

# INVESTMENT ASSIGNMENT SUBMISSION

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# Investment Analysis: Spark Funds

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

**The objective is to identify the best sectors, countries, and a suitable investment type for making investments by analysing the previous investment data trends.**

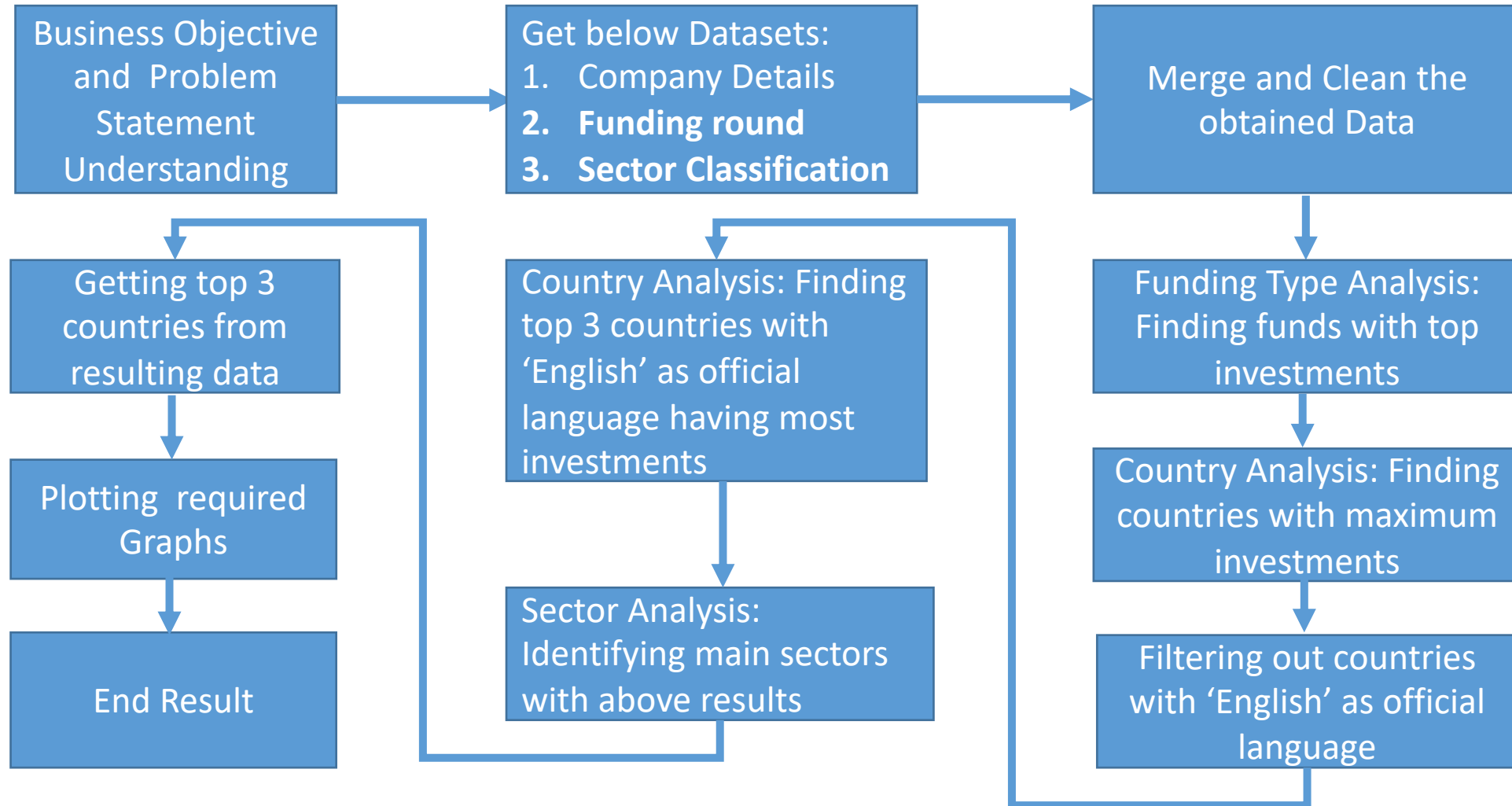
## **Objectives:**

- Identify the best sectors, countries, and a suitable investment type for making investments based on the constraints.

## **Constraints:**

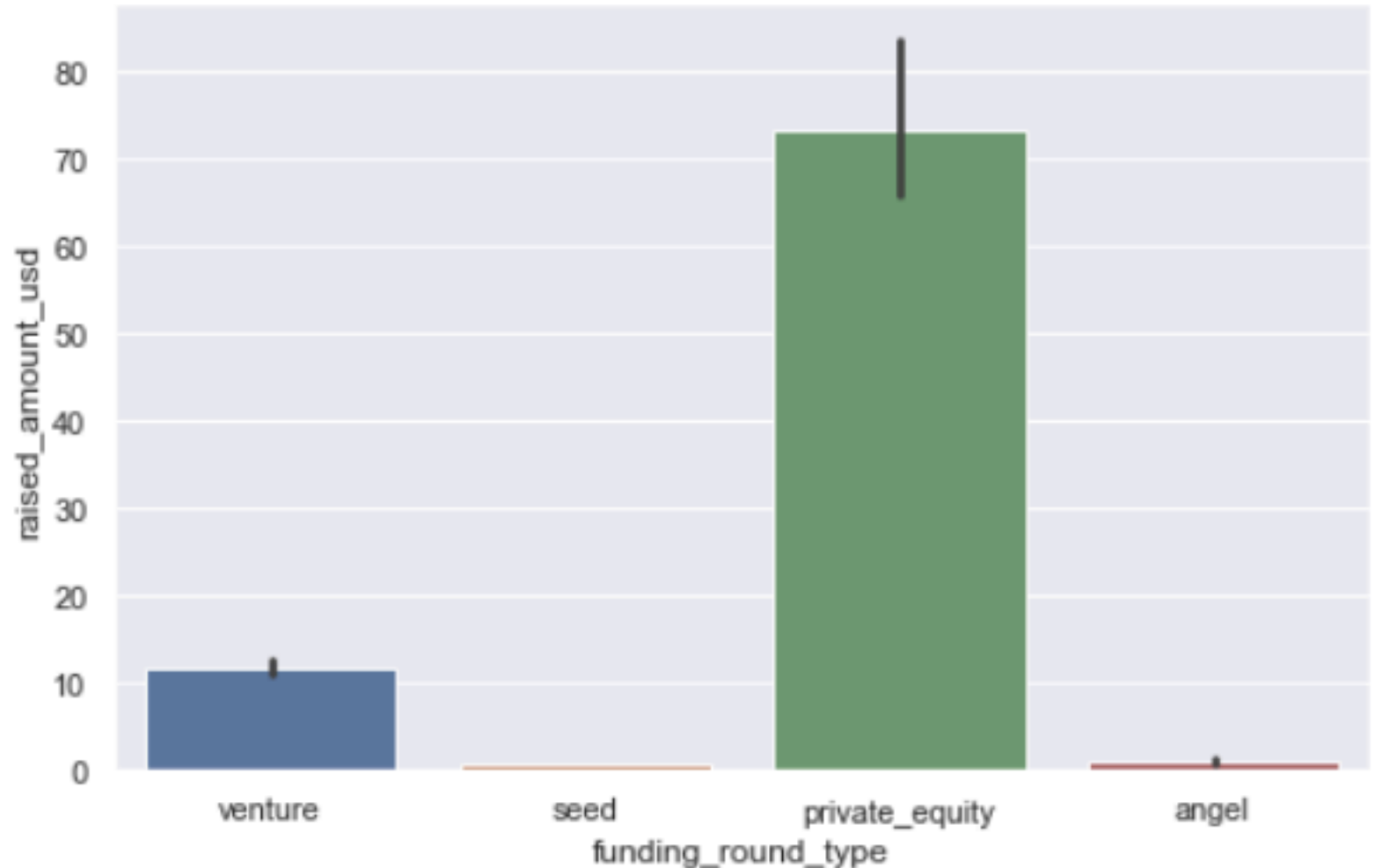
- Invest between **5 to 15 million USD** per round of investment.
- Invest only in **English-speaking countries** because of the ease of communication with the companies.

# Problem solving methodology



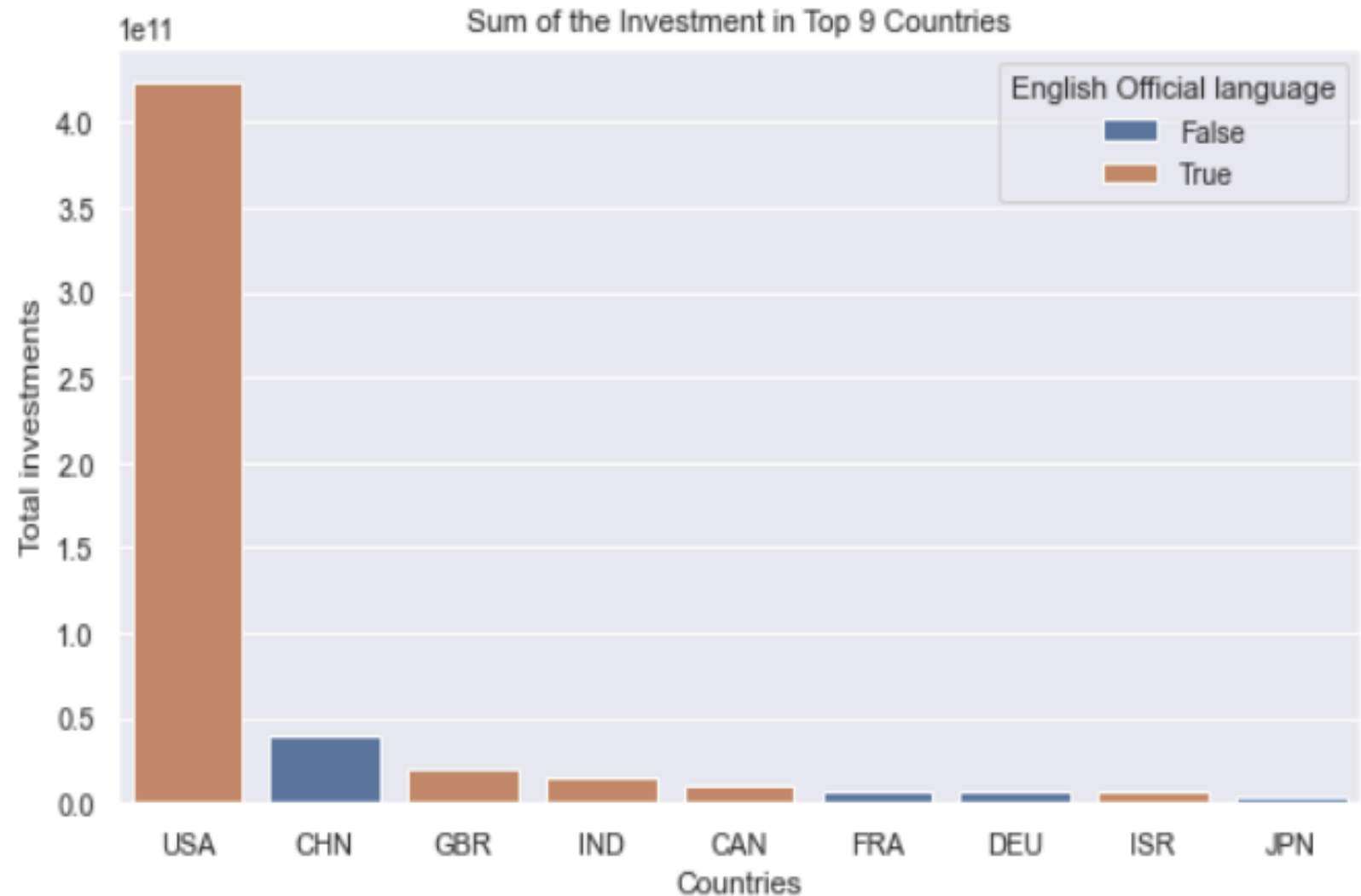
# Funding Type Analysis

- We want to choose one of these four investment types for each potential investment they will make and wants to invest between 5 to 15 million USD per investment round.
- When calculated, 'Private Equity' has highest investments with average amount between 70-80 million.
- 'Venture' is the only funding type with average investments in between 5 and 15 million dollars.



# Country Analysis

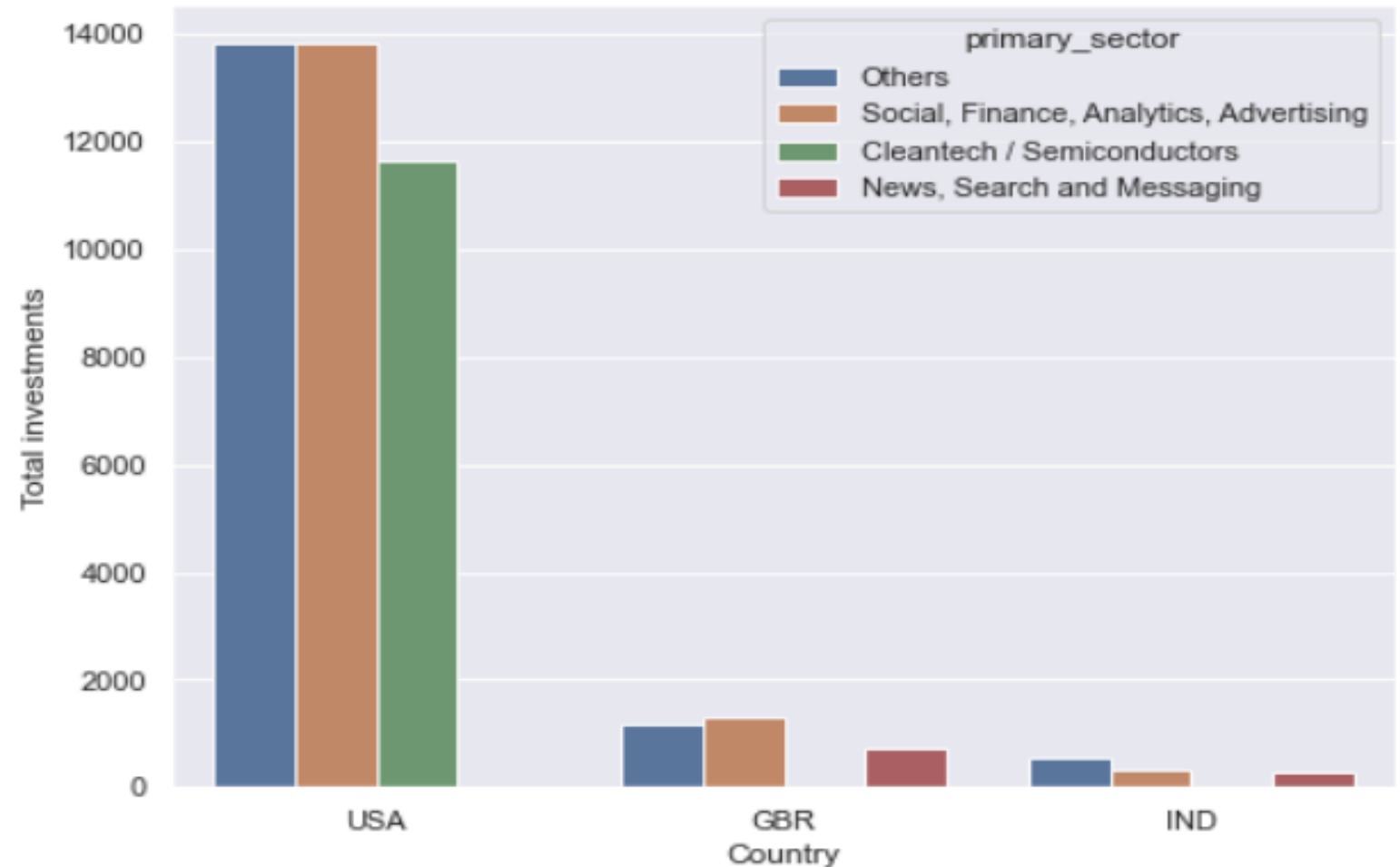
- We want to invest in countries with the highest amount of funding for the calculated investment type.
- Additionally these are the top nine countries which have received the highest total funding (across ALL sectors for the chosen investment type) with countries marked where “English” is official language.
- We can observe that top 3 countries are: ‘USA’, ‘GBR’ and ‘IND’ with top investments in all 3 sectors and ‘English’ as official language.



# Sector Analysis

The investment data of top 3 countries identified in previous analysis is processed to find out the top sectors in which investments are highest.

- Identified Primary Sectors after processing:
  - Social, Finance, Analytics, Advertising
  - Others
  - Cleantech, Semiconductors
  - News, Search and Messaging
- All the above written sectors have investments between 5 and 15 million dollars.



# Results

- Spark Funds should consider investing in 'USA' as highest investments are there. Further, they can divide their transactions in different sectors in 'USA' to minimize their investment risks.
- They should also consider to divide their investments in top 3 countries: USA, United Kingdom and India, to minimize loss from country financial stability.
- Top Primary sectors they can consider for investments are:
  - Social, Finance, Analytics, Advertising
  - Others
  - Cleantech, Semiconductors
  - News, Search and Messaging