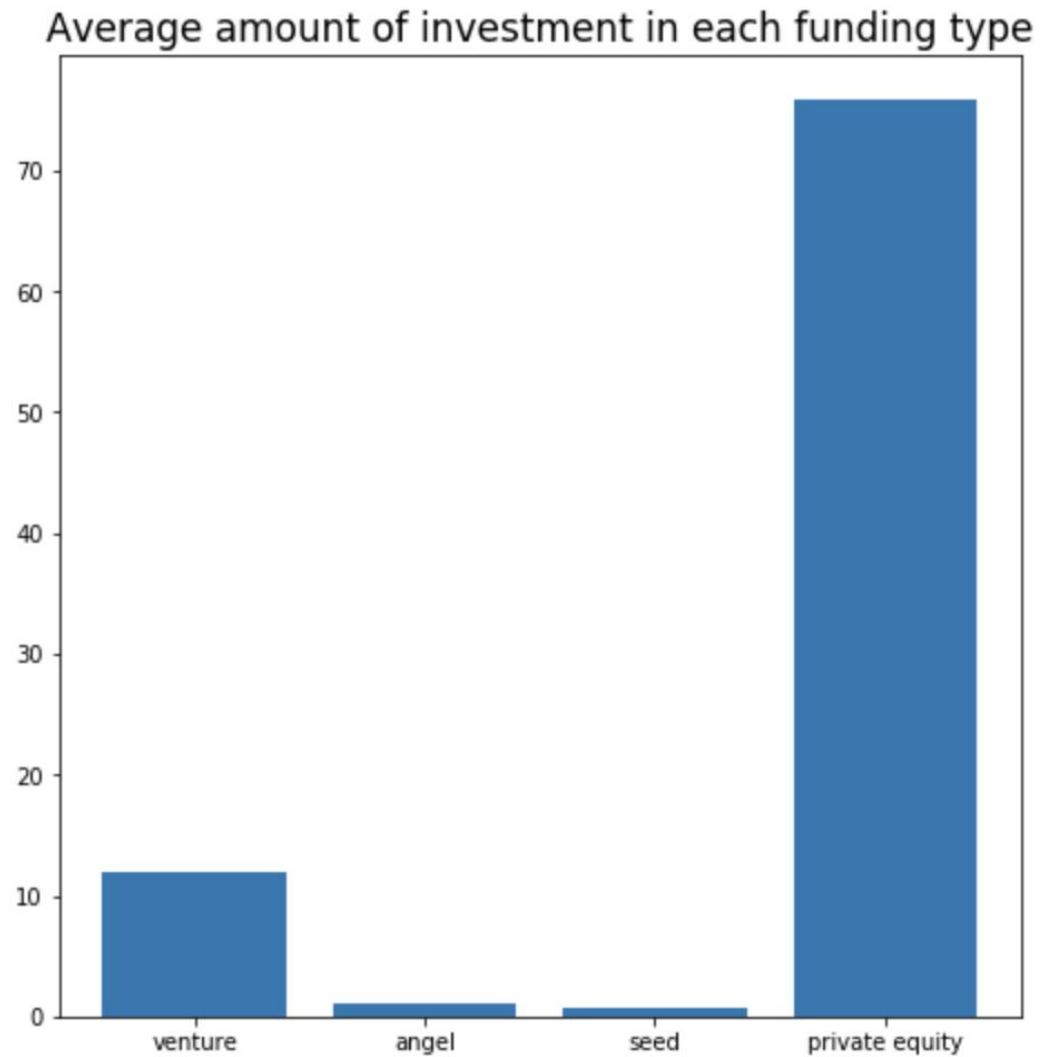
Suitable top 3 sectors are:

1. *Others*
2. *Cleantech / Semiconductors*
3. *Social, Finance, Analytics, Advertising*

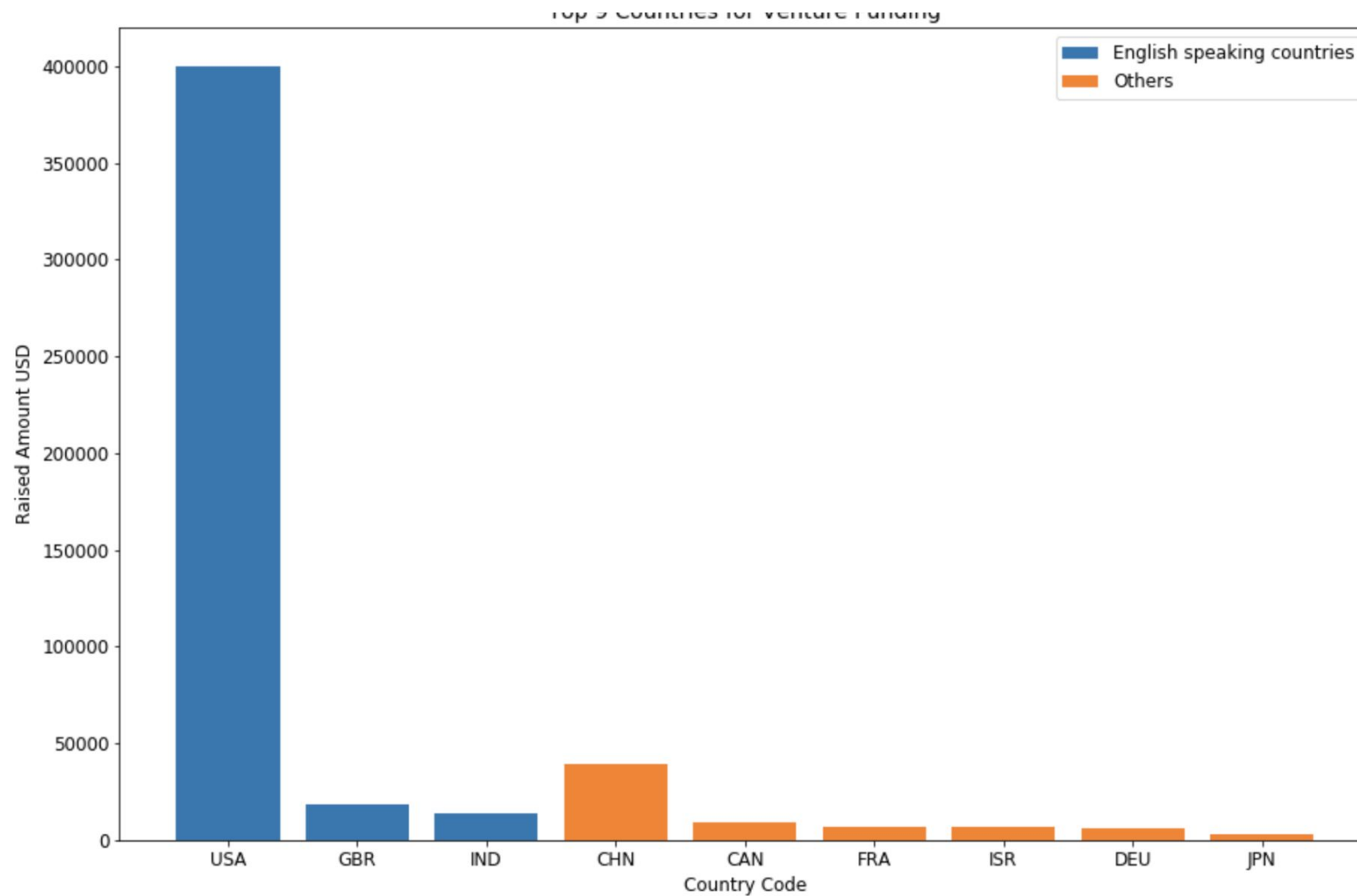
Fraction of total investments



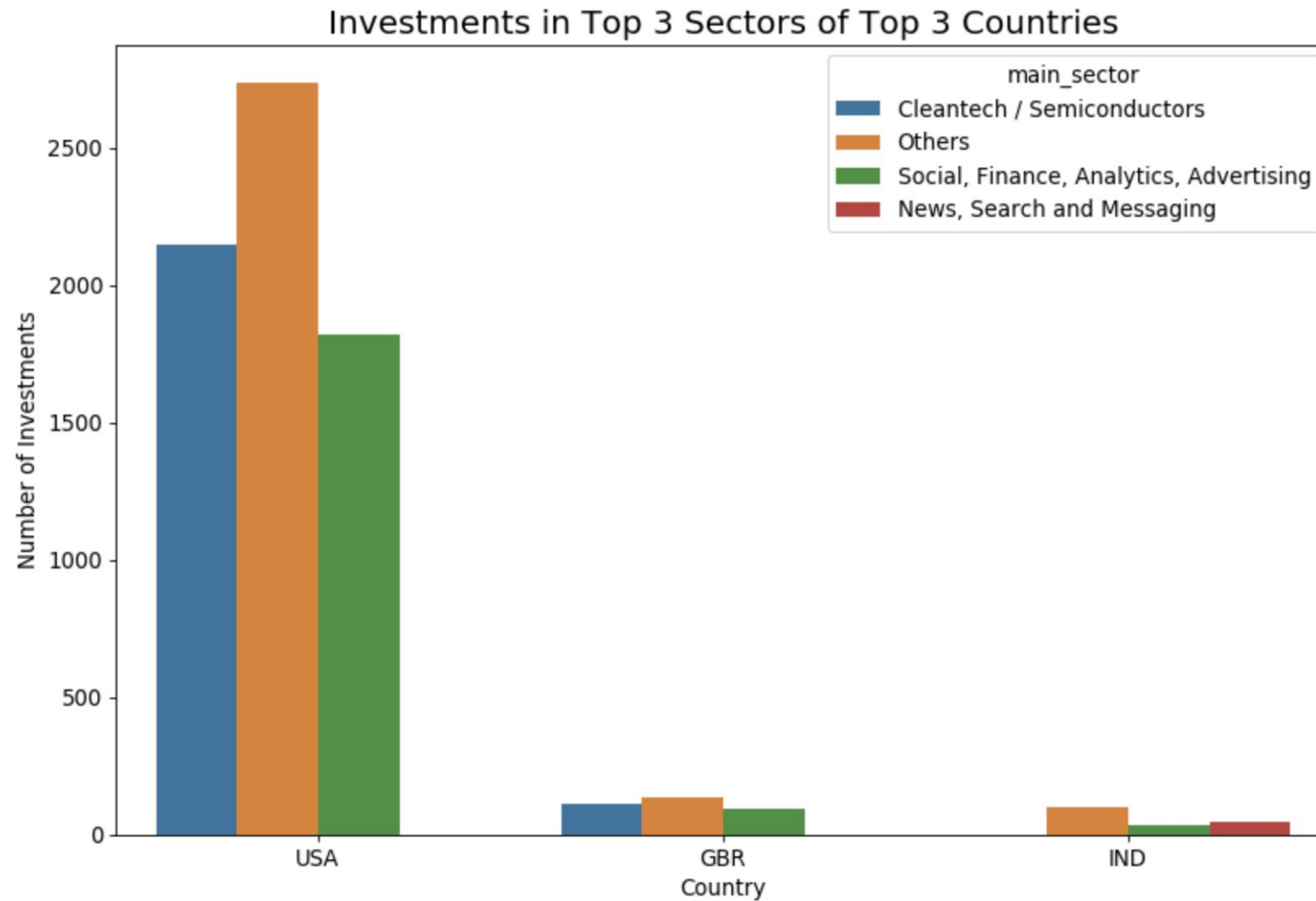
Average amount of investment in each funding type



Top 9 countries for venture funding



Investment in Top 3 Sectors of Top 3 Countries



Conclusions

Based on analysis of investment data following points can be concluded:

- Best funding type for investment of 5-15M USD
Venture Funding type
- Top 3 English speaking countries having major investments are:
 - USA
 - GBR
 - INDIA
- Most suitable sectors for funding in above countries are:
 - Others
 - Cleantech / Semiconductors
 - Social, Finance, Analytics, Advertising