

# **INVESTMENT ASSIGNMENT SUBMISSION**

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# Spark Funds – Investment Analysis

Spark Funds, an asset management company, is looking for investment. The overall strategy is to invest where others are investing, implying that the 'best' sectors, countries and investment type where most investors are investing.

## **Business constraints:**

- It wants to invest between 5 to 15 million USD per round of investment
- It wants to invest only in English-speaking countries

## **Business objective:**

- To identify the best sectors, countries, and a suitable investment type for making investments.

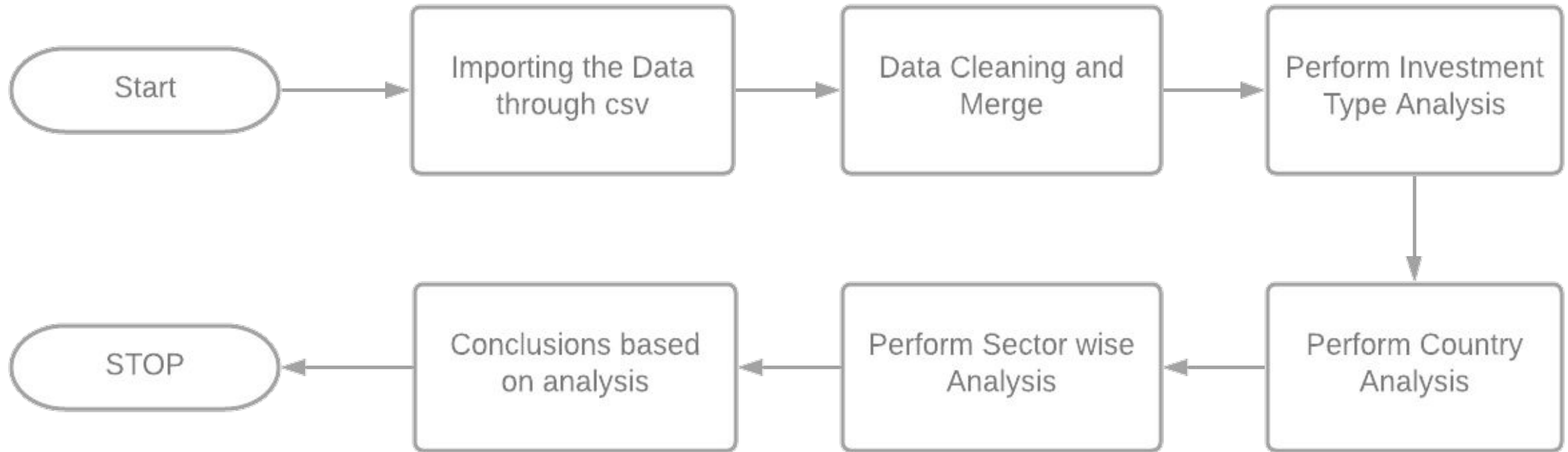
## **Goals of data analysis:**

- Investment type analysis
- Country analysis
- Sector analysis

## **Data Source:**

crunchbase.com

## Flow chart



## Analysis 1 : Funding Type

1. Spark Funds planning to invest amount between **USD 5 M to USD 15 M per investment round.**
2. Spark Funds wants to choose one of below four investment types:-
  - I. Seed
  - II. Angel
  - III. Venture
  - IV. Private Equity
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. From some of top countries which have received the maximum funding are:  
USA , CHN, GBR, IND, CAN, FRA, ISR, DEU, JPN

2.
 

<b>1</b>	<b>Top English-speaking country</b>	<b>USA</b>
<b>2</b>	<b>Second English-speaking country</b>	<b>GBR</b>
<b>3</b>	<b>Third English-speaking country</b>	<b>IND</b>

## **Analysis 3: Sector wise Analysis**

By Extracting primary sector of each category from the given list column and its mapping file '**mapping.csv**' to map an each primary sector to the one of Eight main sectors, 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

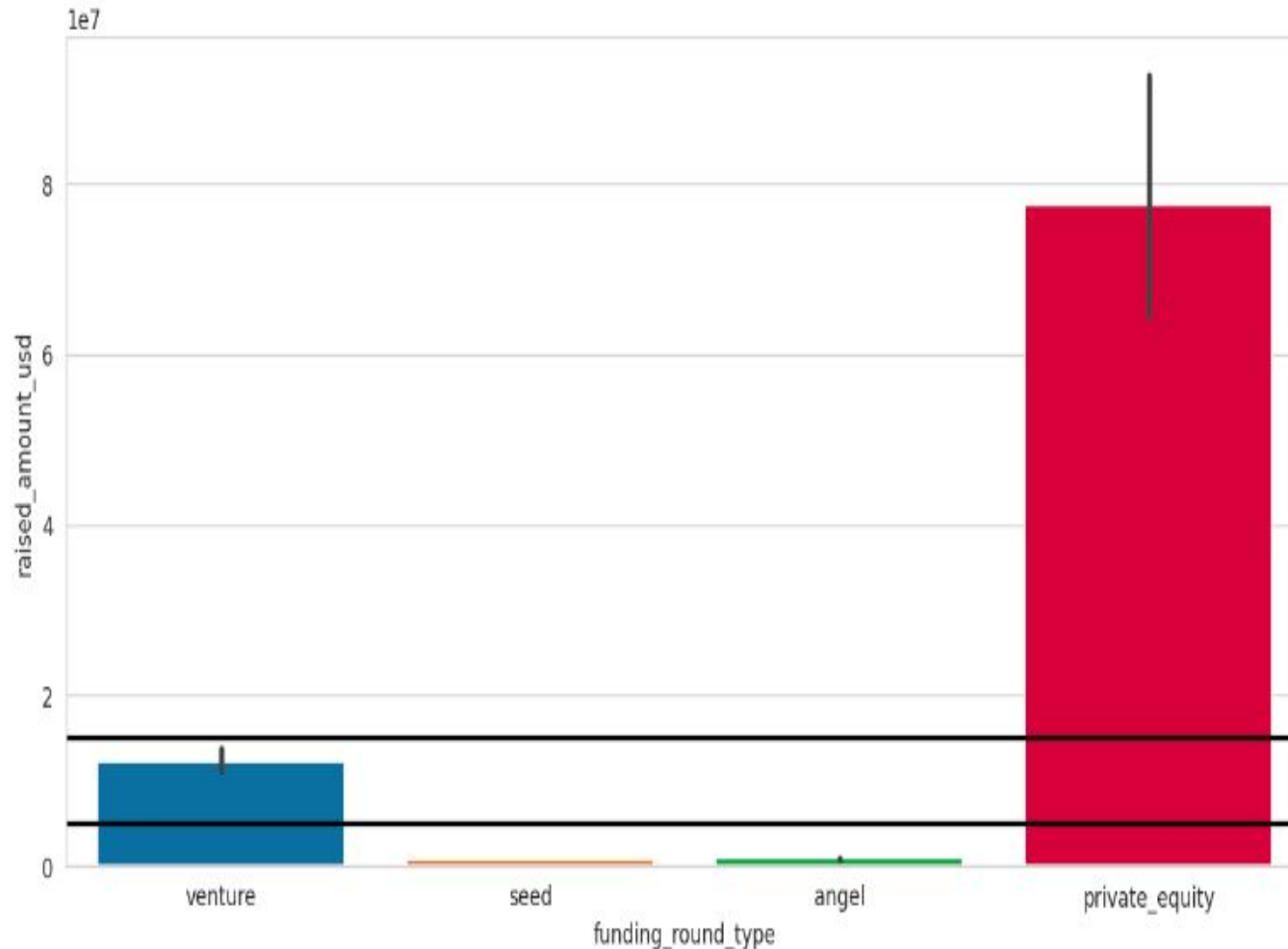
**FOR INDIA Top 3 sector for investments are:**

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

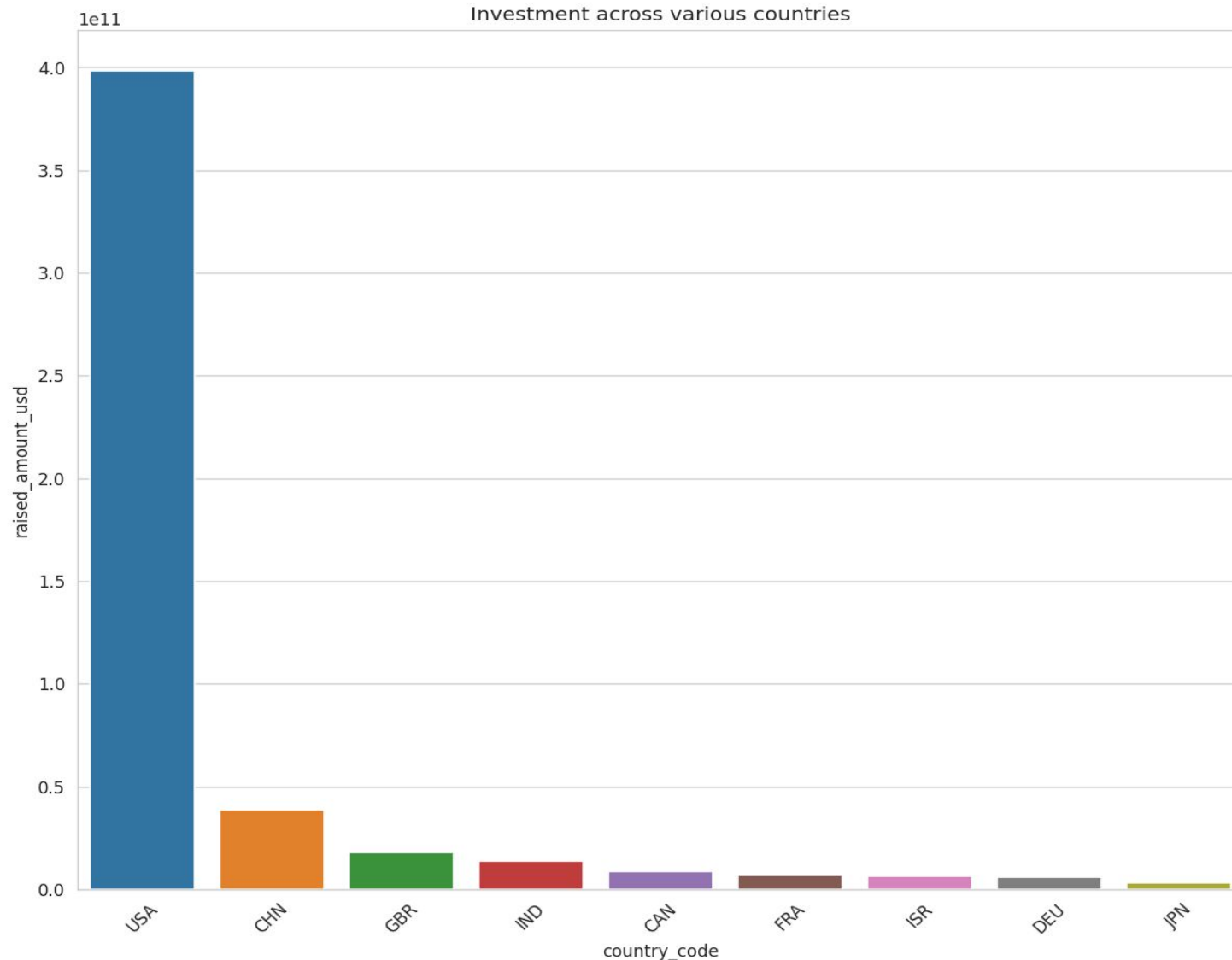
# Representative Amount Of Investment In Each Funding Type

**This representative amount of investment of each funding type display in the graph.**

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



# Countries Against Total Amount Of Investments



Plot shows that top 9 countries against the total amount of investments of funding type FT

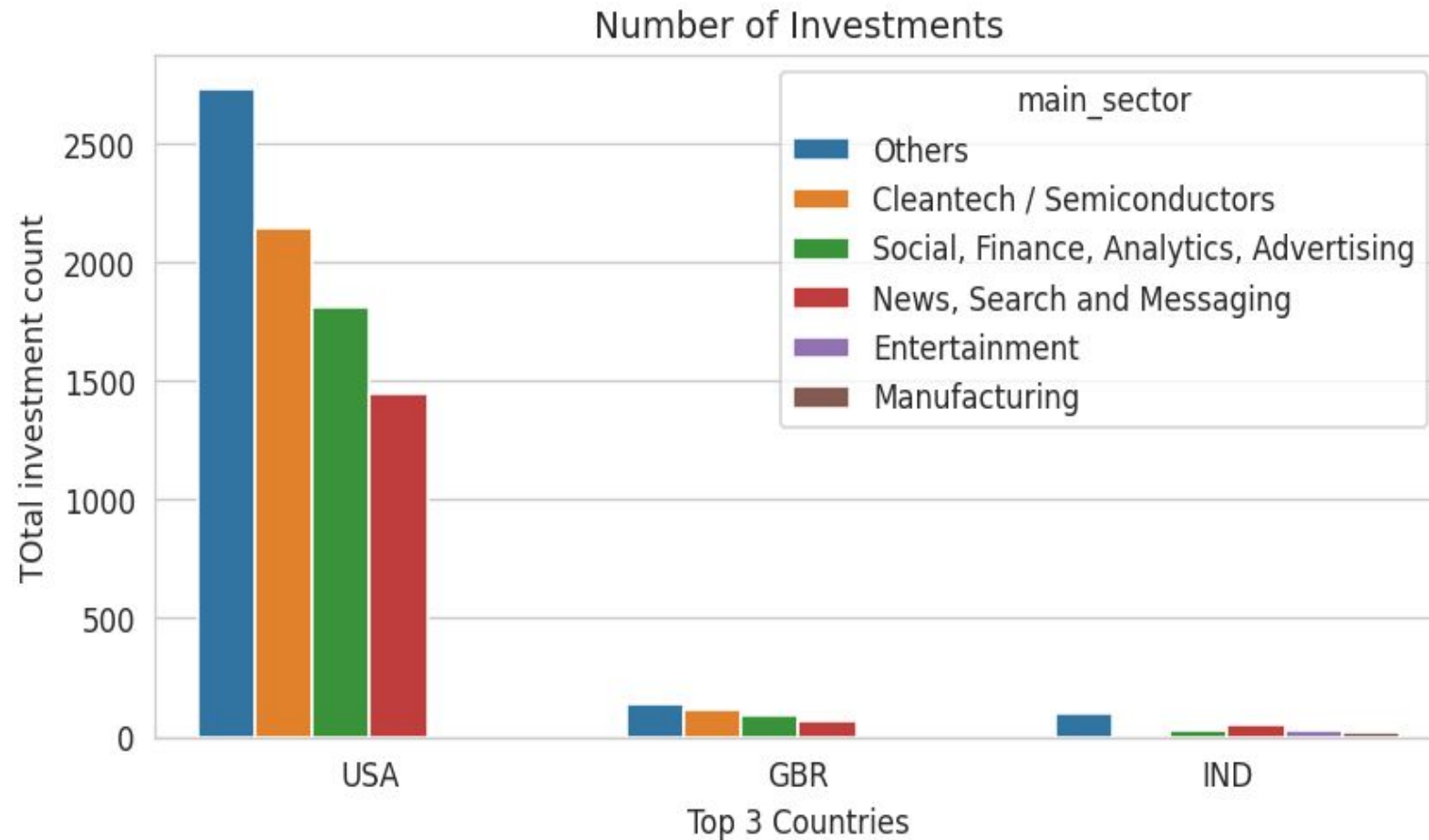
**Spark Funds** wants to invest only in **English-speaking countries** because of the ease of communication with the companies it would invest in.

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

## Conclusions

1. 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.