

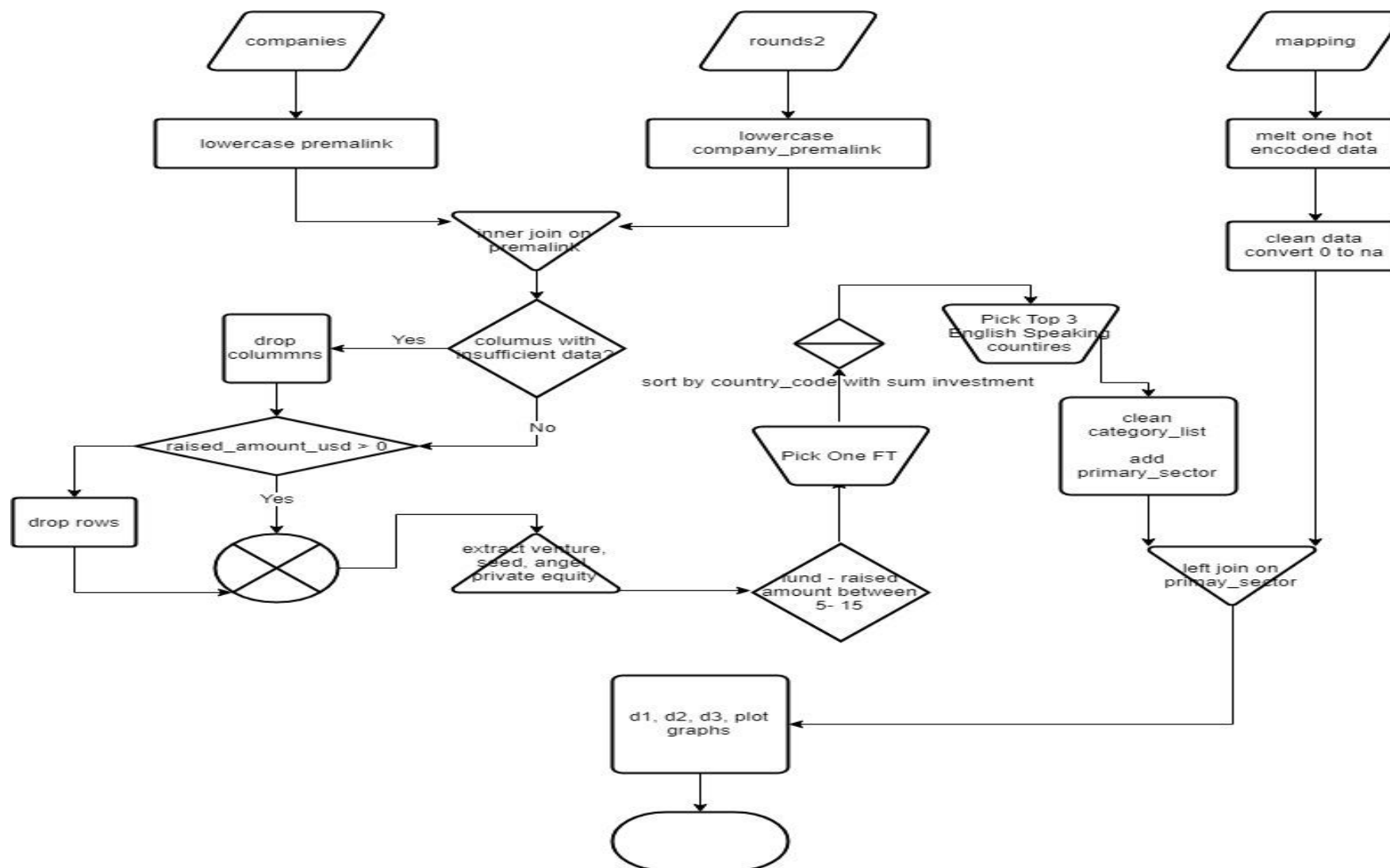
INVESTMENT ASSIGNMENT SUBMISSION

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Spark Funds Investment Case Study

- Spark Funds wants to make investments in a few companies.
- Spark Funds wants to understand the global trends in investments so that she can take the investment decisions effectively.
- **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

Problem Solving Methodology



Analysis

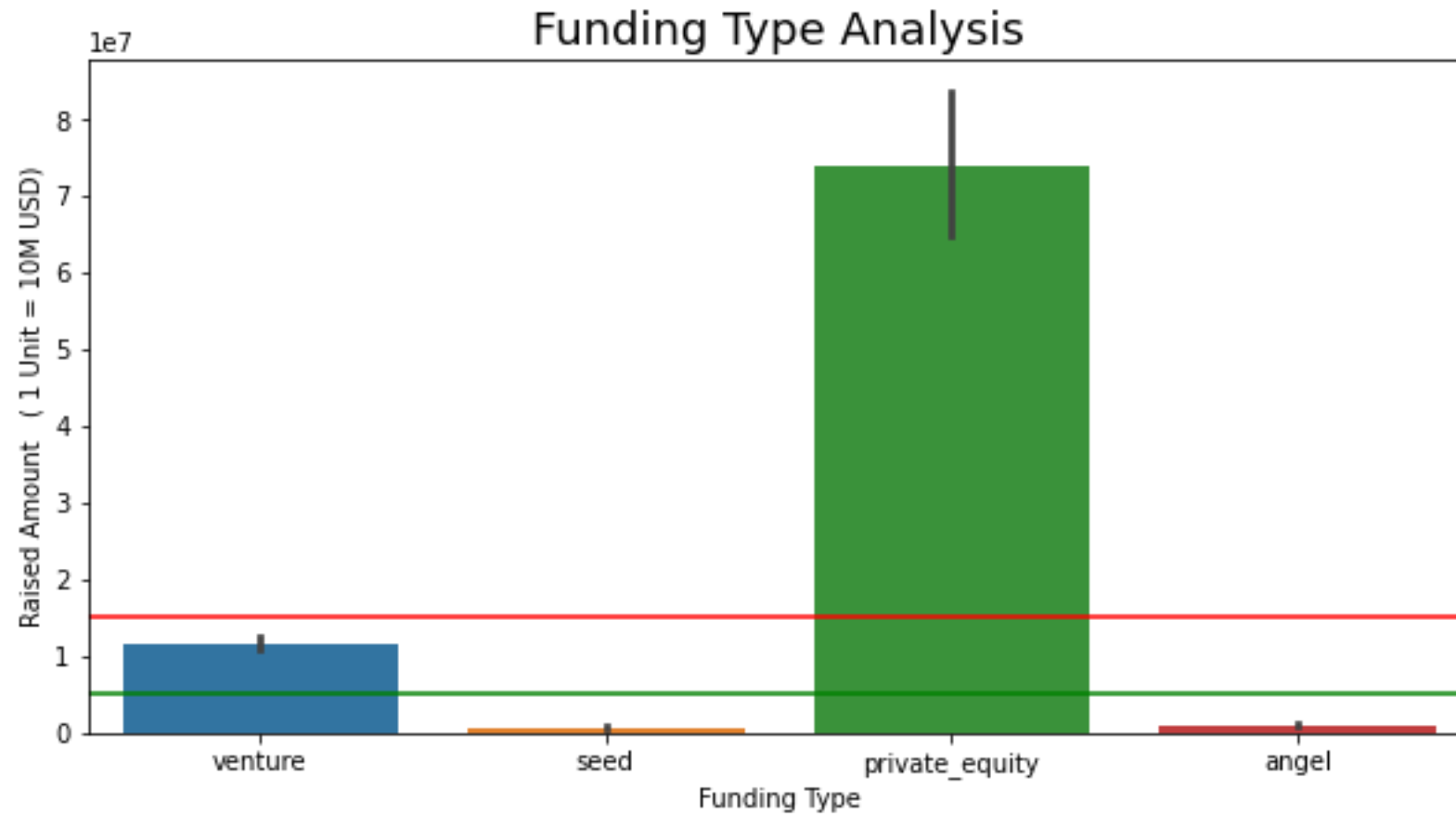
Data For Analysis Source of Data for analysis is real investment data from crunchbase.com.

1. Company Data, A file with basic data of companies
2. Investment Rounds Data, companies past investment round details
3. Mapping File, category to main sector mapping
4. English-speaking countries reference document.

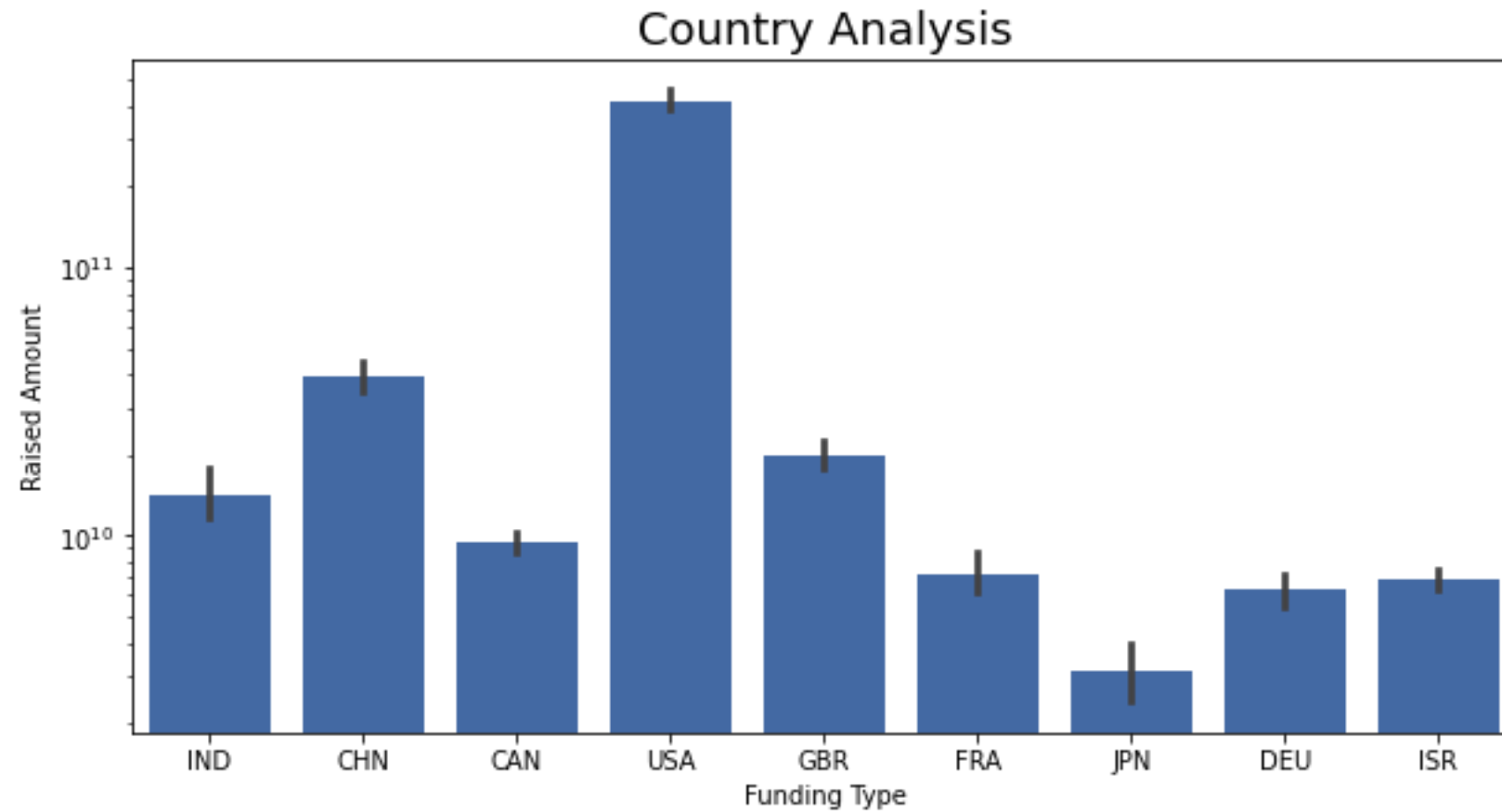
Assumptions:

- All the information provided within the 3 files is a trusted source for analysis. Data cleaning performed:
- Removing columns having null values which are not required for the current analysis.
- Removing rows having null value in the required analysis fields.
- Correcting incorrect or missing data wherever required to make data clean for analysis.

Funding Type Analysis

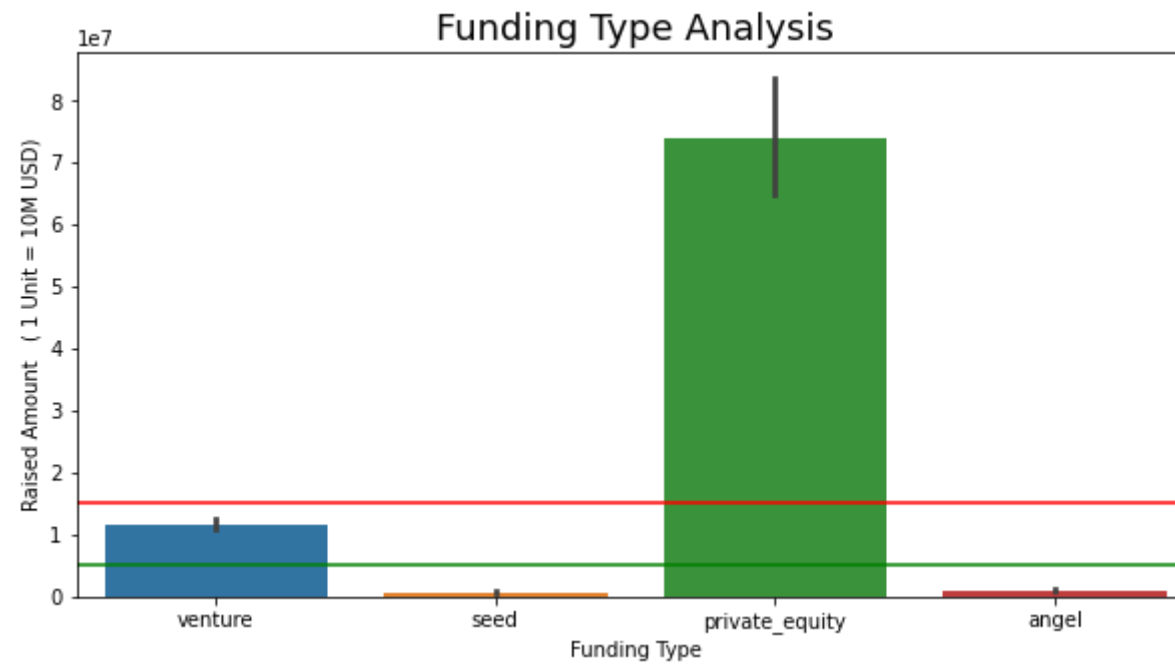


Country Analysis



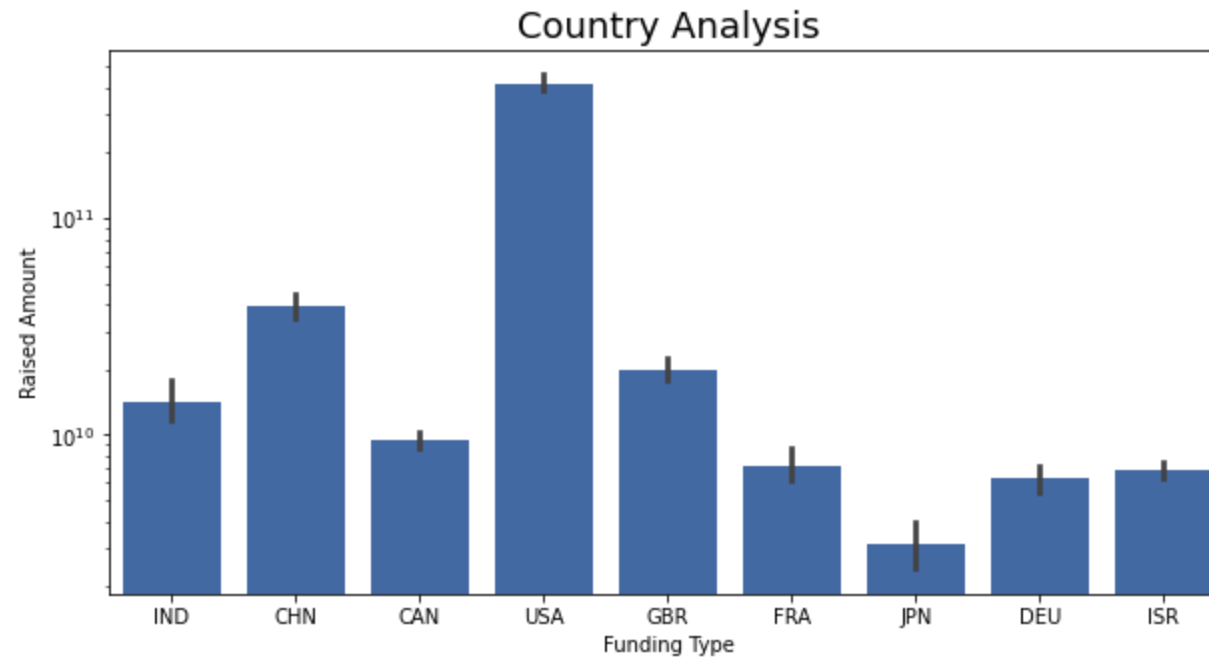
<Results>

Plot 1



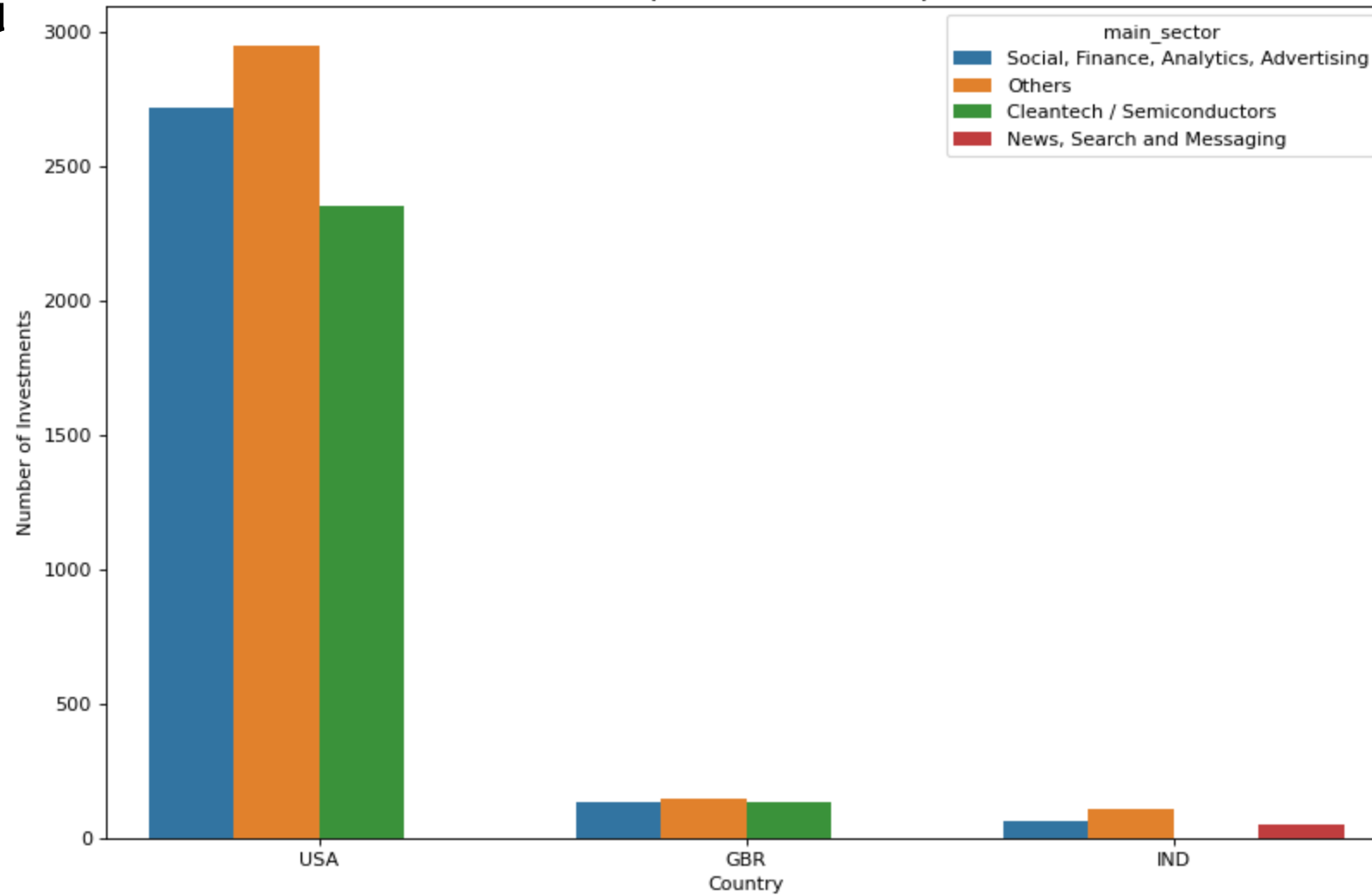
<Results>

Plot 2



<Resu

Investments in top3 sectors of top 3 countries



Plot 3

<Conclusions>

- Based on the data it is clear that USA is the prime place to make investment, going by the number and volume of investments, 50% of the amount can be invested in the top 2 companies on the top 2 sectors shared equally among all 4 companies
- Virtustream
- Capella
- Shotspotter
- Demandbase
- Next set of investment 25% each can be made at the top company of the top 2 sector in GBR and India respectively
- electric-cloud
- celltick-technologies
- manthan-systems
- firstery-com
- Which makes an even share of 12.5% across all the identified 8 companies.
- Average total investment across the 8 identified companies as per the data is around 40 million with median between 5-15 million