

# INVESTMENT ASSIGNMENT SUBMISSION

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Spark Funds, an asset management company. Spark Funds wants to make investments in a few companies with two minor constraints

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

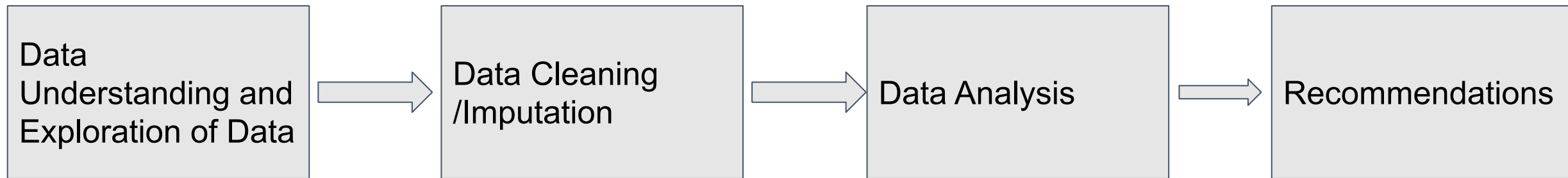
Spark Funds wants to invest in the sectors where most of the investment is currently happening so that they can minimize the risk for their investment.

We performed the analysis by keeping on above points in mind. As a outcome of analysis we suggested three items :

1. Best Funding Round type
2. Top 3 English Speaking Countries where most of the investment happening
3. Sectors in top 3 Countries where most of the Investment happening

Last three slides contain outcome of analysis.

For Analysis, we took the real investment data from Crunchbases.com which tracks the investment for Startup ecosystem. We perform following methodology for analysing the data :



# Analysis

There are multiple investment funding round types available for investment across the globe.

There are total 8 funding round code for various investment round types.

In each class of funding round types, investment varies from very low to billions.

Analysis also shows , there are lot of outlier in each class.

Top investment countries are USA, CHN, GBR, IND and CAN.

Primary Sector wise most of the investment happens in biotechnology, software advertising , e-commerce and analytics.

# Analysis

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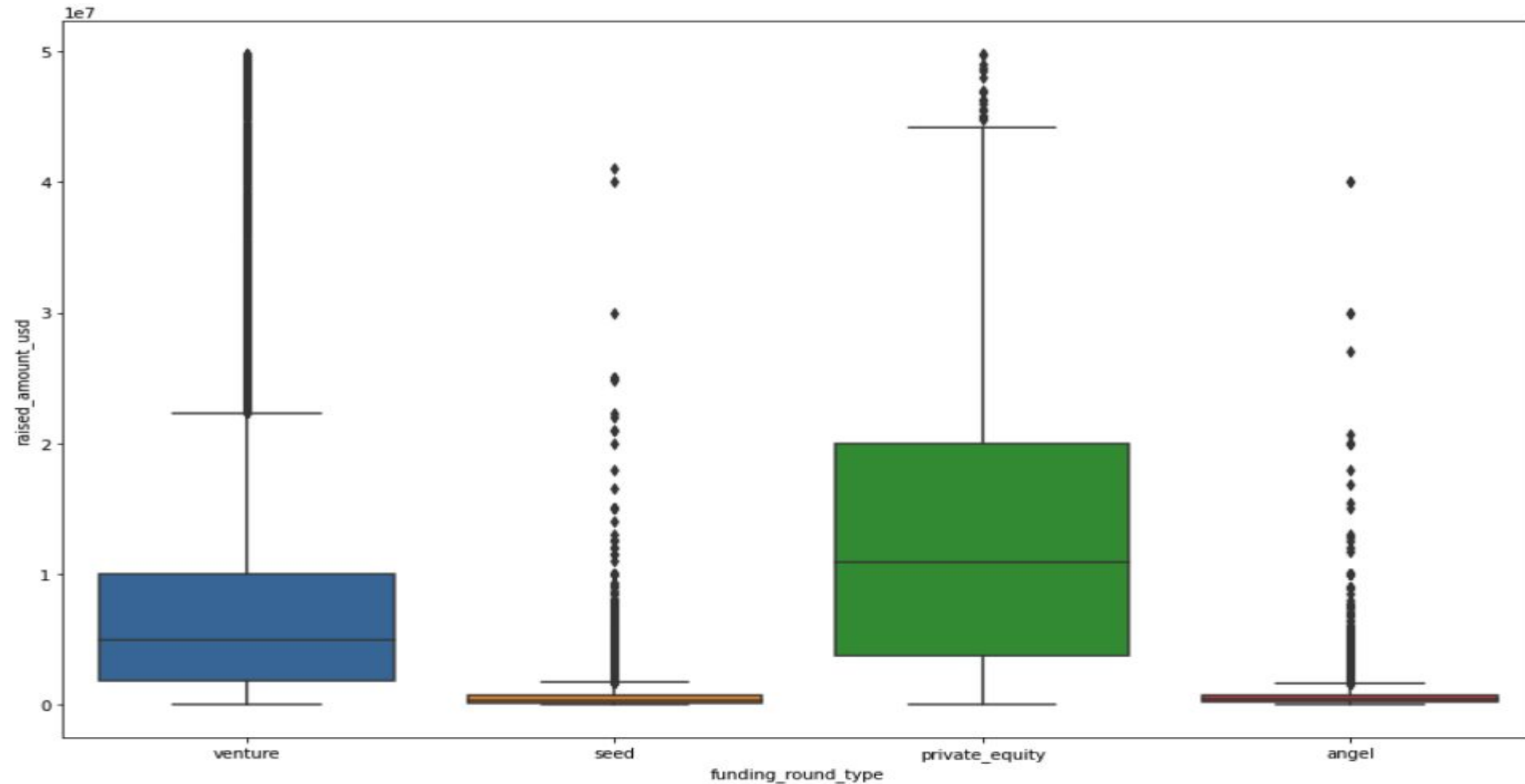
There are total 8 Main sectors for investments.

Based on the fund size and countries, top sector varies.

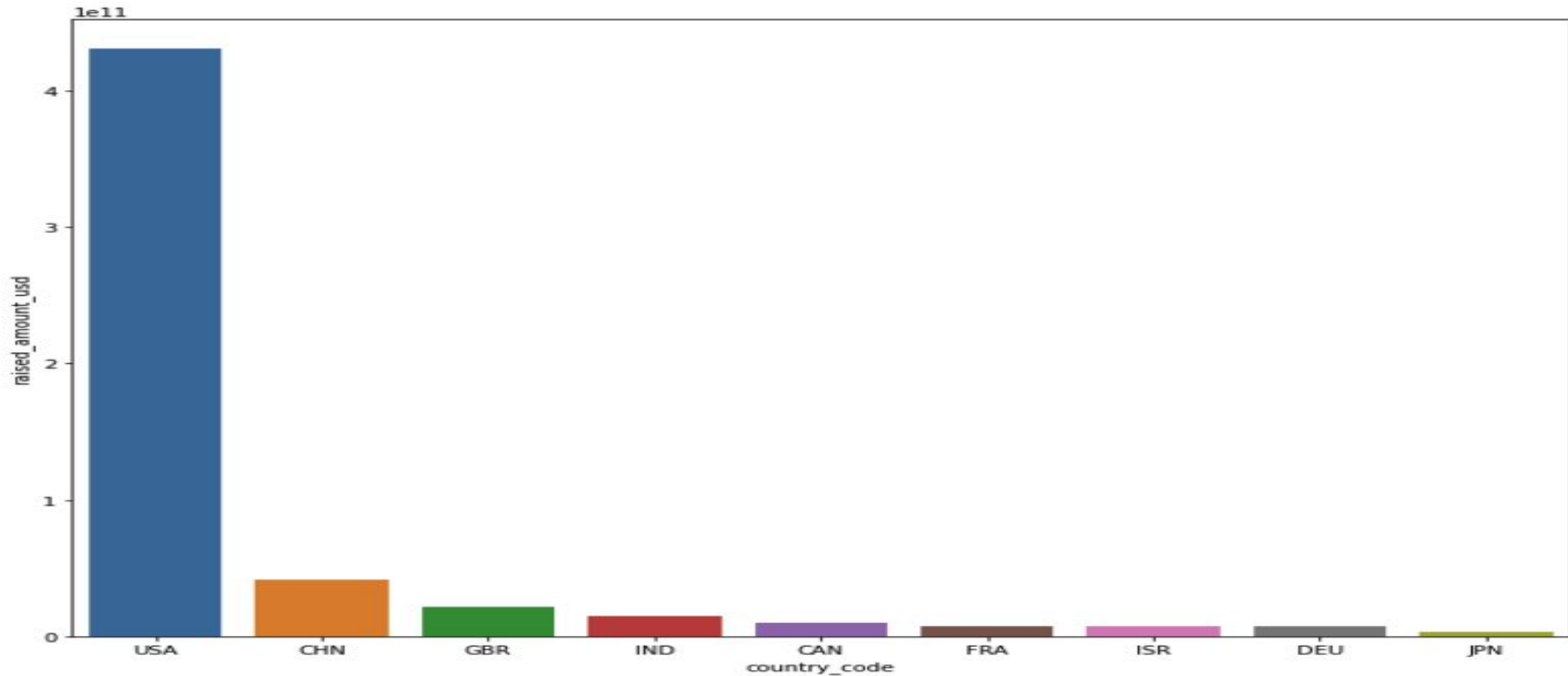
Globally most of the investments go to Others, “Social, Finance, Analytics, Advertising”, “Cleantech / Semiconductors“, “News, Search and Messaging” and Health.

# Results

In below four funding type, Venture is most suitable for Spark fund as its range is 5 to 15 million. Below graph is created only for raised\_amount\_usd < 50 mil as there are lot of outliers and spark fund is interested for 5 to 15 million funding per round.



**Funding wise USA got highest funding followed by CHN, GBR and IND etc.  
Top Three English speaking countries are : USA, GBR and IND**

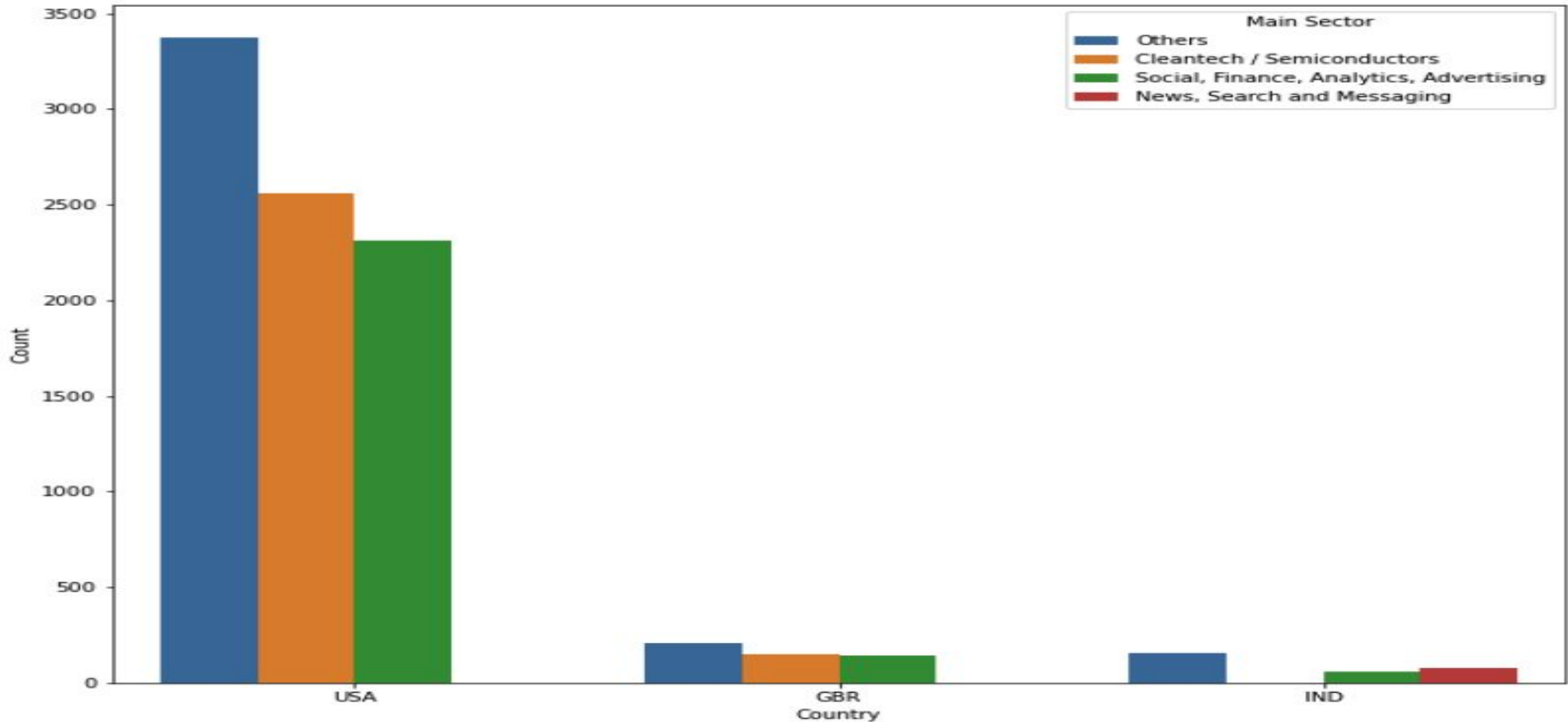




Others the Main Sector in USA,GBR and India.

“Cleantech/Semiconductors” sector was second ranked sector in USA and GBR to get investment.

In India, “News,Search Messaging” was second choice.



# Conclusions

Spark fund can take investment decision based on following items

1. Most suitable type of investe round type is Venture.
2. USA, GBR and IND are top three countries as per Venture investment type. Also these are english speaking countries.
3. Others is the main sector in all three countries, we can go further in details of sectors based on data.
4. Most of the investment happened in USA by **number of counts and total amount invested**. They can consider to start their investment from USA.