

INVESTMENT ASSIGNMENT SUBMISSION

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Objectives

To understand the global trends in investments so that Spark funds can take the investment decisions effectively.

Business and Data Understanding

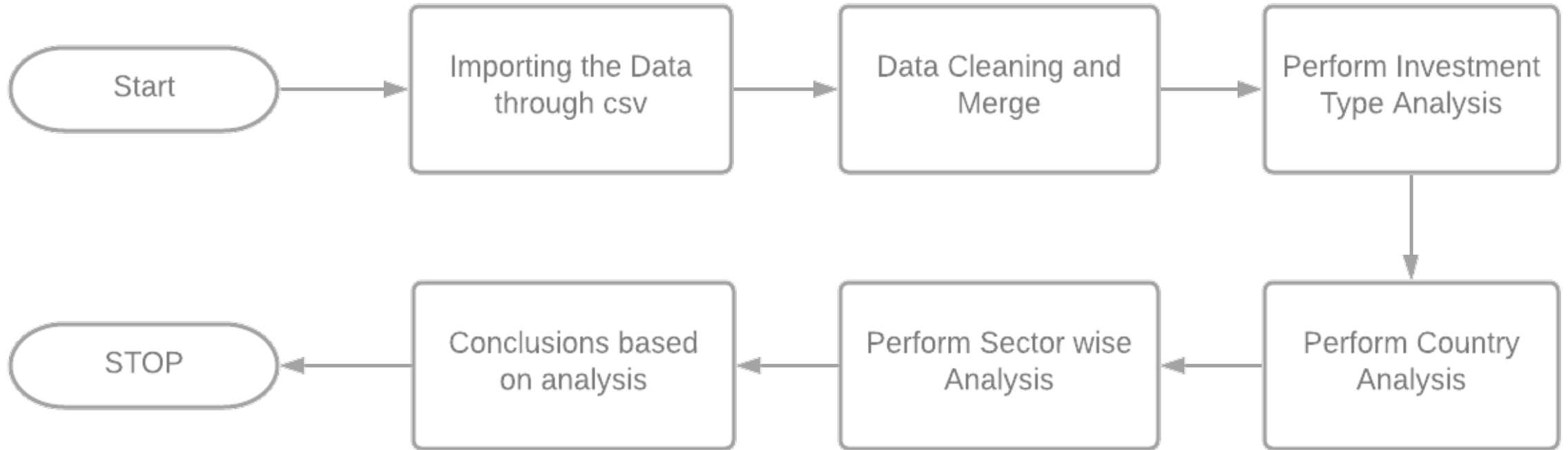
Spark Funds has two minor constraints for investments:

1. It wants to invest between 5 to 15 million USD per round of investment
2. It wants to invest only in English-speaking countries because of the ease of communication with the companies it would invest in

Data Source :

crunchbase.com

Flow chart



Analysis 1 : Funding Type Analysis

1. Spark Funds wants to choose one of below four investment types for each potential investment they will make.
 - a. Seed
 - b. Angel
 - c. Venture
 - d. Private Equity
2. Spark Funds wants to invest between **5 to 15 million USD** per investment round.
3. Considering all these parameters and analyzing the data, **Venture type seems to be the best funding type for Spark Funds.**

Representative Values of Investments for Each of these Funding Types

1	Representative funding amount of venture type	11.89 m
2	Representative funding amount of angel type	0.99 m
3	Representative funding amount of seed type	0.76 m
4	Representative funding amount of private equity type	75.98 m
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

Analysis 2: Country Analysis

1. Top nine countries which have received the highest total funding are as follow:
USA , CHN, GBR, IND, CAN, FRA, ISR, DEU, JPN

2.	1. Top English-speaking country	USA
	2. Second English-speaking country	GBR
	3. Third English-speaking country	IND

Analysis 2: Sector Analysis

After Extracting the primary sector of each category list from the **category list column and mapping file** 'mapping.csv' to map each primary sector to one of the eight main sectors, Our analysis came to this conclusion.

We saw that the sector which received highest number of investment is “Others” but since it is not very promising or convincing sector, we have considered other next sector as top most important.

FOR USA AND GBR

Top 3 Sector for investments are

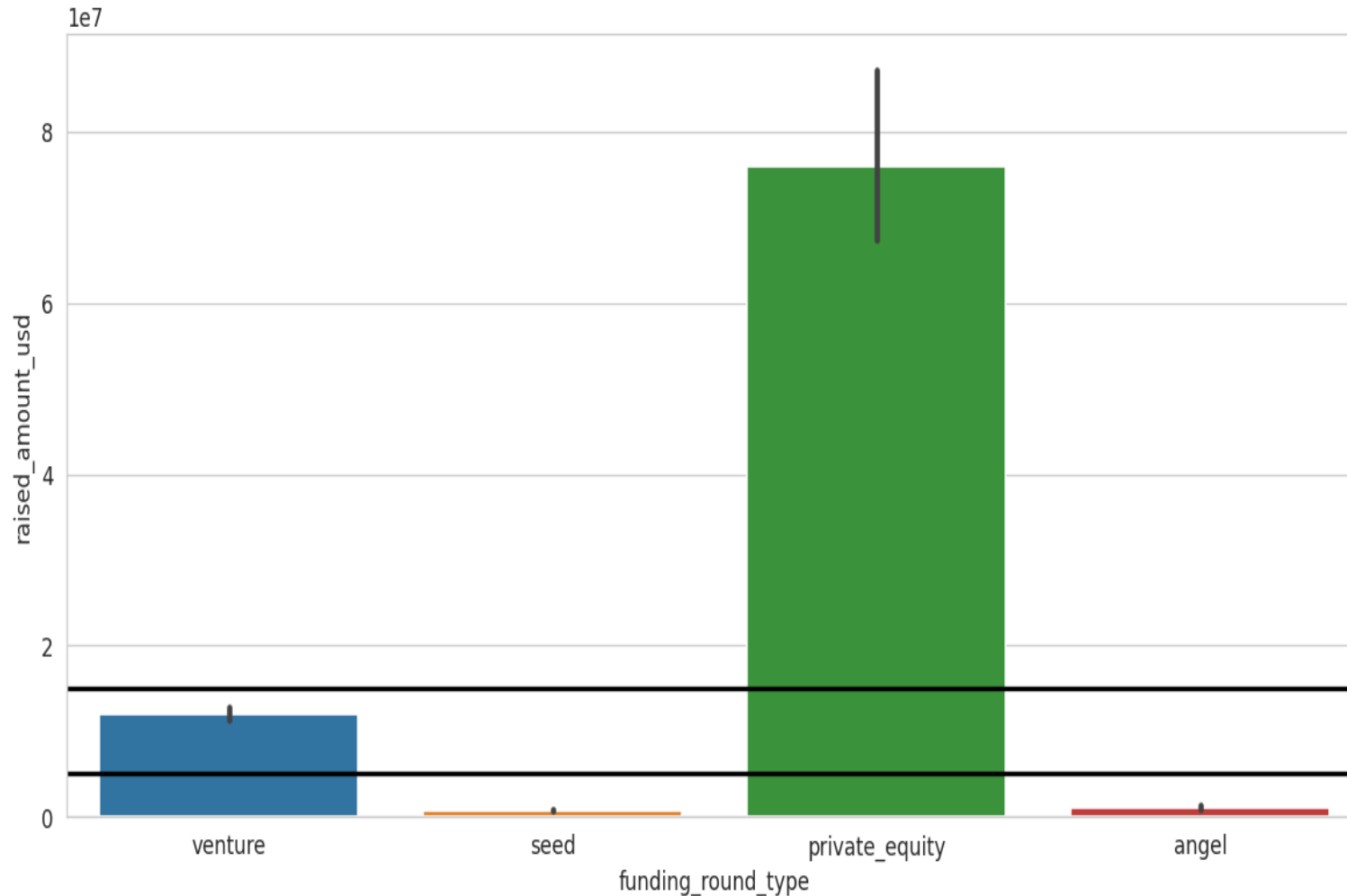
1. Cleantech / Semiconductors 2. Social, Finance, Analytics, Advertising 3. News, Search and Messaging

FOR INDIA

Top 3 sector for investments are :

1. News, Search and Messaging 2. Entertainment / Social, Finance, Analytics, Advertising 3. Manufacturing

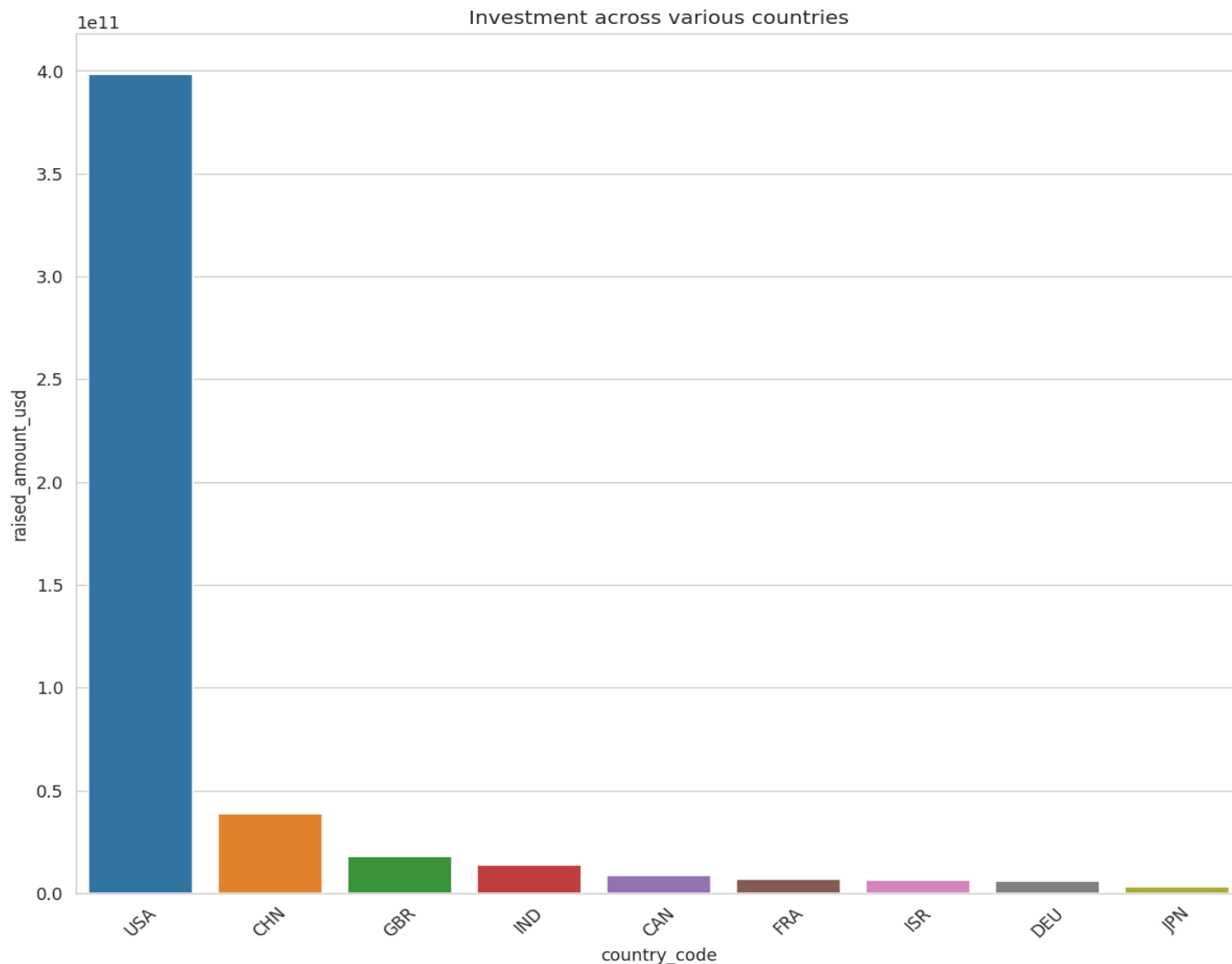
Representative amount of investment in each funding type



the representative amount of investment in each funding type is shown in the figure.

Considering that Spark Funds wants to invest between **5 to 15 million USD** per investment round, Investment type **Venture** is the most suitable for them.

Countries against the total amount of Investments



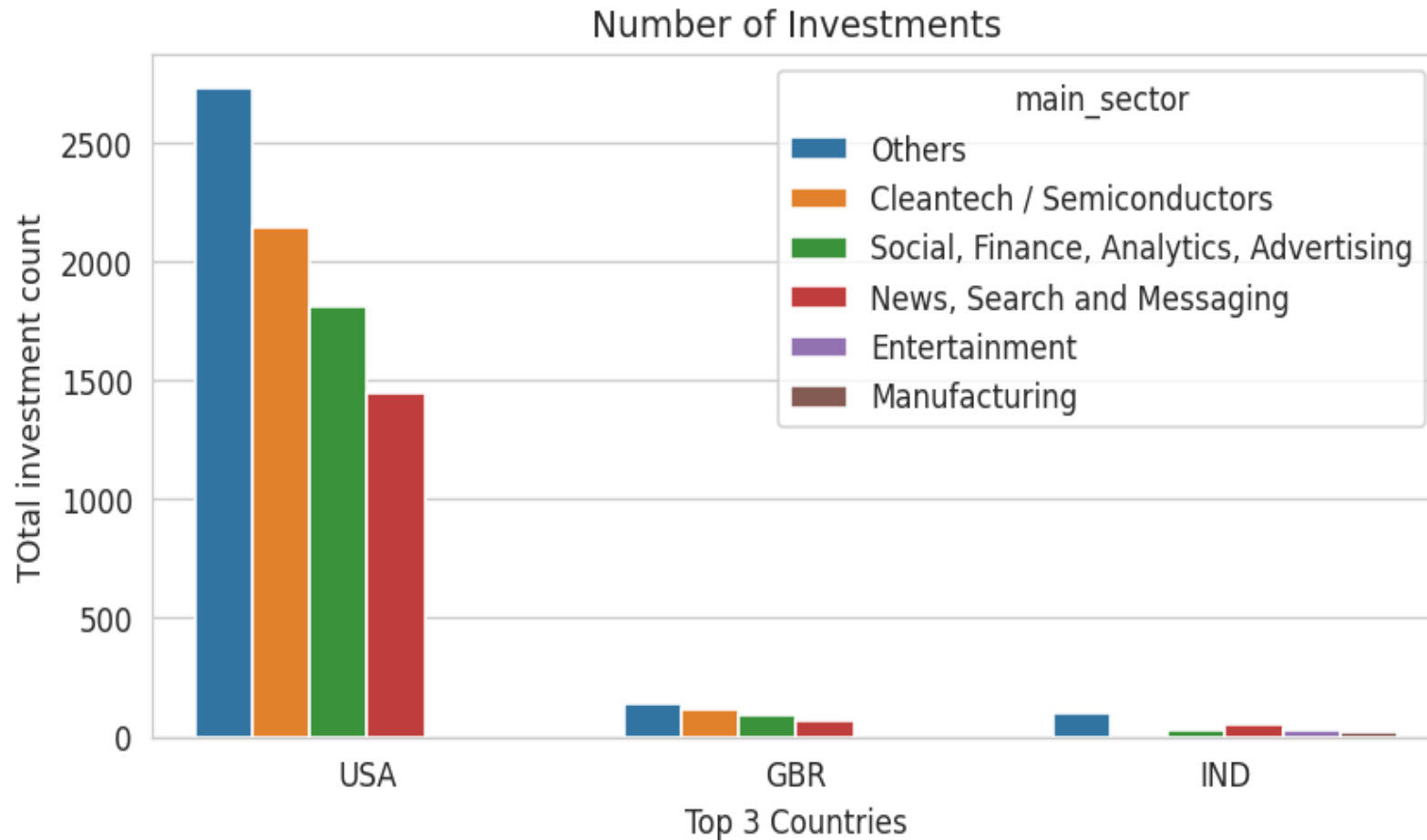
A plot showing the top 9 countries against the total amount of investments of funding type FT

Spark Funds wants to invest only in **English-speaking countries** because of the ease of communication with the companies it would invest in.

So top 3 English Speaking countries receiving the highest amounts in Venture Capital funding type are :

1. **USA**
2. **GBR**
3. **IND**

Country and Sector Analysis



FOR USA AND GBR

Top 3 Sector for investments are:

1. **Cleantech / Semiconductors**
2. **Social, Finance, Analytics, Advertising**
3. **News, Search and Messaging**

FOR INDIA

Top 3 sector for investments are:

1. **News, Search and Messaging**
2. **Entertainment / Social, Finance, Analytics, Advertising**
3. **Manufacturing**

Others is not a very promising sector, so left out others while making conclusions

Conclusions

1. Considering that Spark Funds wants to invest between **5 to 15 million USD** per investment round, Investment type **Venture** is the most suitable for them.

2. Spark Funds wants to invest only in **English-speaking countries** because of the ease of communication with the companies it would invest in. So **USA, GBR, IND** are the top 3 English Speaking countries receiving the highest amounts in Venture Capital funding type.

3.

FOR USA AND GBR

Top 3 Sector for investments are:

1. Cleantech / Semiconductors 2. Social, Finance, Analytics, Advertising 3. News, Search and Messaging

FOR INDIA

Top 3 sector for investments are:

1. News, Search and Messaging 2. Entertainment / Social, Finance, Analytics, Advertising 3. Manufacturing

Note: While analysing the data , It came to our notice that sector other is receiving the highest investments but since it is a very promising or convincing sector , We have chosen the Next sectors as Top Sectors for investment.