INVESTMENT ASSIGNMENT

SUBMISSION

Name:Shital Mudkanna

Spark Funds Analysis :

Spark Funds is an **asset management** company and they want to make investments in a few companies.

Objective: The objective is to identify the best sectors, countries, and a suitable investment type for making investments.

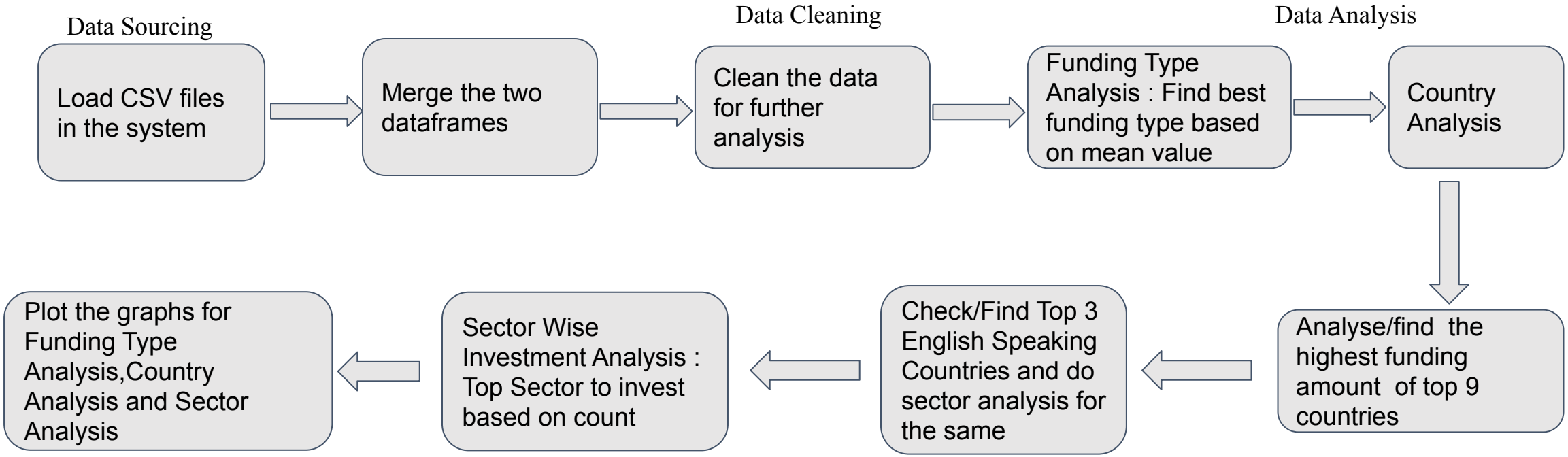
Strategy : Spark Funds want to invest where most other investors are investing .

Business constraint:

- 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.

Problem solving methodology:

Flowchart:



Data Set Analysis & Funding type Analysis:

Based on the data set analysis :

- 66368 unique companies are present
- 114949 funding rounds are there in dataset

Based on funding type analysis:

- The average investment for seed and angel is below 5M USD which is not in the range of spark fund investment(5M to 15M USD)
- Private Equity average investment is approx 74M USD which is beyond the range of spark fund investment.
- Venture average investment is approx 11.72M USD which is in the range of sparks fund investment.(5M to 15M USD)

Country Analysis:

Based on the country analysis ,below table contains top 9 countries which are heavily invested.

- **USA** is the highly invested english speaking country.
- CHN(China) also amongst the highly invested countries but as it's not an english speaking country.
- So,second english speaking country which is highly invested is **GBR**.
- Third english speaking country which is highly invested is **IND.**

country_code	raised_amount_usd
USA	5.084739e+11
CHN	6.100092e+10
GBR	2.689981e+10
IND	2.104911e+10
CAN	1.316891e+10
DEU	8.580103e+09
ISR	8.101823e+09
FRA	8.078614e+09
NLD	5.058484e+09

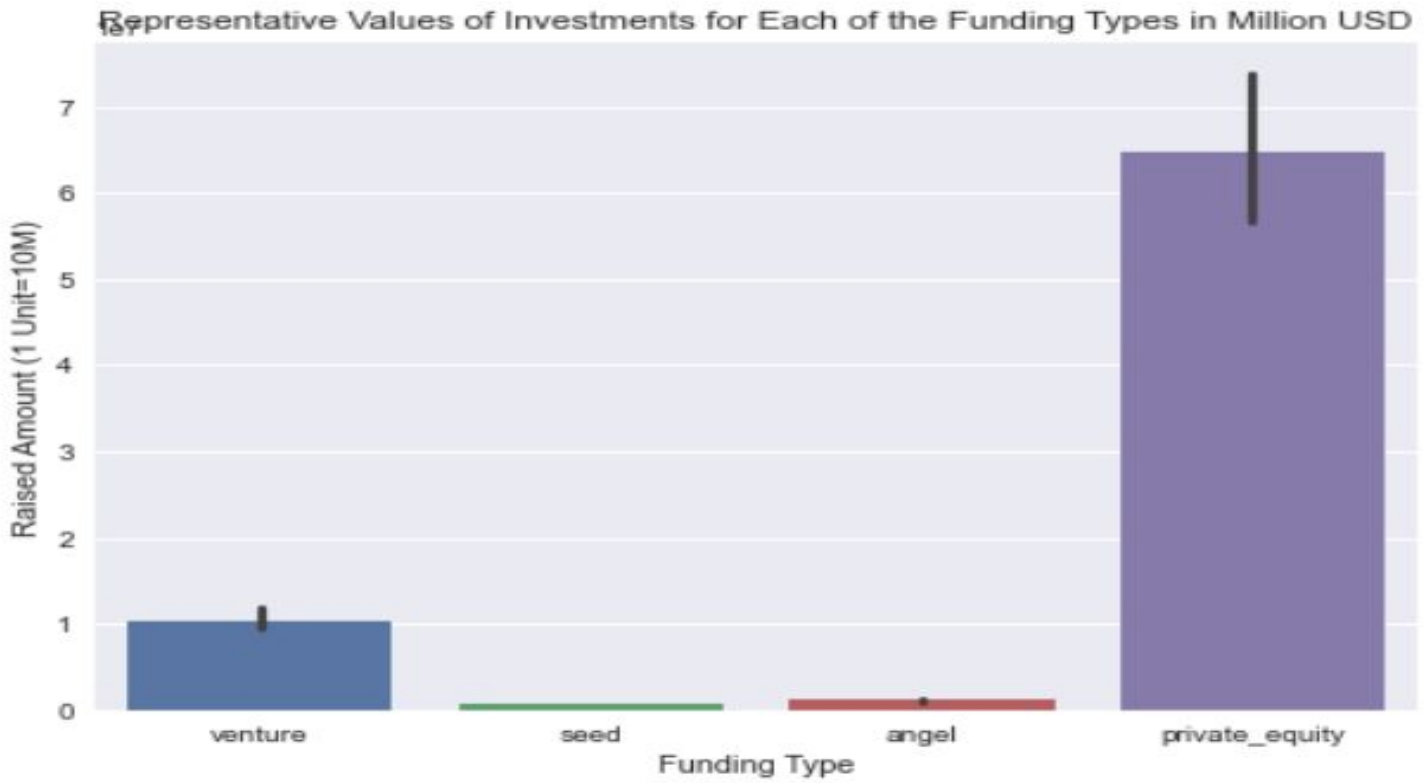
Sector Analysis:

Most **heavily invested sectors** for the country USA,GBR & IND are as below:
Top 3 Sectors and It's companies:

Country	Sector	Company
USA	1.Others 2.Cleantech / Semiconductors 3. Health	1./organization/virtustream(Others) 2./organization/tigo-energy(Cleantech / Semiconductors)
GBR	1.Others 2.Cleantech / Semiconductors 3.Manufacturing	1./organization/electric-cloud(Others) 2./organization/eusa-pharma (Cleantech / Semiconductors)
IND	1.Others 2.News,Search and Messaging 3.Entertainment	1./organization/firstcry-com(Others) 2./organization/gupshup-technology-india-pvt-ltd (News,Search and Messaging)

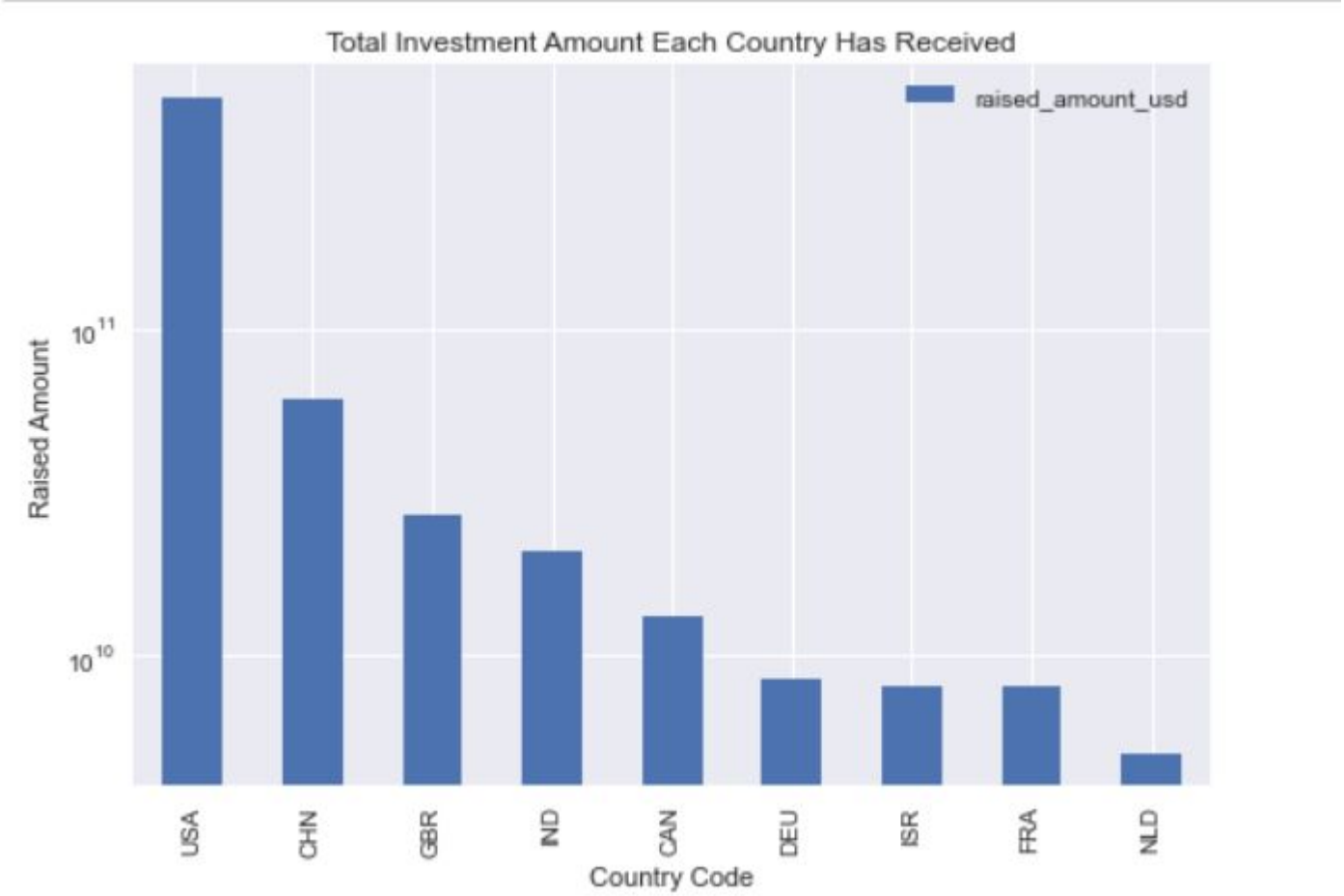
Funding Type Analysis Plot :

Plot of Funding Type vs Raised Amount (USD) :



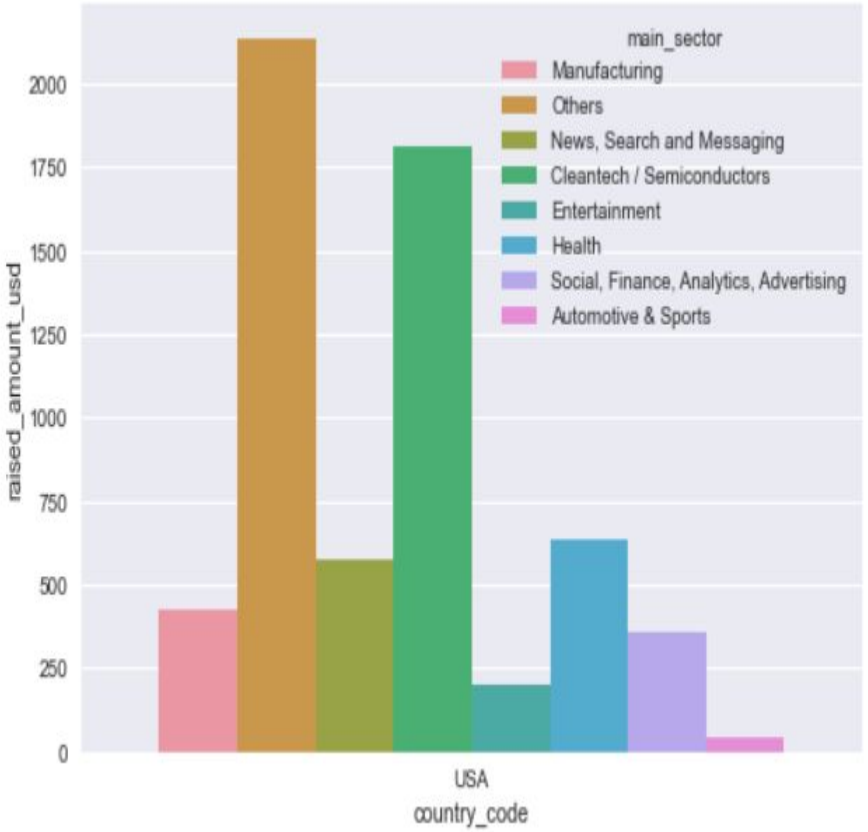
Country Analysis Plot:

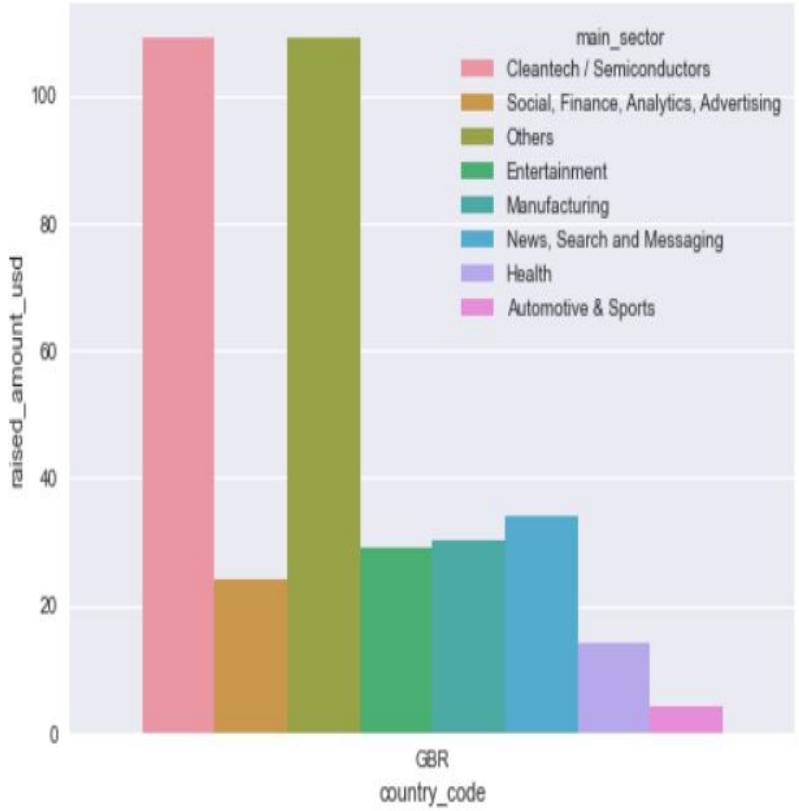
Plot of Country vs Raised Amount:

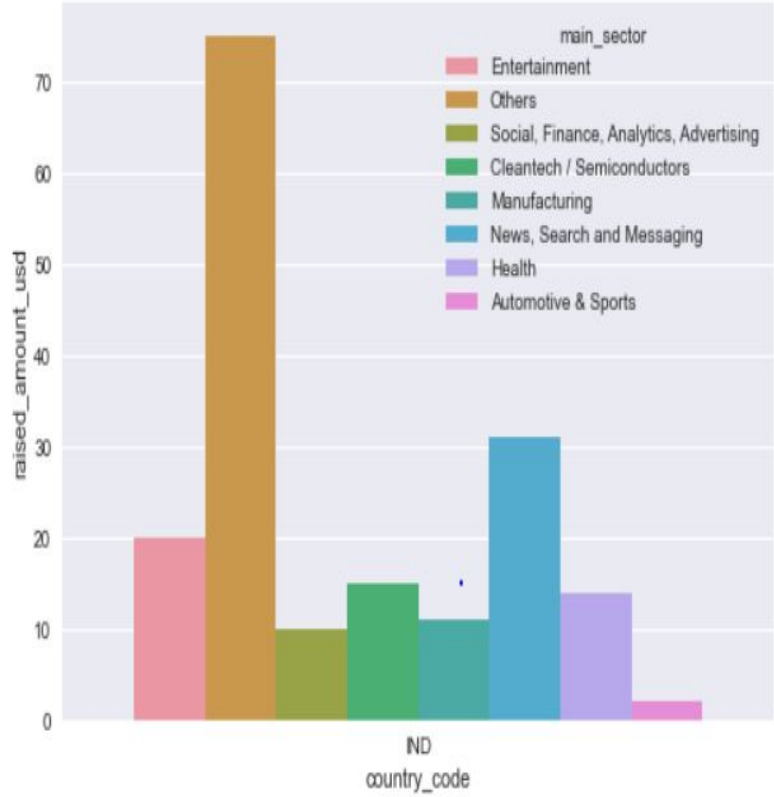


Sector Analysis:

Sector Analysis Plot for USA,GBR & IND :







Conclusion:

Based on the funding type,country and sector analysis:

- **Venture** is the most suitable type of investment for spark funds.
- **USA,GBR & IND** are the three top english speaking countries which are highly invested.
- Most **heavily invested sectors** for the above three countries are as below:

1. For **USA** : Others,Cleantech / Semiconductors & Health
2. For **GBR** : Others,Cleantech / Semiconductors & Manufacturing
3. For **IND** : Others,News, Search and Messaging & Entertainment