INVESTMENT ASSIGNMENT

SUBMISSION

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Abstract

Project brief:

Spark Funds, an asset management firm, is searching for funding.

The general approach is to invest where others are investing, which implies that the 'best' industries, nations, and investment types are those in which the majority of investors are investing.
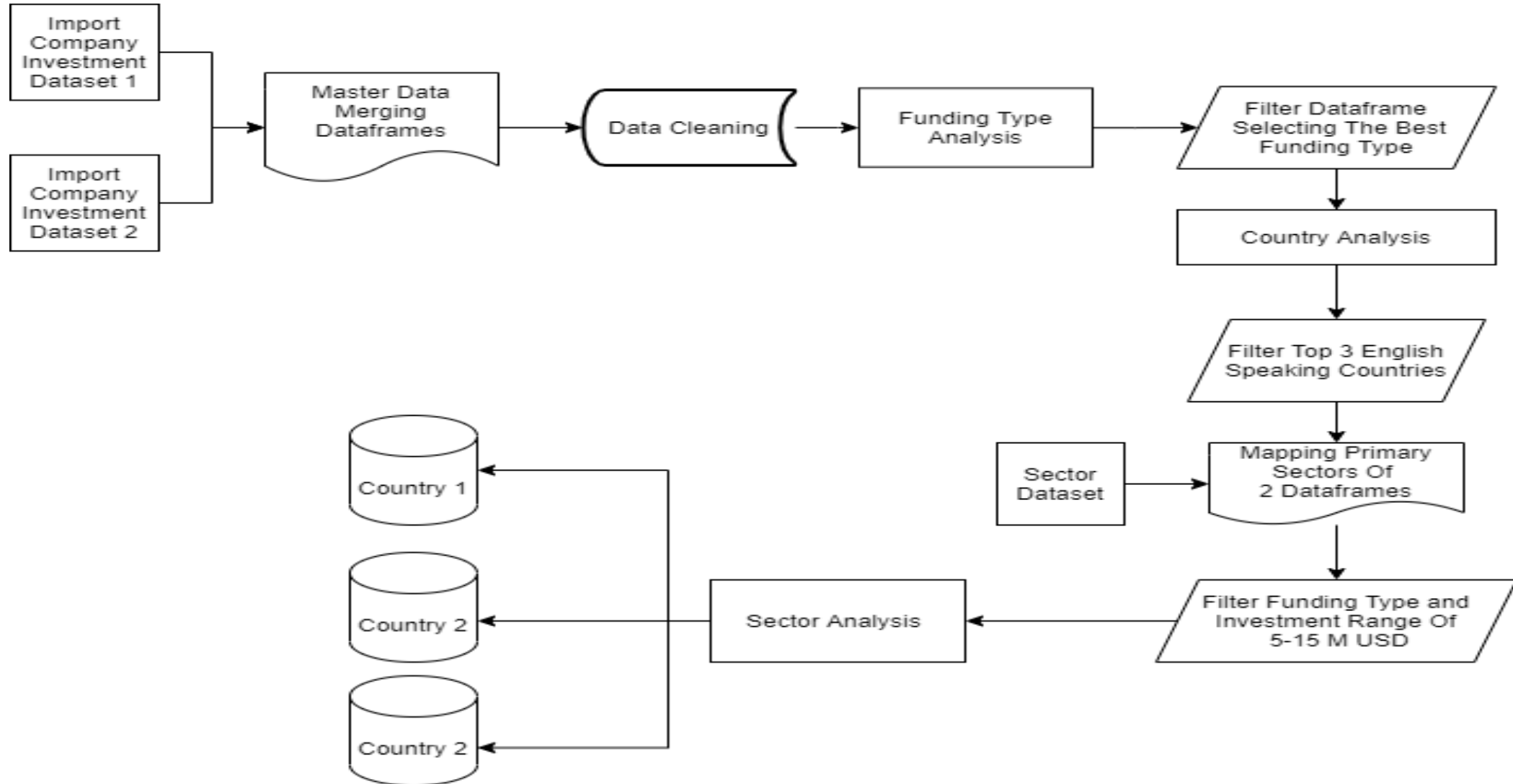
Business constrains:

- It wants to invest between **5 to 15 million USD** per round of investment
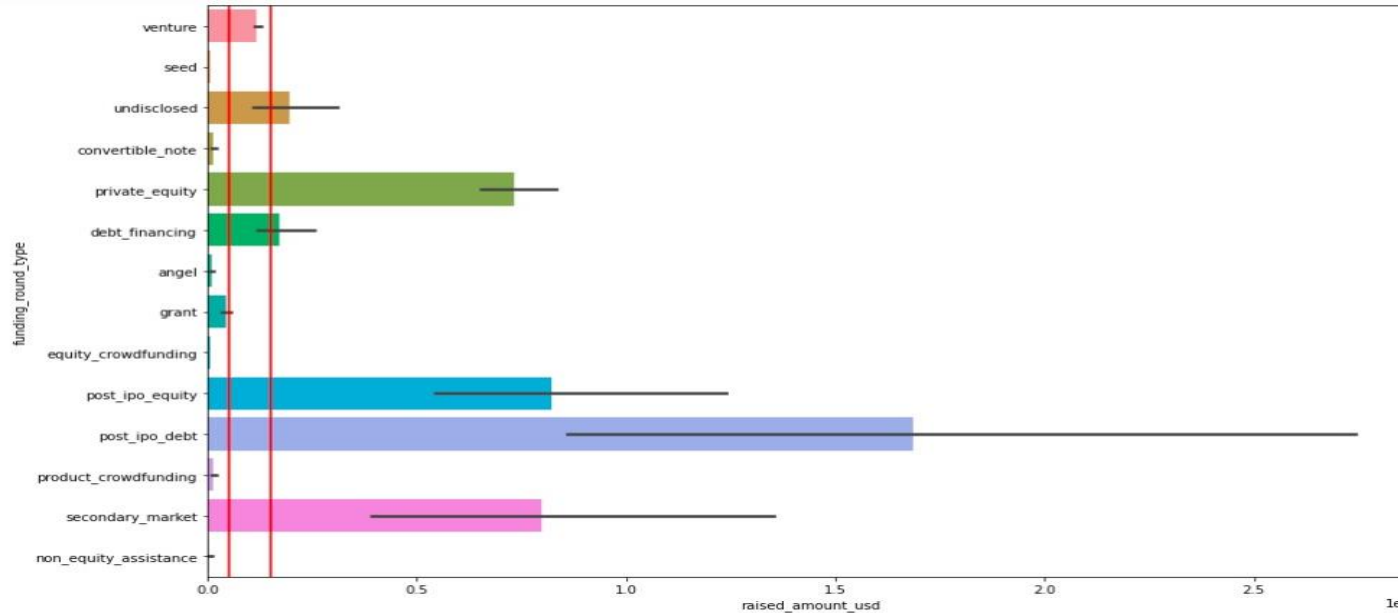- It wants to invest only in **English-speaking countries**

Business objective and strategy:

To determine the best industries, nations, and investment types for making investments.

Goals of data analysis:

- Investment type analysis
- Country analysis
- Sector analysis
- Plots which helps to analyze

Problem solving methodology
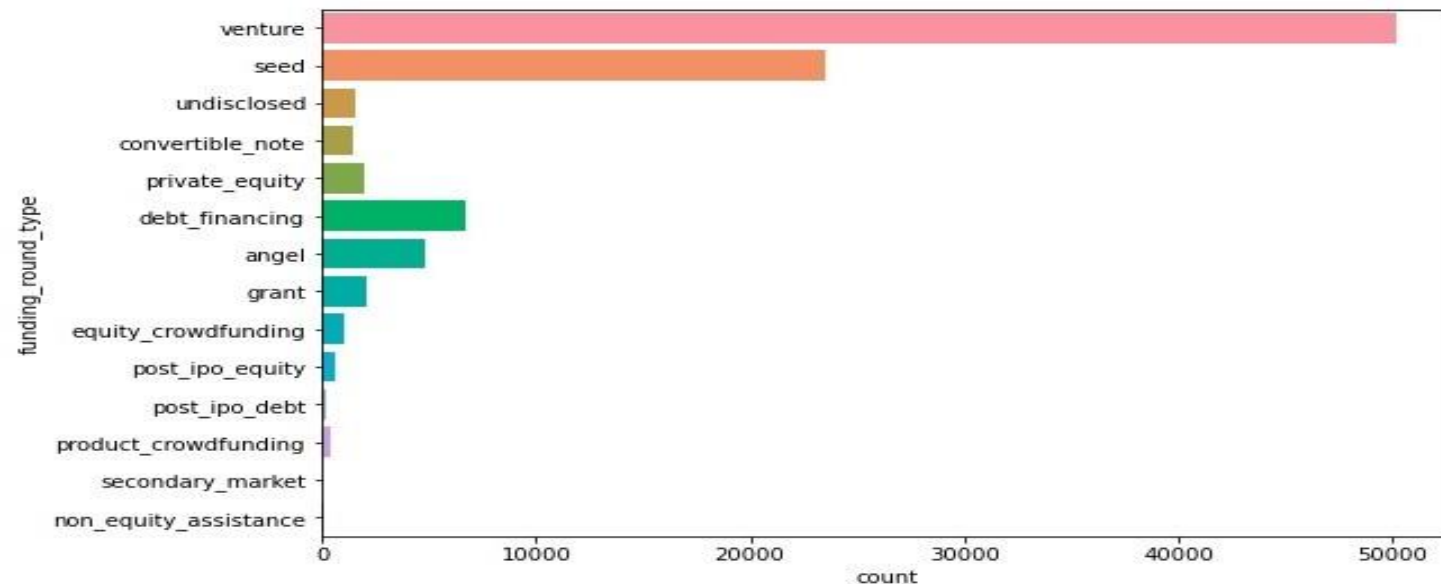
Funding Type Analysis

There are 14 distinct types of investments available.

Further Analyzing with only 4 Funding types

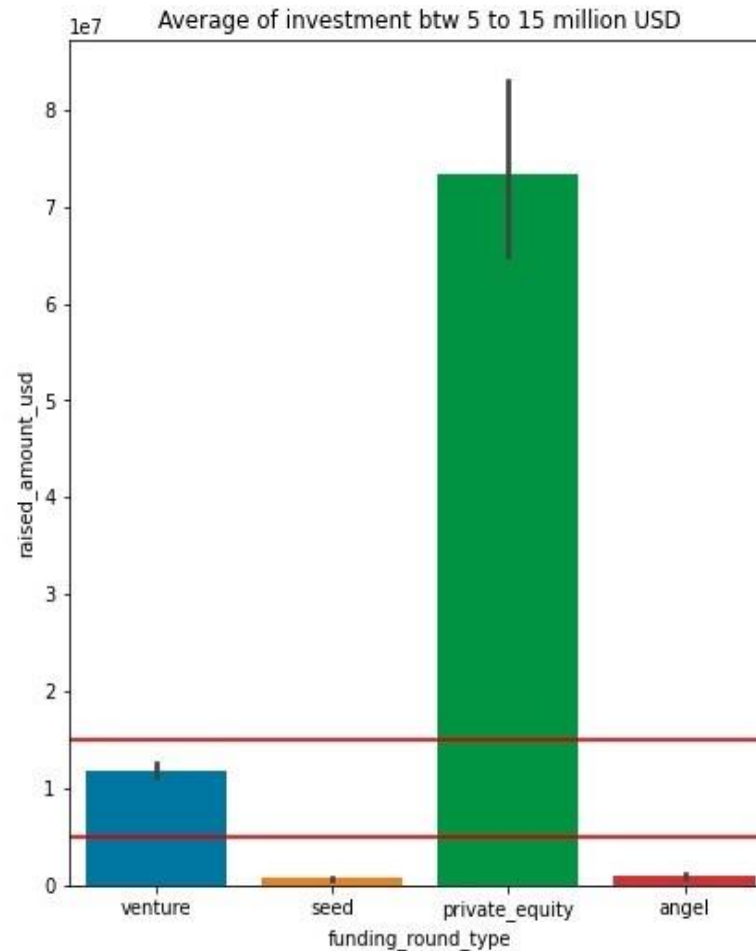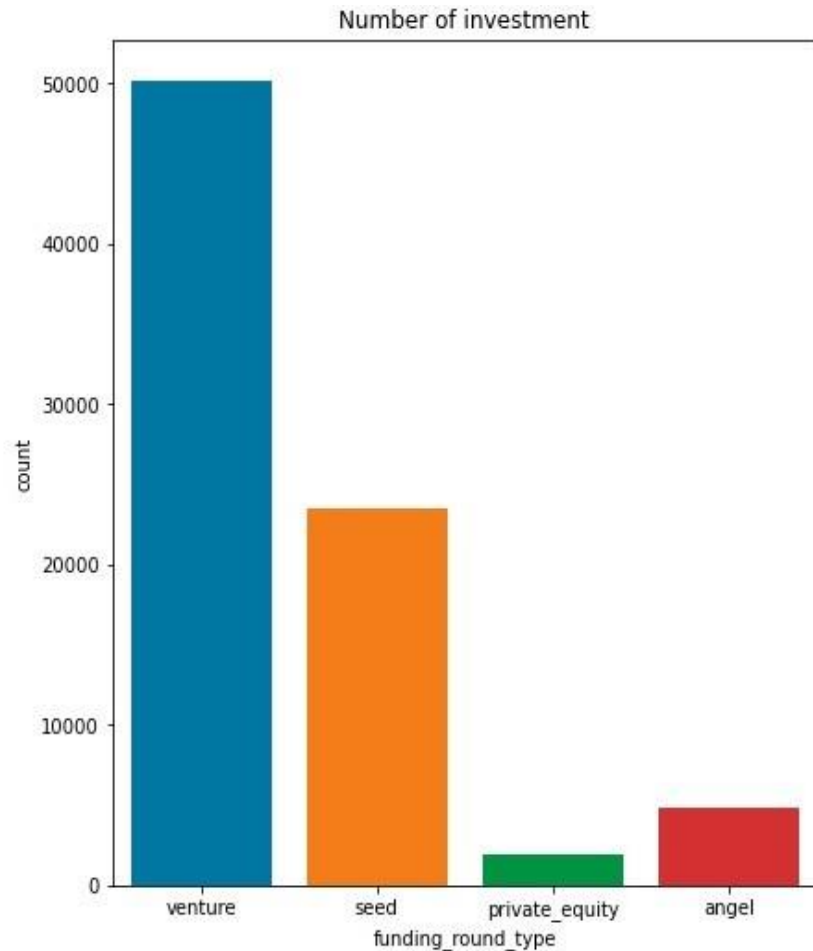|	Representative Values of Investments for Each of these Funding Types	
Sl.No	Questions	Answer
1	Representative funding amount of venture type	11,755,736.51
2	Representative funding amount of angel type	964,848.86
3	Representative funding amount of seed type	722,726.91
4	Representative funding amount of private equity type	73,422,367.36
5	Considering that Spark Funds wants to invest between 5 to 15 million USD per investment round, which investment type is the most suitable for them?	Venture

Country Analysis

Rank	Country	Total Investment
1	USA	422,510,842,796
2	CHN	39,835,418,773
3	GBR	20,245,627,416
4	IND	14,391,858,718
5	CAN	9,583,332,317
6	FRA	7,259,536,732
7	ISR	6,907,514,579
8	DEU	6,346,959,822
9	JPN	3,363,676,611

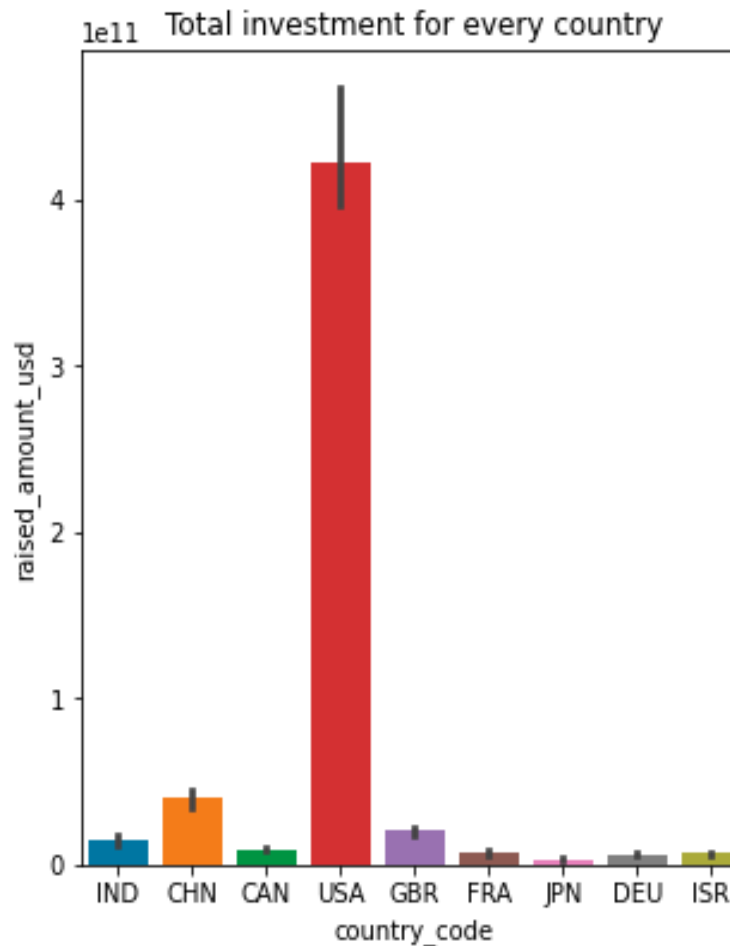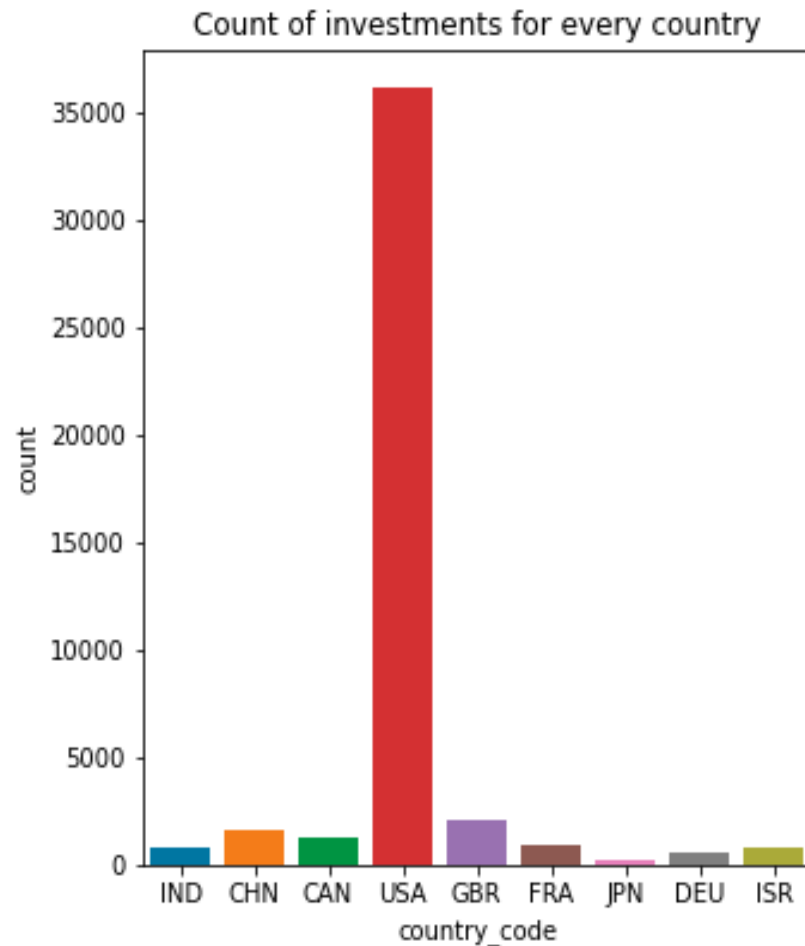Investigation on Top 9 Countries based on there total investment.

Once when we consider English speaking countries, we find **USA**, **GBR** and **IND** as the Top 3 countries.

Sector Analysis

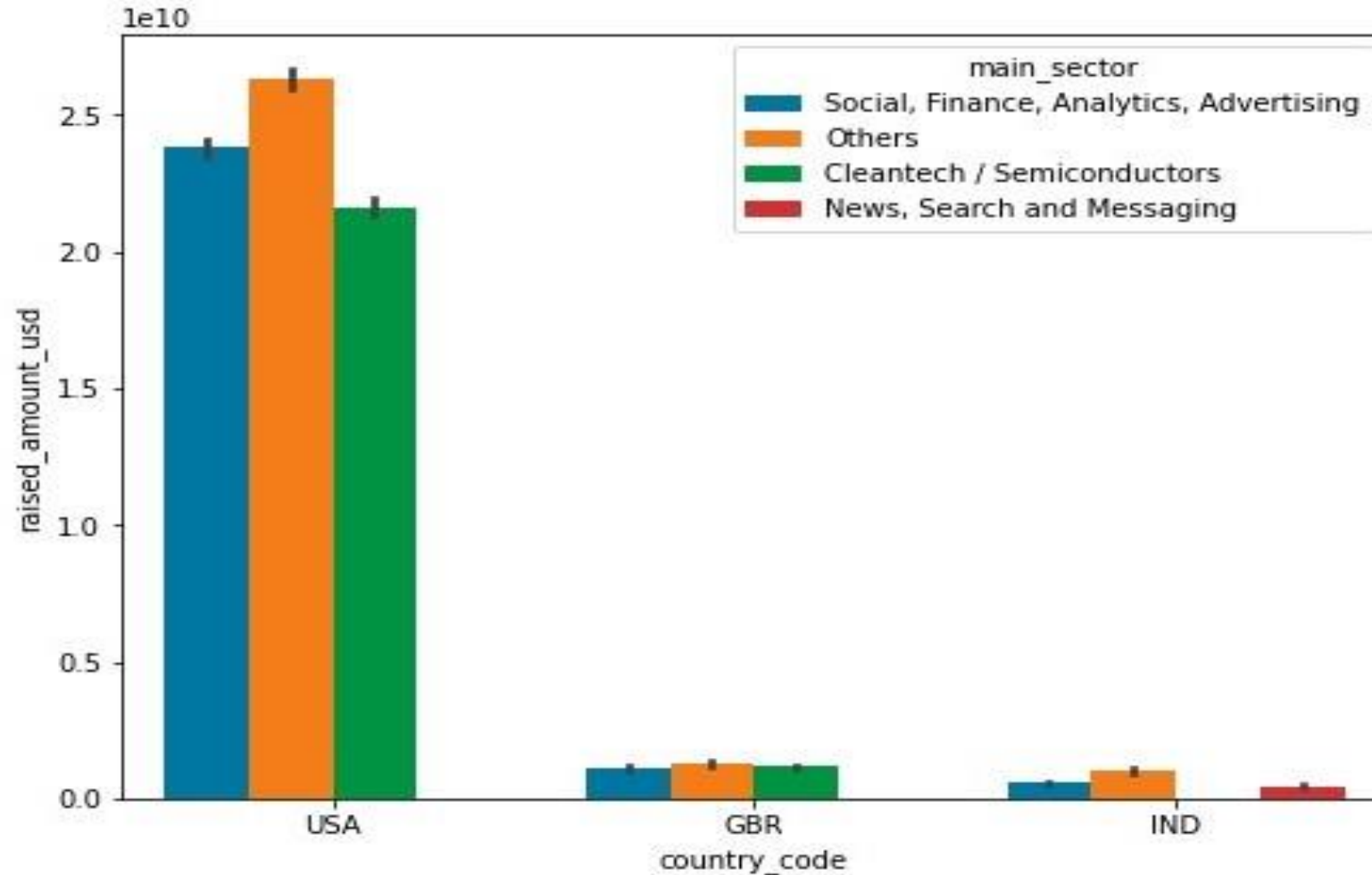According to our investment approach, the following Top 3 sectors in Top 3 countries(USA ,GBR & IND) shown in a table

		USA(Top 1)	GBR(Top 2)	IND(Top 3)
1	Total number of Investments (count)	12,063	621	328
2	Total amount of investment (USD)	107,757,097,294	5,379,078,691	2,949,543,602
3	Top Sector name (no. of investment-wise)	Others	Others	Others
4	Second Sector name (no. of investment-wise)	Social, Finance, Analytics, Advertising	Social, Finance, Analytics, Advertising	Social, Finance, Analytics, Advertising
5	Third Sector name (no. of investment-wise)	Cleantech / Semiconductors	Cleantech / Semiconductors	News, Search and Messaging
6	Number of investments in top sector (3)	2,950	147	110
7	Number of investments in second sector (4)	2,714	133	60
8	Number of investments in third sector (5)	2,350	130	52
9	For point 3 (top sector count-wise), which company received the highest investment?	/organization/virtustream	/organization/electric-cloud	/organization/firstcry-com
10	For point 4 (second best sector count-wise), which company received the highest investment?	/organization/shotspotter	/organization/celltick-technologies	/organization/ manthan-systems

Plot 1

This plot shows the representative amount of investment in each funding type. This chart will make clear that **Venture** funding type (FT) is best suited for Spark Funds.

Plot 2

Count of investments for every country

Total investment for every country

This plot shows the top 9 countries against the total amount of investments of funding type FT. This will make the top 3 countries (USA, GBR, and IND) very clear.

Plot 3

This plot shows the number of investments in the top 3 sectors of the top 3 countries on one chart (for the chosen investment type FT). This plot will clearly display the top 3 sectors each in USA,GBR and IND

Conclusion

Based on Investment Strategy of Stark Funds

Funding Type	Country to invest	Main Sector
Venture	UNITED STATES OF AMERICA	Others
		Social, Finance, Analytics, Advertising
		Cleantech / Semiconductors
	THE GREAT BRITAIN	Others
		Social, Finance, Analytics, Advertising
		Cleantech / Semiconductors
	INDIA	Others
		Social, Finance, Analytics, Advertising
		News, Search and Messaging