

INVESTMENT ASSIGNMENT SUBMISSION

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Abstract:

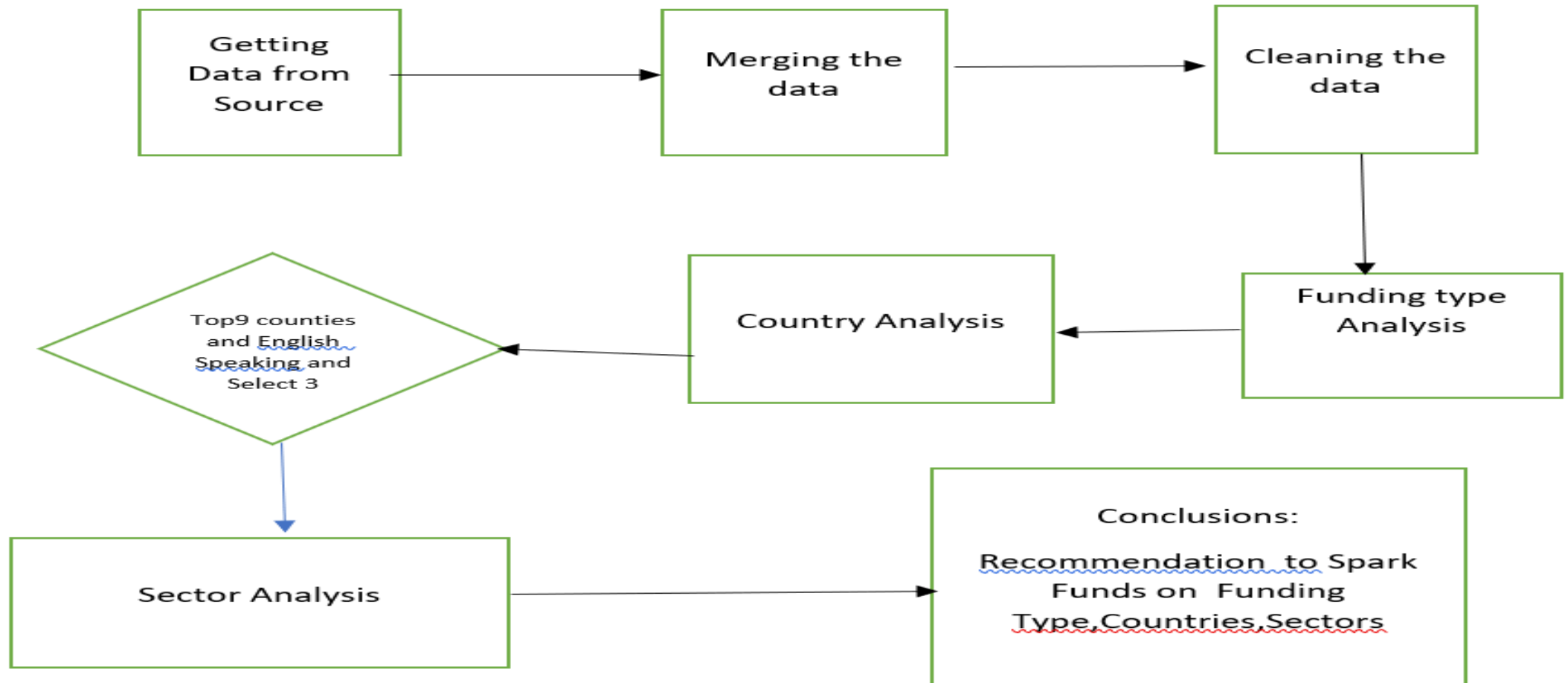
Spark Funds wants to make investments in a few companies. The CEO of Spark Funds wants to understand the global trends in investments so that she can take the investment decisions effectively.

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

Business objective: 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'.

Problem Solving Methodology(Highlevel Flow)



Investment Type Analysis:

Out of the 4 Investment types that company was interested in :

- Average Investment amount in Private equity was over 73 Million.
- Average Investments in Seed and angel Investment type is less than 1 Million(which is way less than 5 Million)
- Average Investment is around 11.7 Million for **Venture type Investment** which falls in the range of 5 Million and 15 Million and is the suitable type for our Investments.

Country Analysis:

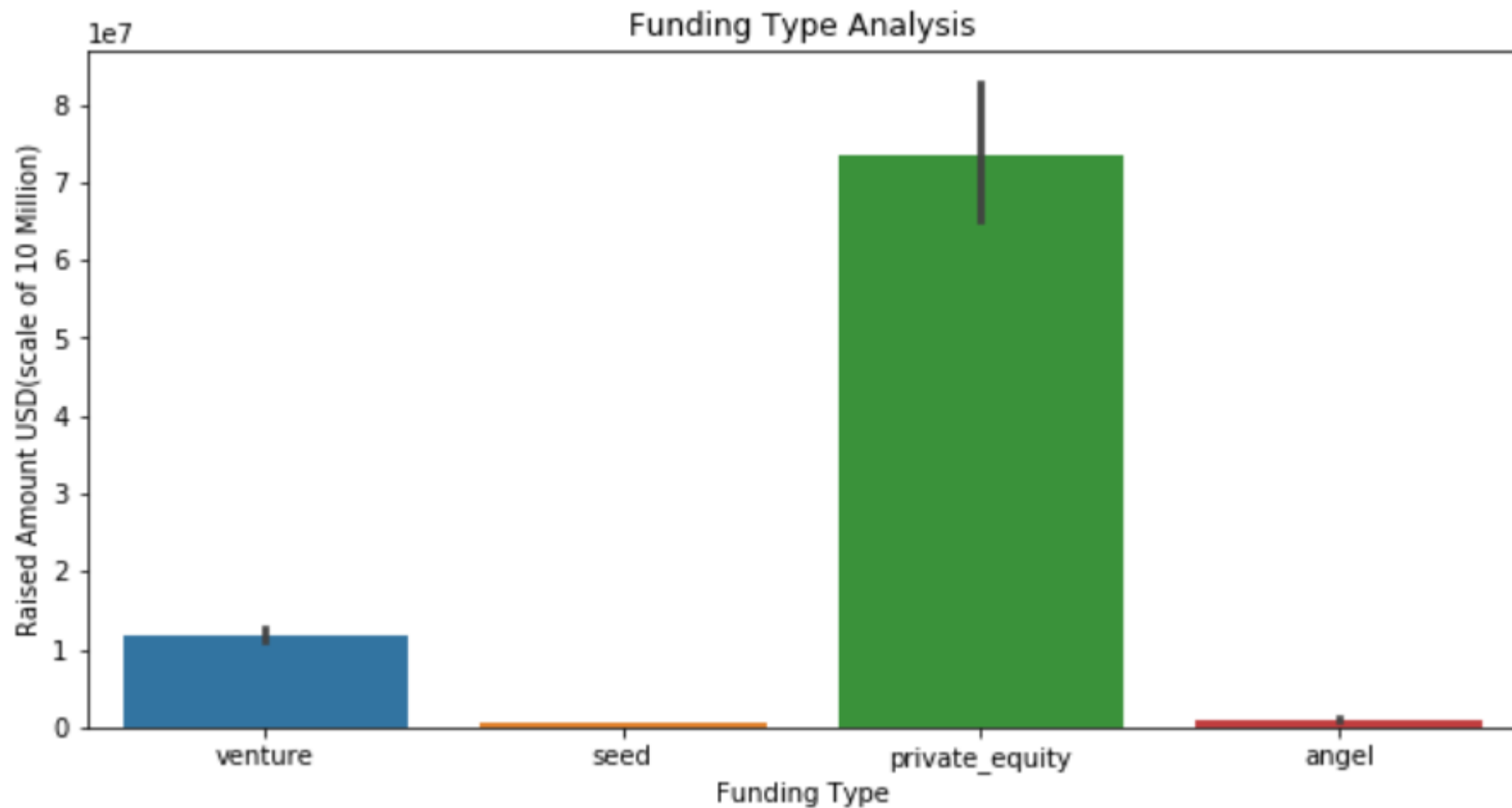
- The Top9 Countries to Invest in based on the \$ USD amount invested in those countries are United States, China ,United Kingdom ,India ,Canada, France ,Israel ,Germany and Japan Respectively.
- Comparing this with the Top English speaking Countries ,China is not English Speaking Country.
- Top 3 English Speaking Countries to Invest in are United States(USA),United Kingdom(GBR) and India(IND)

Sector Analysis:

Country	Top 1,2,3 Sectors based on Number of Investments	Number of Investments	Top Comapines for Investment
USA	Others	2400	SpiderCloud Wireless
	Cleantech / Semiconductors	1950	Intermolecular
	Social, Finance, Analytics, Advertising	1550	
GBR	Others	126	MyOptique Group
	Cleantech / Semiconductors	123	Onyvax
	Social, Finance, Analytics, Advertising	89	
IND	Others	77	FirstCry.com
	News, Search and Messaging	41	Perfint Healthcare
	Social, Finance, Analytics, Advertising	25	

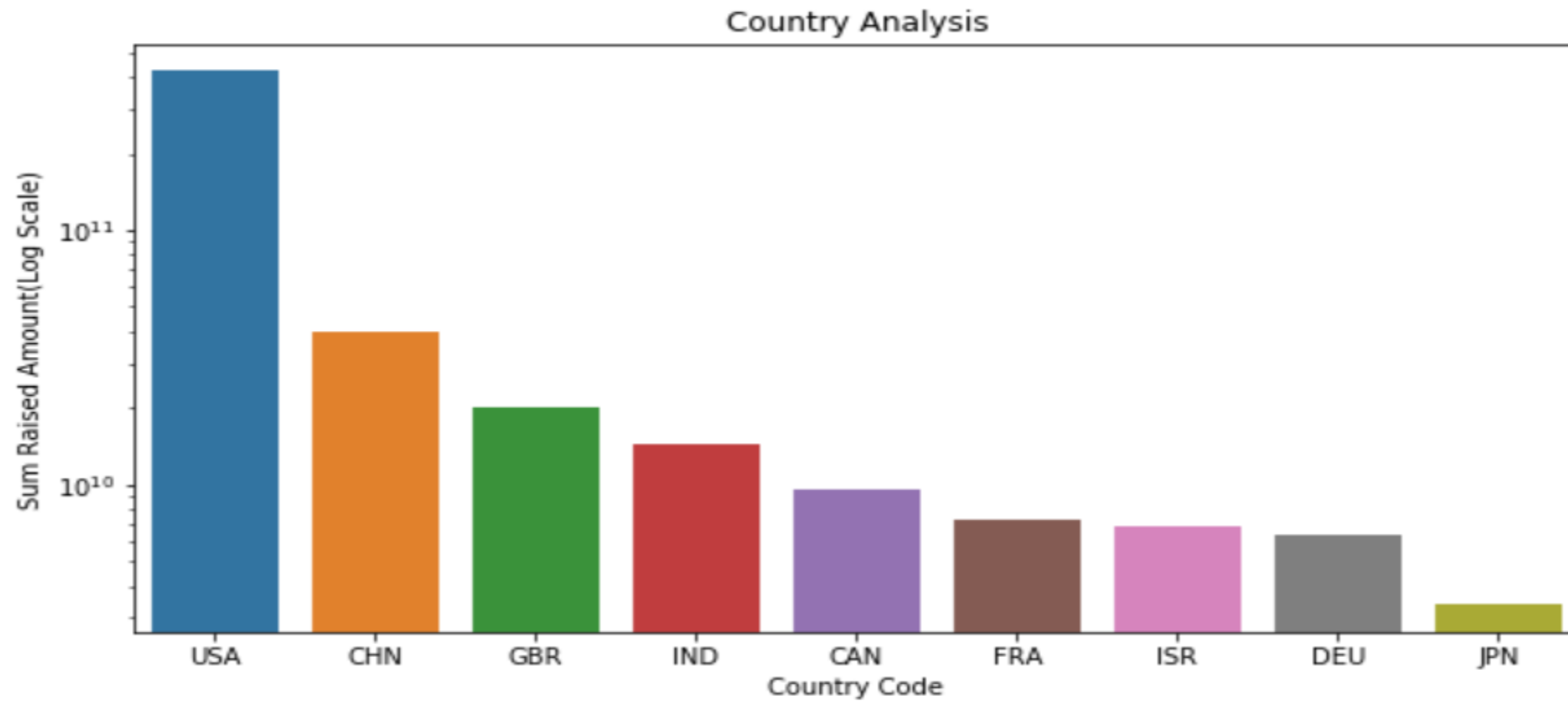
Funding Type Analysis

Plot 1



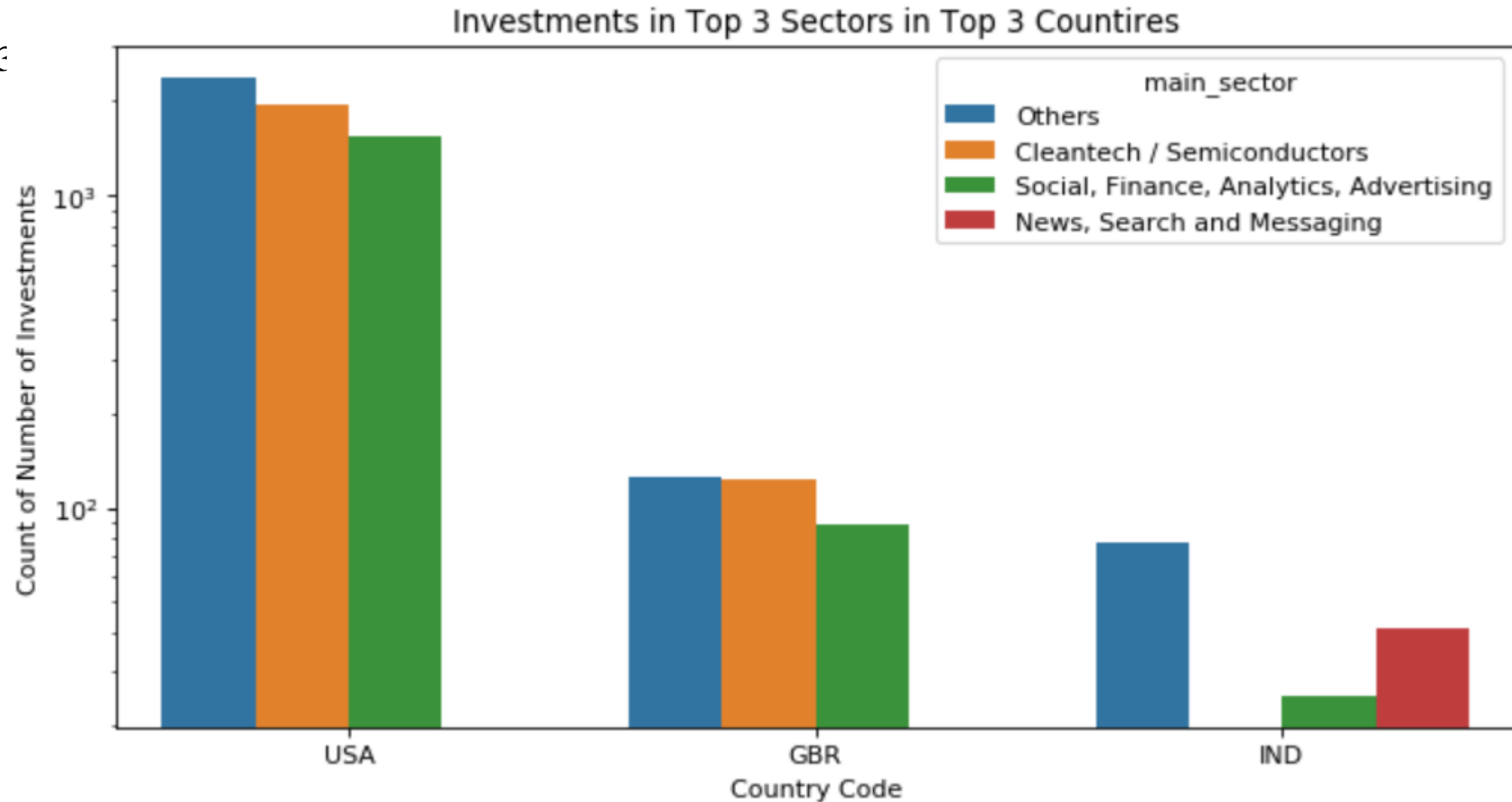
Country Analysis

Plot 2



Investments in Top 3 Sectors for Top 3 Countries

Plot 3



Conclusions:

Sectors for Investment in United States(USA):

Others

Cleantech / Semiconductors

Social, Finance, Analytics, Advertising

Sectors for Investment in Great Britain(GBR):

Others

Cleantech / Semiconductors

Social, Finance, Analytics, Advertising

Sectors for Investment in India(IND):

Others

News, Search and Messaging

Social, Finance, Analytics, Advertising