

# INVESTMENT ASSIGNMENT SUBMISSION

Name: Animesh Kalita

## <Abstract>

- The Objective of the assignment is to find out which type of investment is suitable along with the top countries and best sectors for making an investment. There for an analysis report has been made about different kind of investments and show which kind of investments are hot and the sectors where top investments are happening. This presentation will show a step by step process to achieve the desired goal.
- Considering the business interest of Spark Investments, there are certain conditions that are kept in mind while analysing the data:
  - ❖ Analysis is done for investments between 5 to 15million USD
  - ❖ Analysis is done for only for english speaking countries (where english is one of the official languages)

# <Problem solving methodology>

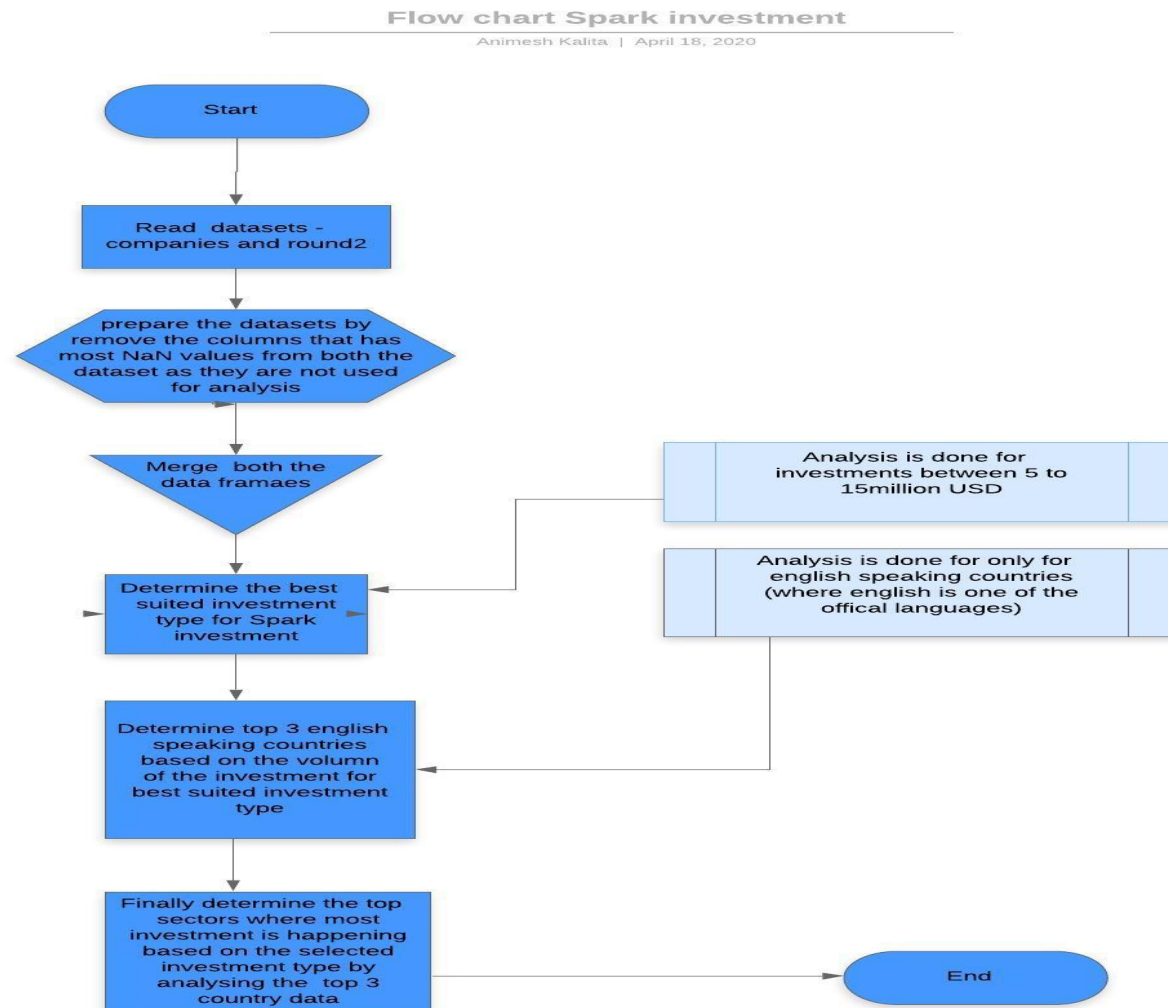


Fig : 1

## <Analysis>

After thorough analysis based on the given data, we come to the conclusion that the most representative value of the investment amount for each of the four funding types (venture, angel, seed, and private equity) are as below

Type of Investment	Amount in USD
Venture	11748950
angel	958694.5
Seed	719818
Private Equity	73308590

Fig: 2

From the above table it clearly shows that Venture type is the investment type suitable for Spark investment as it has the most number of investment between 5 to 15 million USD.

## <Analysis>

When we further drill down, we see that the below nine countries received the highest funding across all sectors for investment type Venture

Country	Funding in USD
USA	422510800000
CHN	39835420000
GBR	20245630000
IND	14391860000
CAN	9583332000
FRA	7259537000
ISR	6907515000
DEU	6346960000
JPN	3363677000

Fig: 3

## <Analysis>

So from the Fig: 3 table it shows that USA, GBR and IND are the top three country where official language is english and where investment of type Venture is happening.

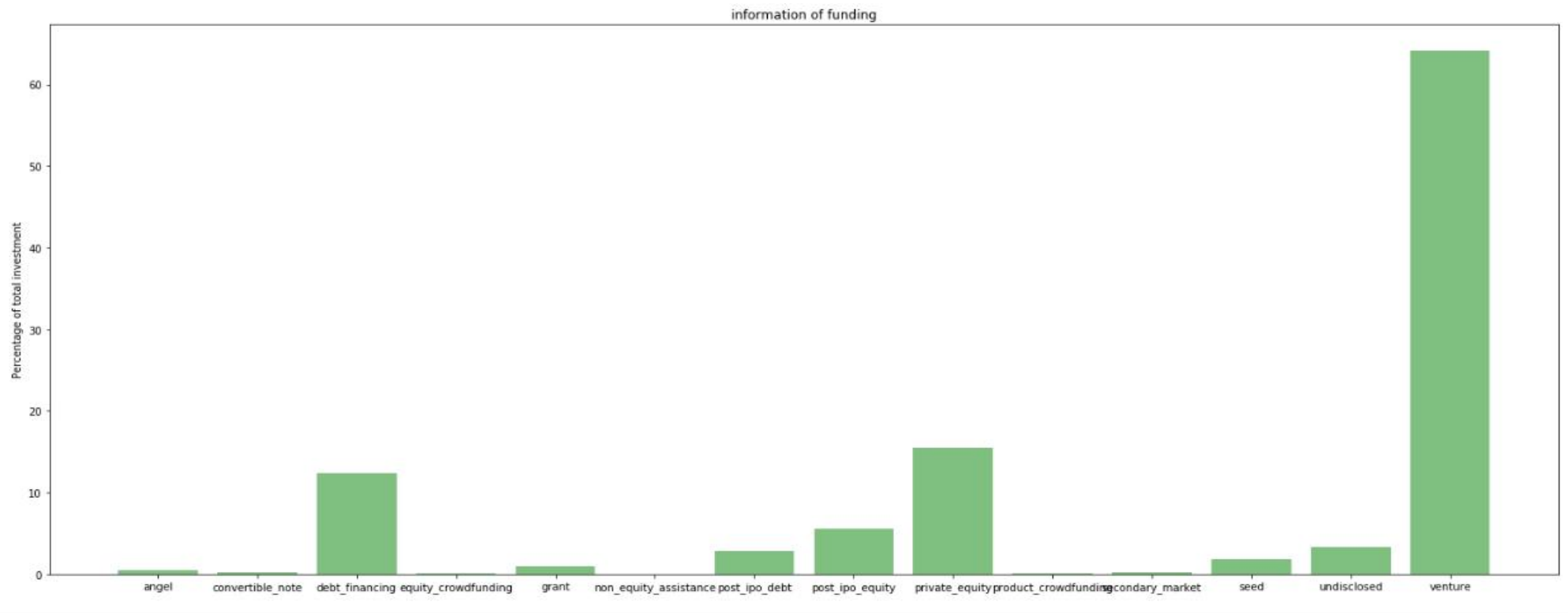
Going ahead with the analysis, we found out the heavily invested sectors for each of the top three countries which is shown in the below table.

Country	Sector 1	Sector 2	Sector 3
USA(United States)	Cleantech / Semiconductors	Social, Finance, Analytics, Advertising	News, Search and Messaging
GBR(Great Britain)	Cleantech / Semiconductors	Social, Finance, Analytics, Advertising	News, Search and Messaging
IND(India)	News, Search and Messaging	Entertainment	Social, Finance, Analytics, Advertising

Fig: 4

## <Results>

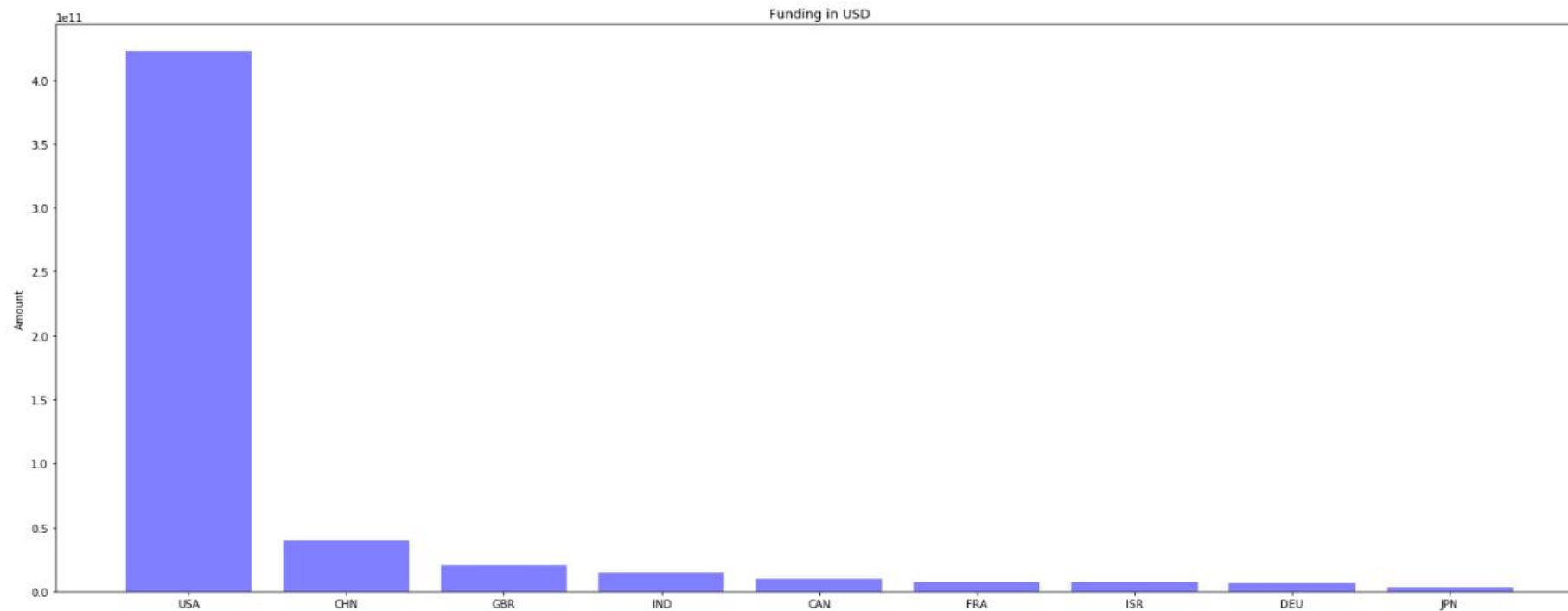
Plot 1



The plot clearly shows that venture type investment is most suitable for spark investment.

## <Results>

Plot 2



Above plot shows top nine countries that received the highest funding for Venture type and out of which USA, GBR and IND are the top three english speaking countries.



The top three sectors for USA

Cleantech / Semiconductors

Cleantech / Semiconductors

News, Search and Messaging

The top three sectors for GBR

Social, Finance, Analytics, Advertising

Social, Finance, Analytics, Advertising

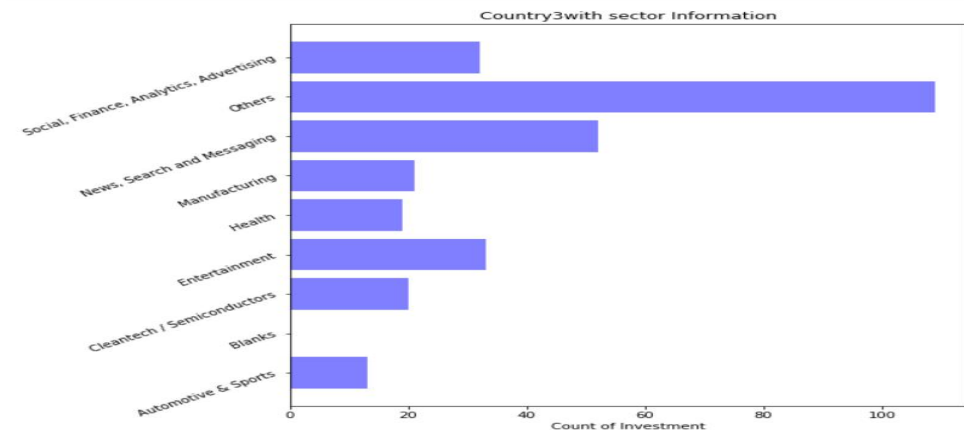
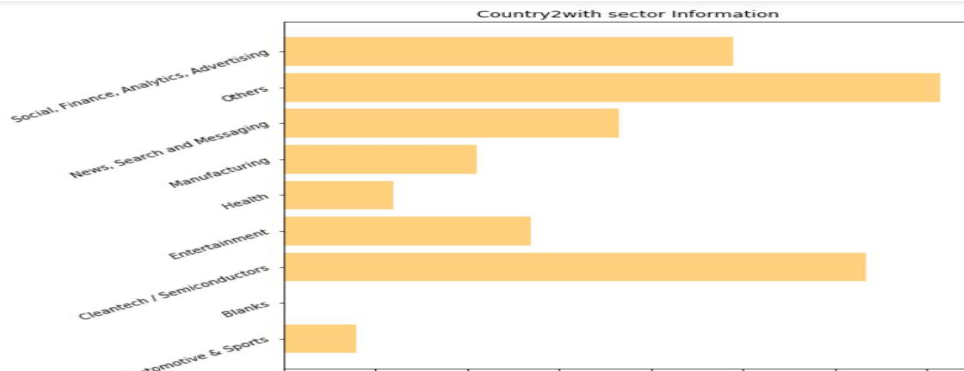
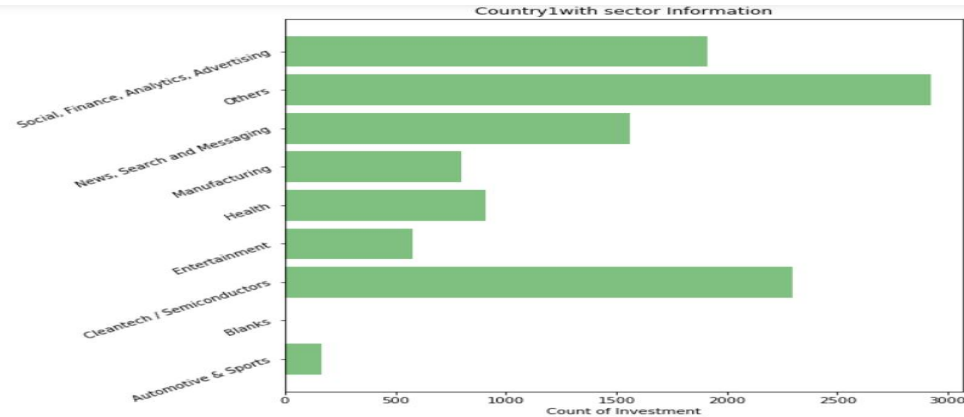
Entertainment

The top three sectors for IND

News, Search and Messaging

News, Search and Messaging

Social, Finance, Analytics, Advertising



## <Conclusions>

So based on the analysis done, we can conclude that Spark investment should be looking for Venture investment type in countries USA, GBR and IND. They should focus on sectors Cleantech / Semiconductors, (News, Search and Messaging), (Social, Finance, Analytics, Advertising) and Entertainment and companies biodesix, eusa-harma,gupshup-technology-india-pvt-ltd,intacct,celltick-technologies and yebhi as these companies received highest investment in their sectors.

The below table shows the relation between the Country, sector and Companies.

Country	Sector1	Company	Sector2	Company
USA	Cleantech / Semiconductors	biodesix	Social, Finance, Analytics, Advertising	intacct
GBR	Cleantech / Semiconductors	eusa-pharma	Social, Finance, Analytics, Advertising	celltick-technologies
IND	News, Search and Messaging	gupshup-technology-india-pvt-ltd	Entertainment	yebhi