INVESTMENT ASSIGNMENT

SUBMISSION

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Project Brief

Business Objectives

Identify the best

- Sectors
- Countries
- Investment type for making investments.

Strategy

The strategy is invest where most of the other companies are investing

Constraints

Used strategic constraints

- Invest between **5 to 15 million USD** per round of investment
- wants to invest only in **English-speaking countries**
- considered a country to be English speaking only if English is one of the official languages in that country

Data Analysis Goals

Investment type analysis:

Comparing the typical investment amounts in the venture, seed, angel, private equity etc. so that Spark Funds can choose the type that is best suited for their strategy.

Country analysis:

Identifying the countries which have been the most heavily invested in the past. These will be Spark Funds' favourites as well.

Sector analysis

Understanding the distribution of investments across the eight main sectors.

Problem solving methodology

Data import

Imported data from crunchbase.com. The data is about companies, funding and sector related data. Also, we imported data from Wikipedia using web scraping.

Data cleaning

Data cleaning by handling nul/NaN values, dropping unwanted columns with a lot of junk data, fixing data mistakes like replacing 0 with na , imputing data.

Data Merging

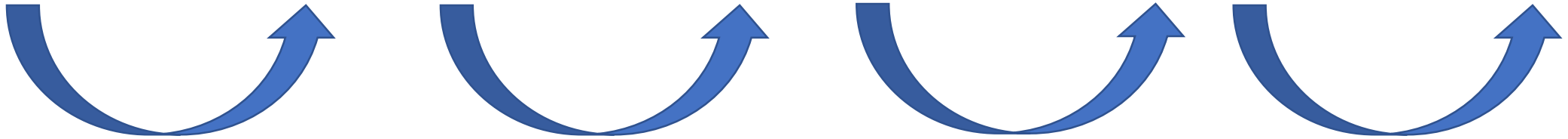
Merging data into one to be able to make it easier to do analytical operations on it

Analysis

Analysing data to find the best suited investment funding type, country and sector.

Data Plot

Making data plots/charts for clear visual business insights.



Investment Type Analysis

Funding Type	% of Total global investments in selected 4 FTs
Venture	78.38%
Angel	0.60%
Seed	2.20`%
Private Equity	18.82%

Funding Type	Average Funding amount(in dollars)	Between $5M and $15M?
Venture	$5M	**Yes**
Angel	$414,906	**No**
Seed	$300,000	**No**
Private Equity	$20M	**No**

Business Insight:-
Venture is the most invested funding type.

Business Insight:-
As per the company's constraint, Venture is the only funding type which qualifies into the $5M to $15M range.

Venture Funding type is suitable for Spark Funds.

Country Analysis

Countries	Total investments in Top 9 countries for Venture Funding type (in billion dollars)	Is English one of the official languages?
CAN (Canada)	9.48	Yes
CHN (China)	39.33	No
DEU (Germany)	6.31	No
FRA (France)	7.23	No
GBR (UK)	20.07	Yes
IND (India)	14.26	Yes
ISR (Israel)	6.85	No
JPN (Japan)	3.17	No
USA	420.06	Yes

Business Insight:-

USA, GBR (UK) and India are the top 3 English speaking countries with most investments.

Sector Analysis

The top 3 sectors to invest in USA, GBR(UK) and India

USA

Top 3 Sectors	Total investment count	Total investment amount(in billion dollars)
Others	2950	26.32
Social, Finance, Analytics, Advertising	2714	23.80
Cleantech / Semiconductors	2350	21.63

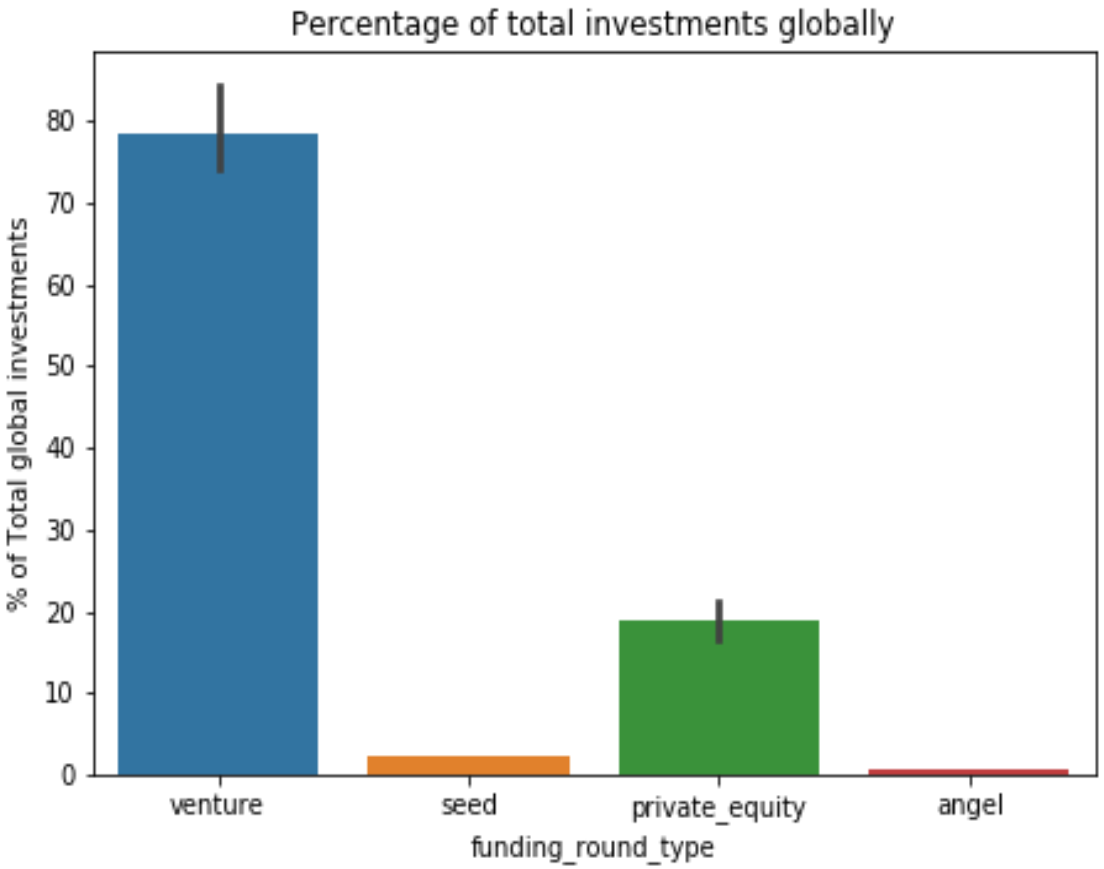
GBR

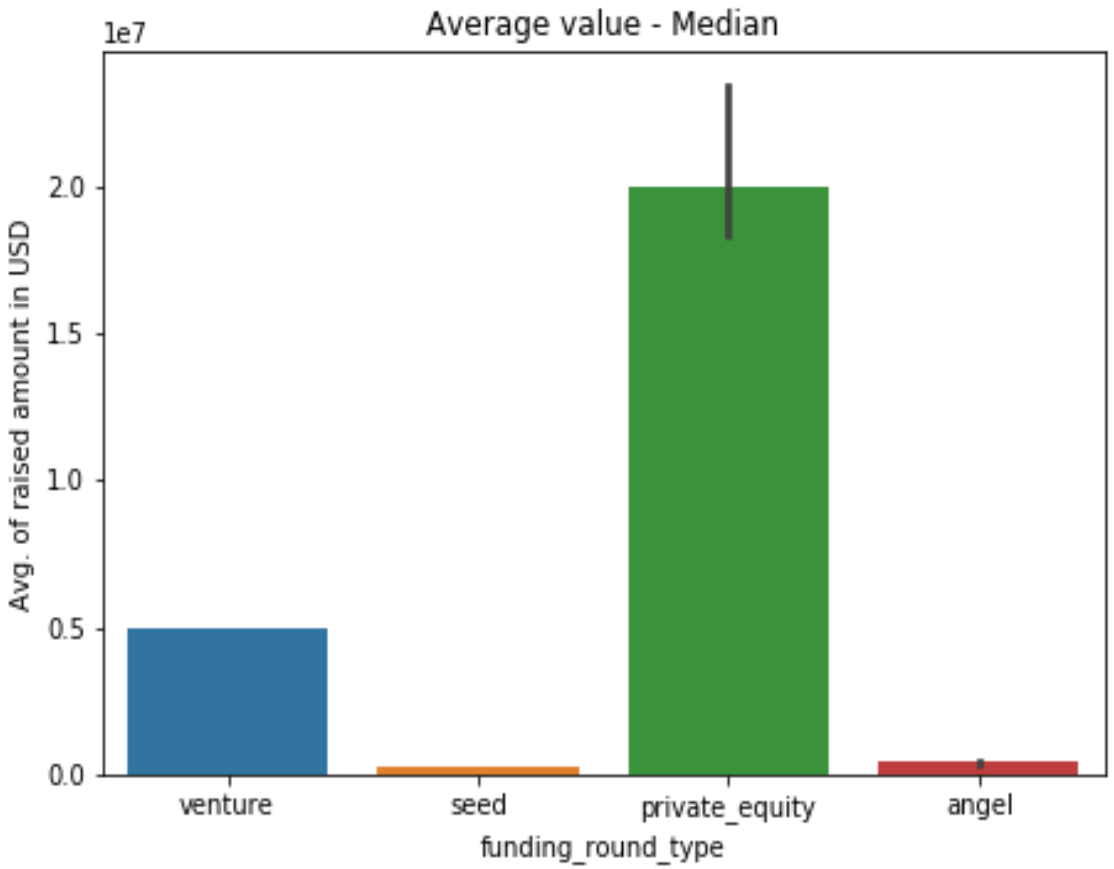
Top 3 Sectors	Total investment count	Total investment amount(in billion dollars)
Others	147	1.29
Social, Finance, Analytics, Advertising	133	1.09
Cleantech / Semiconductors	130	1.16

INDIA

Top 3 Sectors	Total investment count	Total investment amount(in billion dollars)
Others	110	1.01
Social, Finance, Analytics, Advertising	60	0.55
News, Search and Messaging	52	0.43

Venture Funding type is suitable for Spark Funds.





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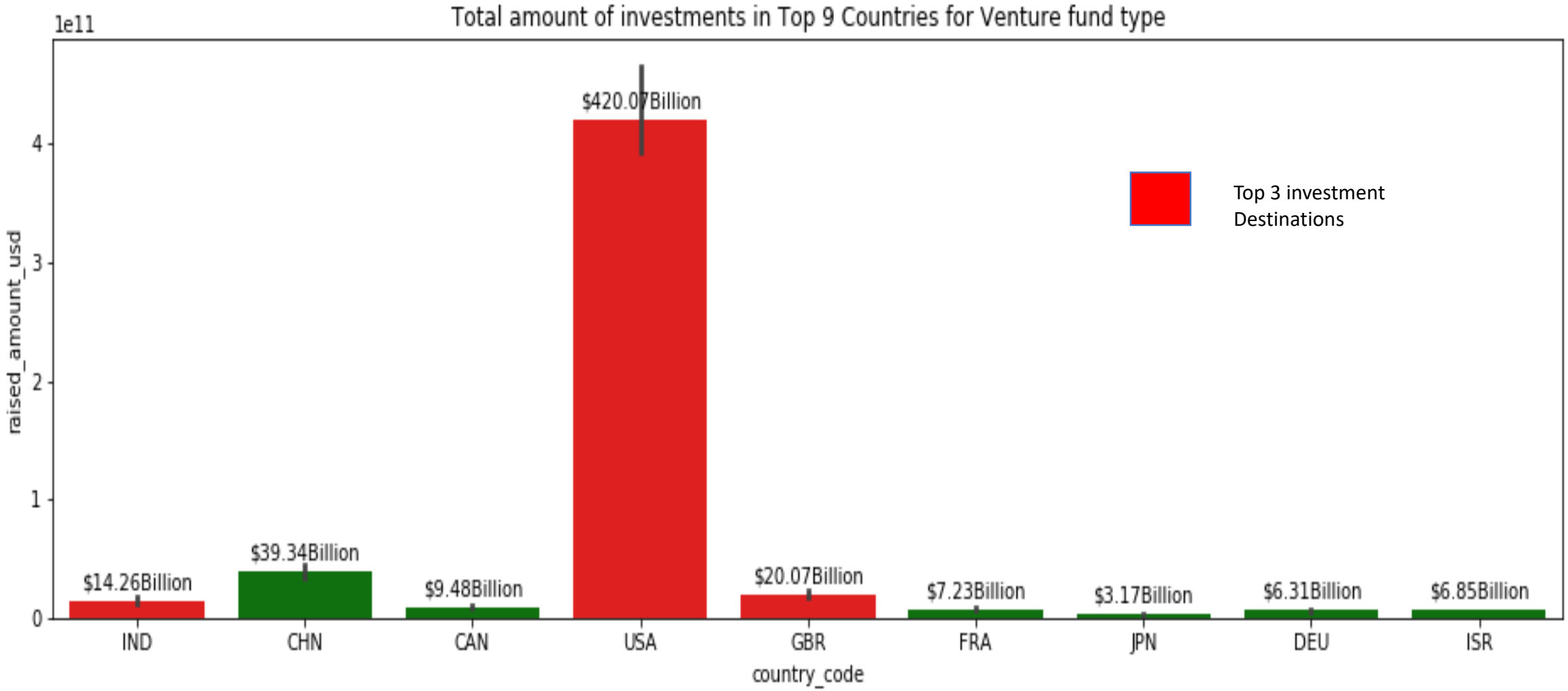
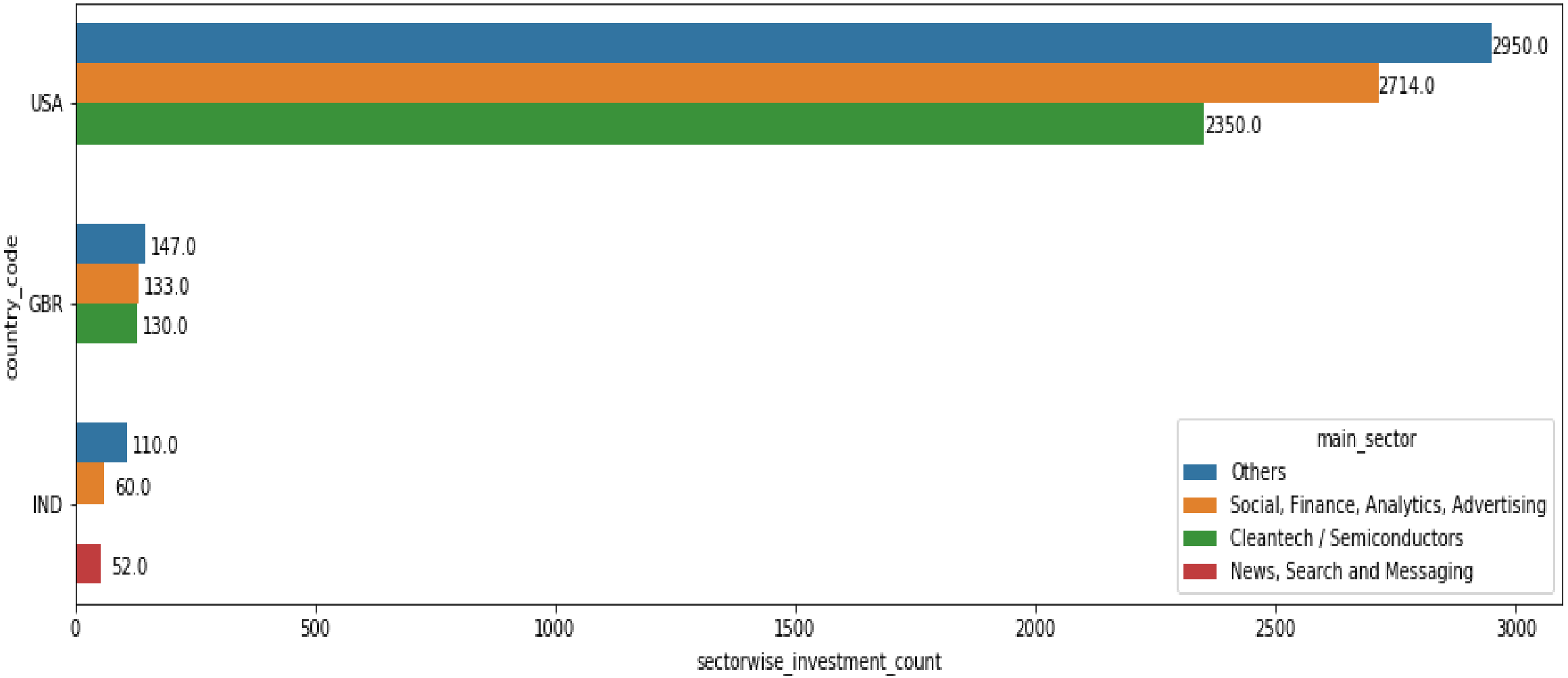


The top 3 sectors to invest in USA, GBR(UK) and India



Conclusions

The funding type most suited for Spark Funds' investment needs is Venture funds.

The top 3 English Speaking countries to invest are:-

1. USA
2. GBR (UK)
3. India

Best Sectors to Invest in are:-

- Others, Social, Finance, Analytics, Advertising and Cleantech / Semiconductors for USA and UK
- Others, Social, Finance, Analytics, Advertising and News, Search and Messaging for India