

INVESTMENT ASSIGNMENT SUBMISSION

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Abstract

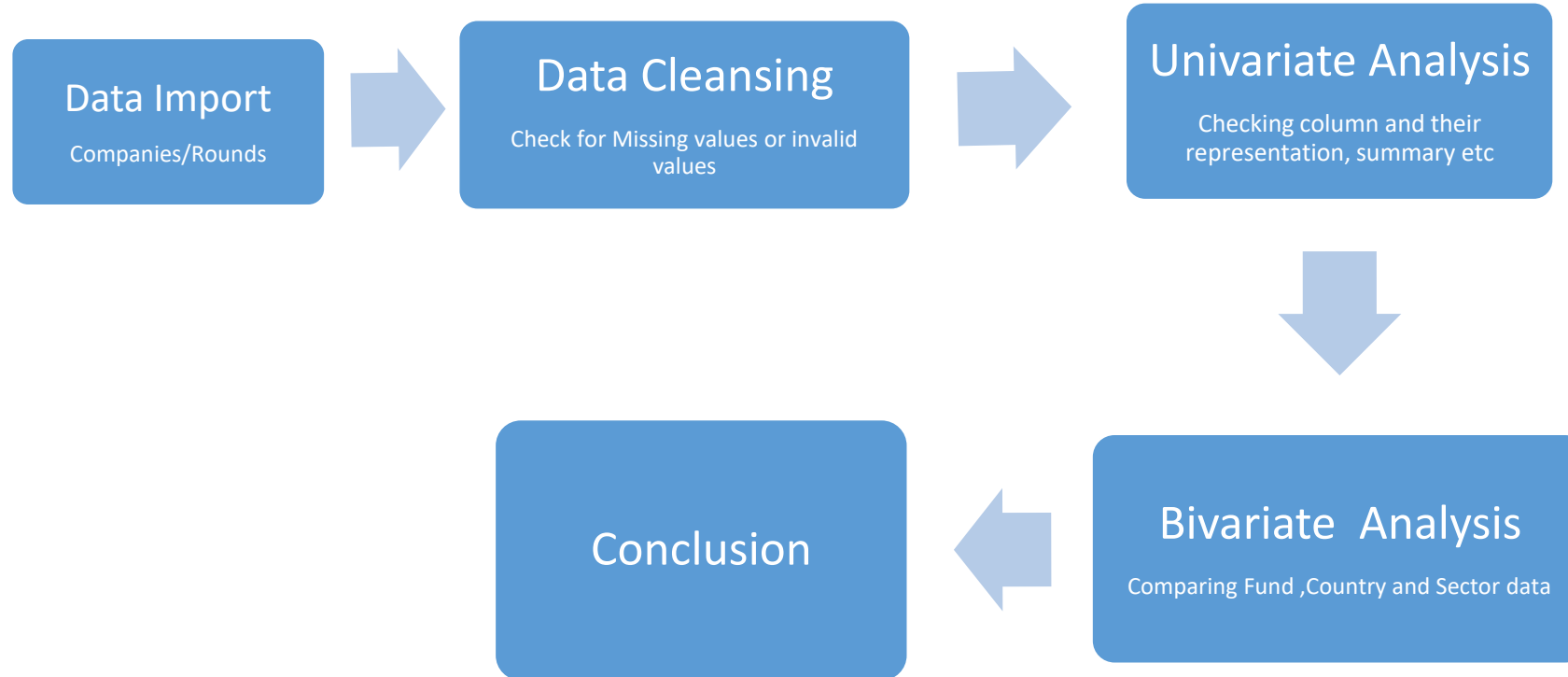
Spark Funds wants to invest where most **other investors are investing**.they have some specific requirement like Amount they can invest in each round, English speaking countries and specific funding types like (Venture, Seed, Angles and Private equity).

There are 3 types of data provided Companies, Investment round, and sector mapping entire analysis would be conducted on this data.

Main 3 types of analysis

1. Investment type analysis
2. Country wise analysis
3. Sector analysis

Problem solving methodology



Data Cleasing

Checking % of Null values in column it shows Funding round type has most of the data as null 73% we can remove this column.

Raised amount usd has 17% values missing as raised_amount_usd is very important column is very important in all the analysis we cannot keep them null. This will impact our analysis. Removing null rows

Country Code also important column so removing those.

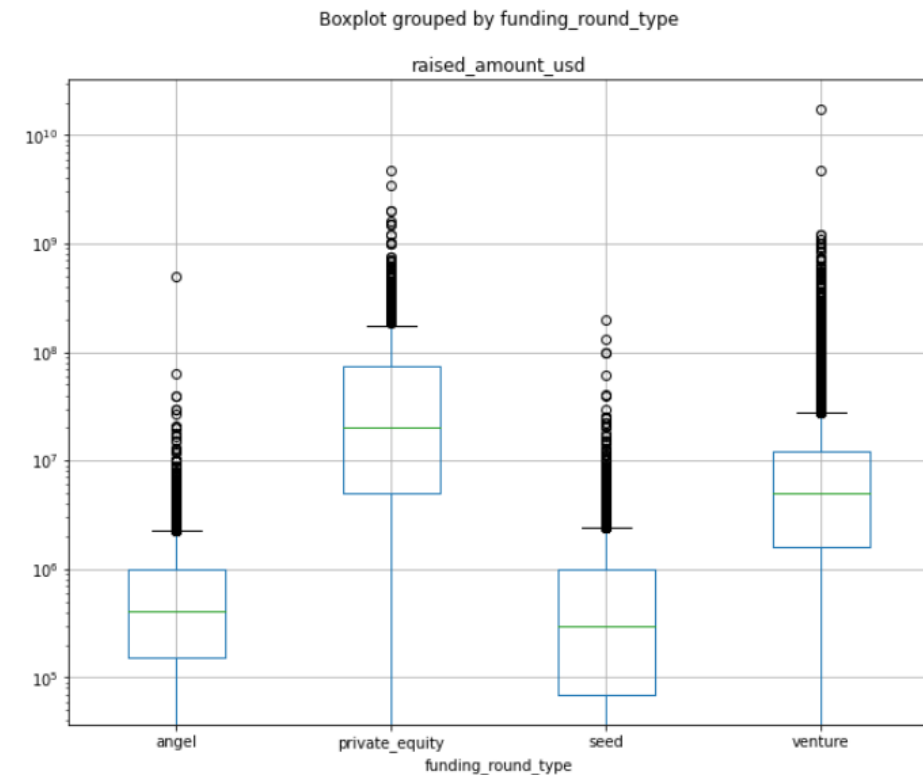
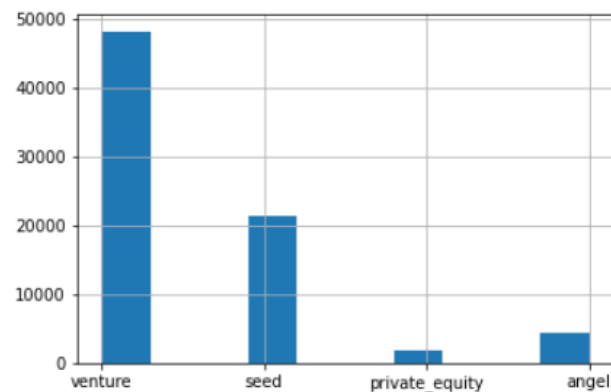
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funding_round_code        73.0
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raised_amount_usd         17.0
permalink                  0.0
name                       0.0
category_list              3.0
status                     0.0
country_code               8.0
state_code                 10.0
region                     9.0
city                       9.0
dtype: float64
```

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raised_amount_usd         0.0
permalink                  0.0
name                       0.0
category_list              1.0
status                     0.0
country_code               0.0
state_code                 2.0
region                     1.0
city                       1.0
dtype: float64
```

Fund Type Analysis

- As we can see there are outliers in this data and calculating mean is not useful here, we should go with median.
- Below table shows that Mean is way higher than median. also Venture is most popular fund type.
- This analysis suggest Venture capital is best option for spark fund as it avg is 5M which is suitable for them

funding_round_type	raised_amount_usd		
	mean	median	sum
angel	9.685599e+05	410737.0	4.287815e+09
private_equity	7.361856e+07	20000000.0	1.350901e+11
seed	7.481045e+05	300000.0	1.588450e+10
venture	1.173578e+07	5000000.0	5.646201e+11

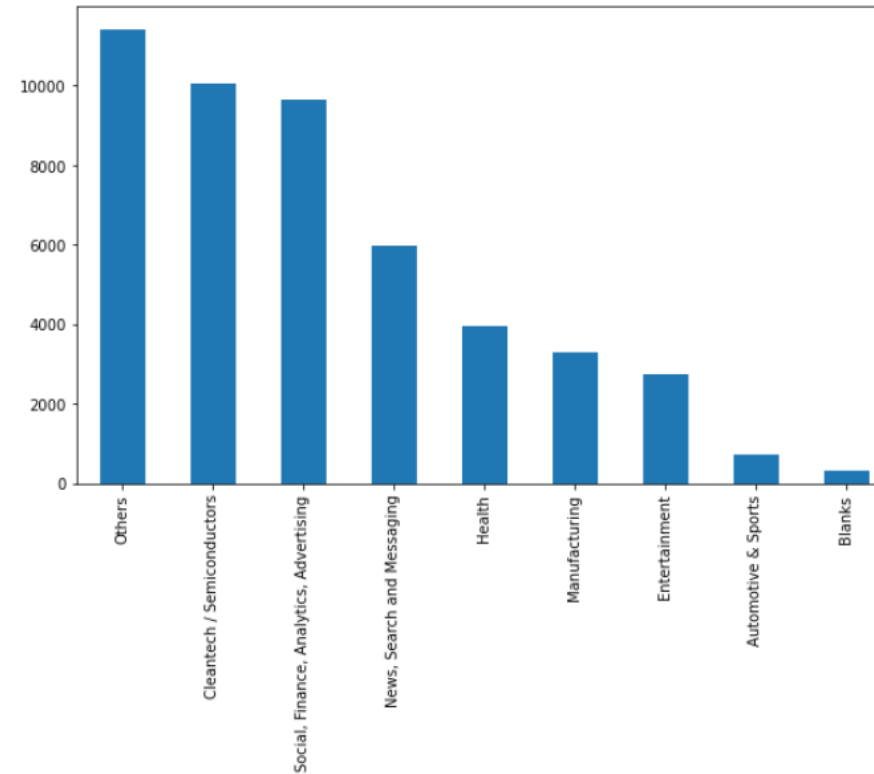


Country and Sector analysis

As per most invested countries these are top 9. We will choose Top 3 basis of English speaking country

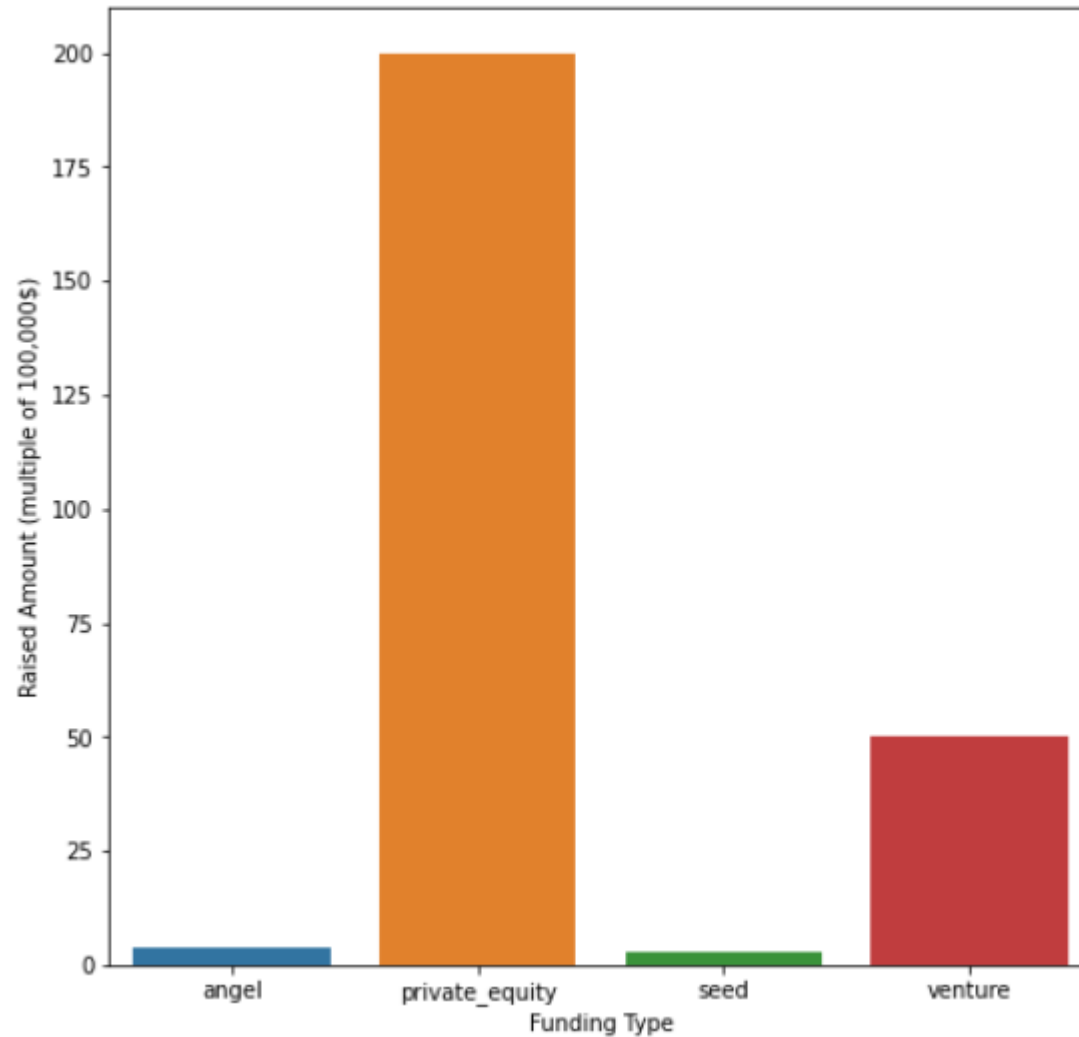
Sector wise count

country_code	raised_amount_usd
USA	3.956756e+11
CHN	3.983218e+10
GBR	2.017706e+10
IND	1.439186e+10
CAN	9.583332e+09
FRA	7.259537e+09
ISR	6.907515e+09
DEU	6.346960e+09
JPN	3.363677e+09



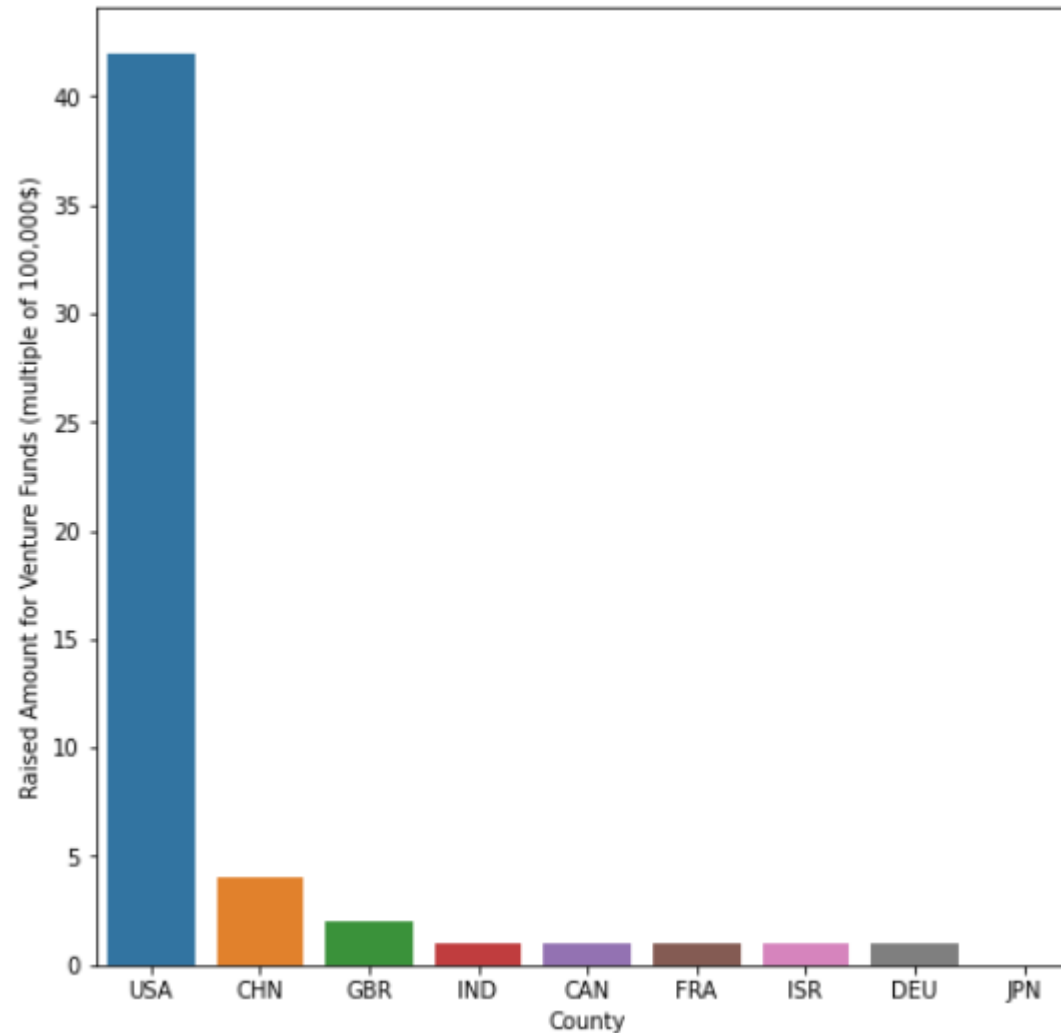
The representative amount of investment by Funding type

Plot 1



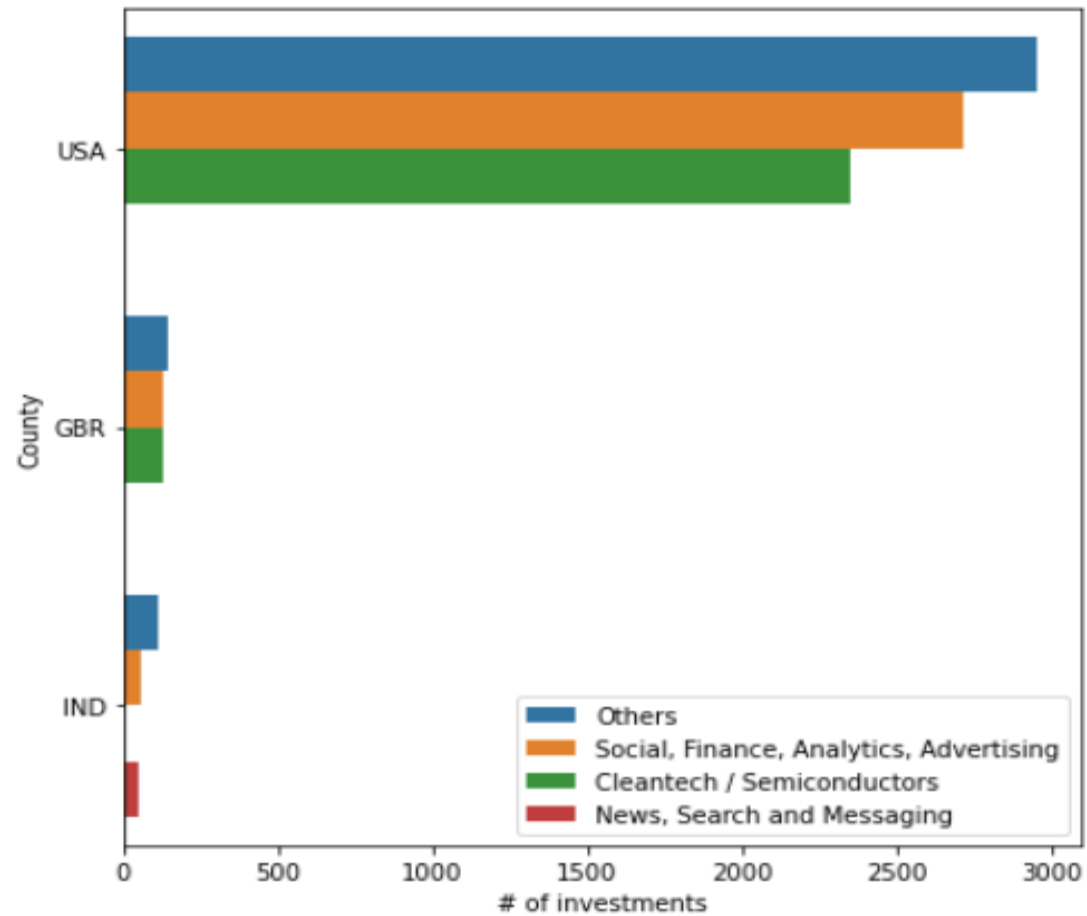
Top Invested Countries

Plot 2



Top 3 Countries and top 3 sectors

Plot 3



Conclusion

In first analysis of Funding type Venture Funding type is most suitable for Spark Funds as its Avg amount of investment is around 5M Dollars , Seed and Angle have less amount and Private Equity is in very high range.

In County Analysis found that USA is most invested country followed by China,UK and India Since Spark funds wants to invest in only English speaking countries China was removed and US,UK and India were chosen for investment option

Sectors analysis these sectors are most commonly invested in Venture Funding and above countries

Others

Social, Finance, Analytics, Advertising

Cleantech / Semiconductors

News, Search and Messaging

In Conclusion it is advisable to Spark fund to invest in US/UK/India in Others|Social, Finance, Analytics, Advertising |Cleantech / Semiconductors|News, Search and Messaging Sectors in Venture Fund type