INVESTMENT ASSIGNMENT

SUBMISSION

Name: PRIYANKA ASTHANA

Business Objective

Spark Funds wants to make investments in a few companies.

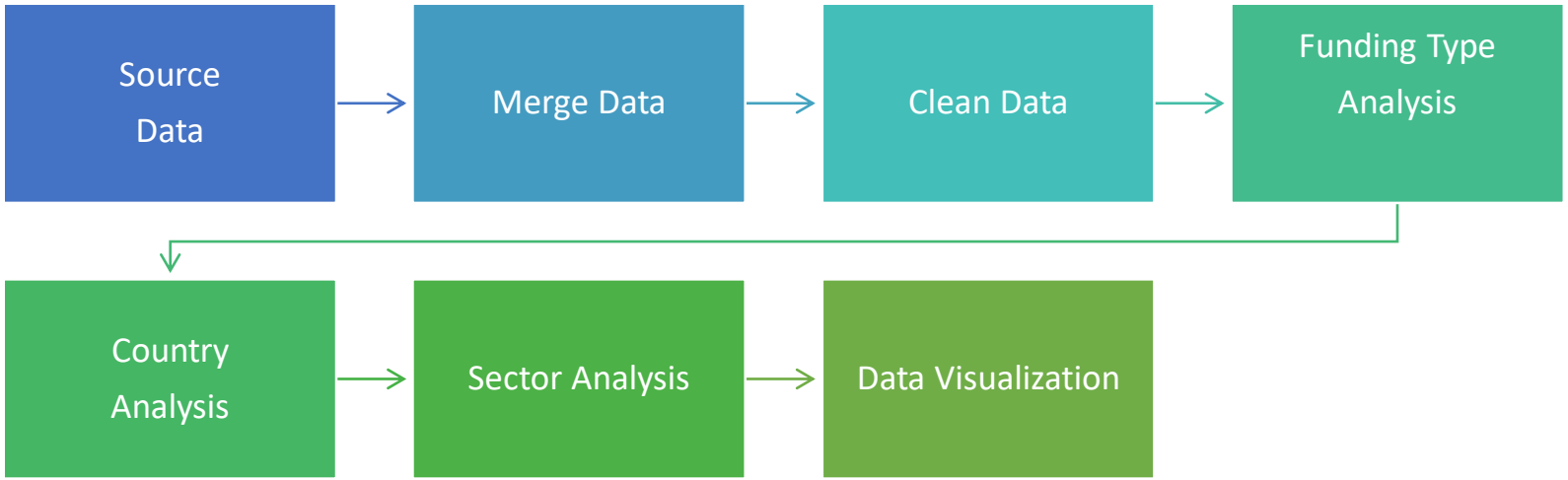
The objective is to identify the best sectors, countries, and a suitable investment type for making investments. The overall strategy is to invest where others are investing, implying that the 'best' sectors and countries are the ones 'where most investors are investing'.

Spark Funds has two minor constraints for investments:

- It wants to invest between **5 to 15 million USD** per round of investment
- It wants to invest only in **English-speaking countries** because of the ease of communication with the companies it would invest in

Goals of data analysis

Business goal is to facilitate decision making for SparkFunds CEO by presenting investment and funding type analysis in different countries. We will also analyse which are the sectors in which top 3 English speaking countries are investing. To achieve this, we will follow a methodology as described below.



Investment type analysis

Objective : Calculate the most representative value of the investment amount for each of the four funding types (venture, angel, seed, and private equity)

Constraint : Spark Funds wants to invest between 5 to 15 million USD per investment round

Based on calculations, venture type investment is most suitable for Spark Funds

Funding Type	Amount (million USD)
angel	1.05
Private_equity	74.85
seed	0.72
venture	12.10

Country analysis

Spark Funds wants to see the top nine countries which have received the highest total funding for recommended venture type funding.

Spark fund wants to invest in English speaking countries.

Country Code	Amount Raised (USD)
USA	207345.60392
GBR	18420.980421
CAN	9078.46071
CHN	8189.876491
IND	8079.91516
DEU	5732.918266
FRA	5144.622483
ISR	3996.600576
ESP	3333.066278

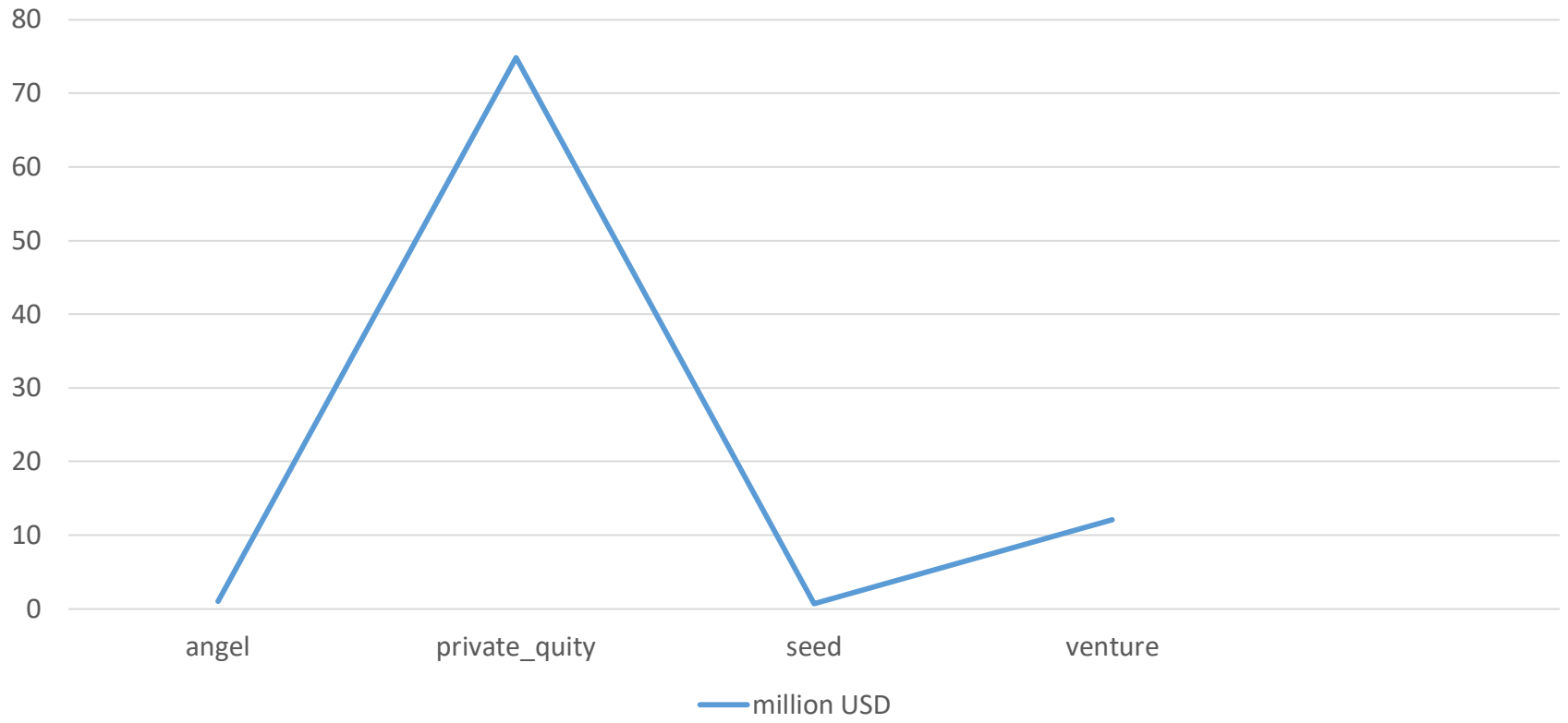
Top 3 English Speaking Country
USA
GBR
INDIA

Sector analysis

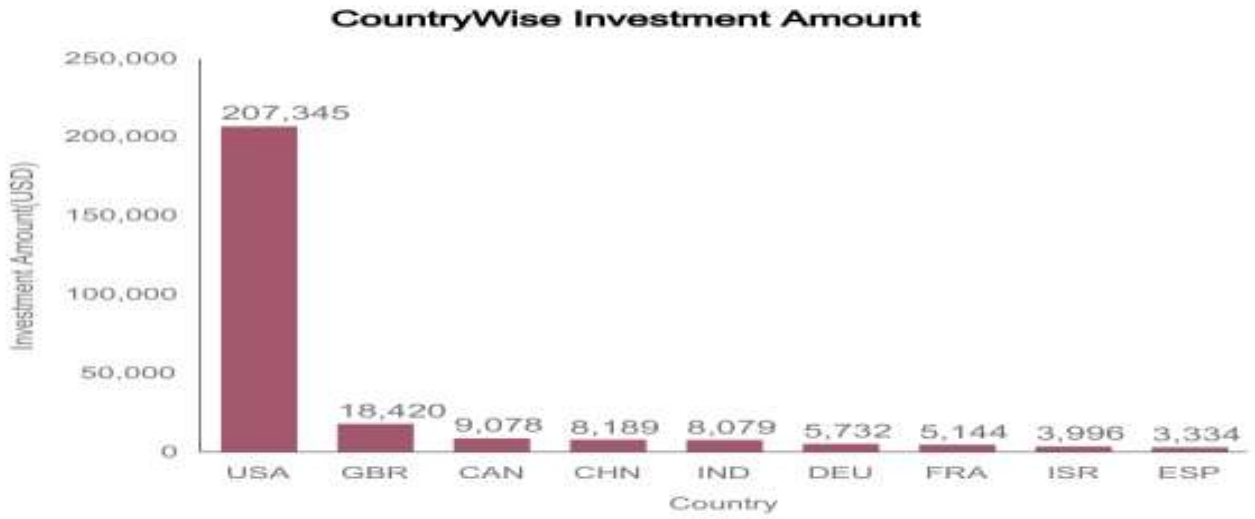
Country	Main Sector	Total Amount Invested	Total Count
USA	Social, Finance, Analytics, Advertising	10379.75603	1179
USA	Social, Finance, Analytics, Advertising	10379.75603	1179
USA	Manufacturing	3376.159534	379
USA	Social, Finance, Analytics, Advertising	10379.75603	1179
USA	Others	11441.14883	1293
IND	Entertainment	237.304824	26
IND	Entertainment	237.304824	26
IND	Others	589.442653	65
IND	Cleantech / Semiconductors	89.855661	11
IND	Others	589.442653	65
GBR	Social, Finance, Analytics, Advertising	986.919413	115
GBR	News, Search and Messaging	719.293021	81
GBR	Cleantech / Semiconductors	567.986522	60
GBR	Manufacturing	312.945583	33
GBR	Social, Finance, Analytics, Advertising	986.919413	115

Potential Investment Opportunity

Plot showing investment for each funding type – Venture FT is in range of 5 to 15 million USD

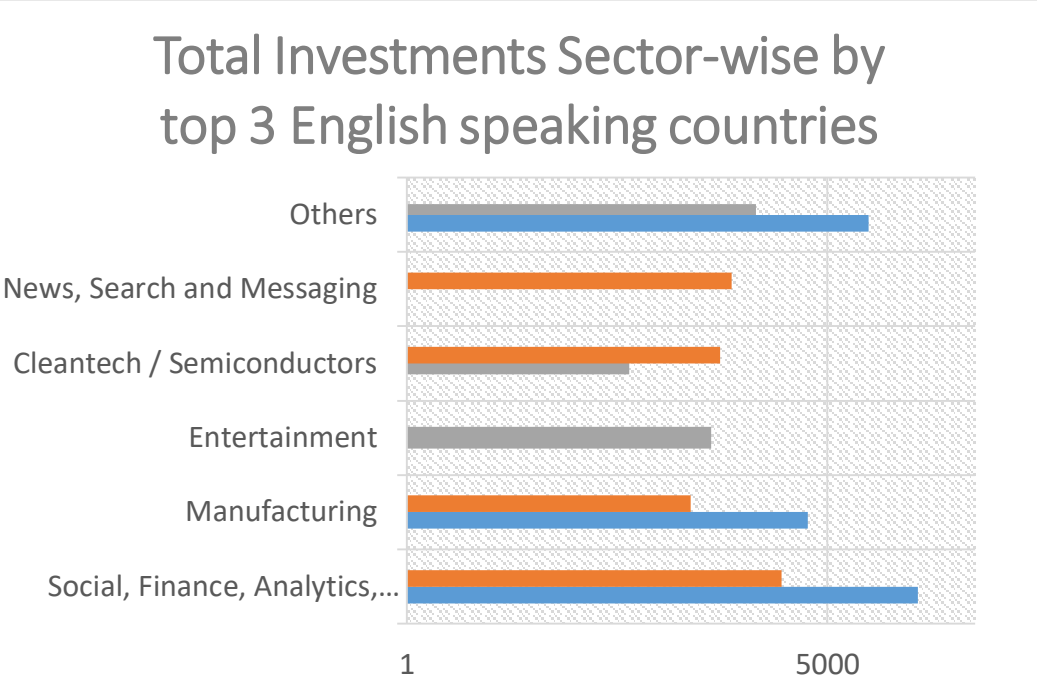


Top 9 countries with total amount of investments for funding type venture



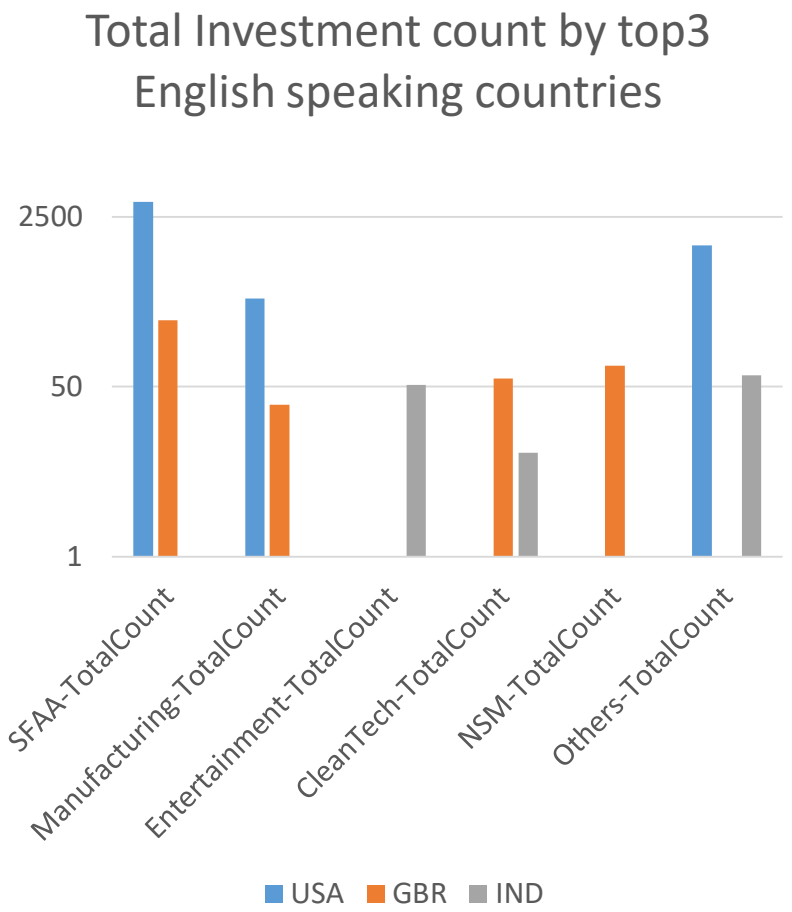
Spark Funds wants to invest in top 3 English speaking countries. So USA, GBR, India are countries to invest. Let us analyze sectors in these countries to invest

Top 3 Sectors in USA, GBR, India



	Social, Finance, Analytics, Advertising	Manufacturing	Entertainment	Cleantech / Semiconductors	News, Search and Messaging	Others
IND	0	0	474.6	89.86	0	1178.8
GBR	1973.84	312.95	0	567.99	719.29	0
USA	31139.25	3376.16	0	0	0	11441.15

IND GBR USA



Conclusions

As per data analysis, Spark Fund is recommended to invest in venture funding type as it meets the financial constraints.

Spark Fund should invest in USA, Great Britain (GBR) and India in their top 3 sectors respectively

USA	Social , Finance, Analytics, Advertising, Manufacturing, Others
Great Britain	Social , Finance, Analytics, Advertising, Manufacturing, CleanTech
India	Entertainment, Others, CleanTech