INVESTMENT ASSIGNMENT

SUBMISSION

Name: Gaurav Chopra

Investment Strategy : Spark Funds

Background:

Spark Funds, an asset management company wants to invest in certain companies and are looking to check the global trends in the investment, so that they can make investment decisions effectively.
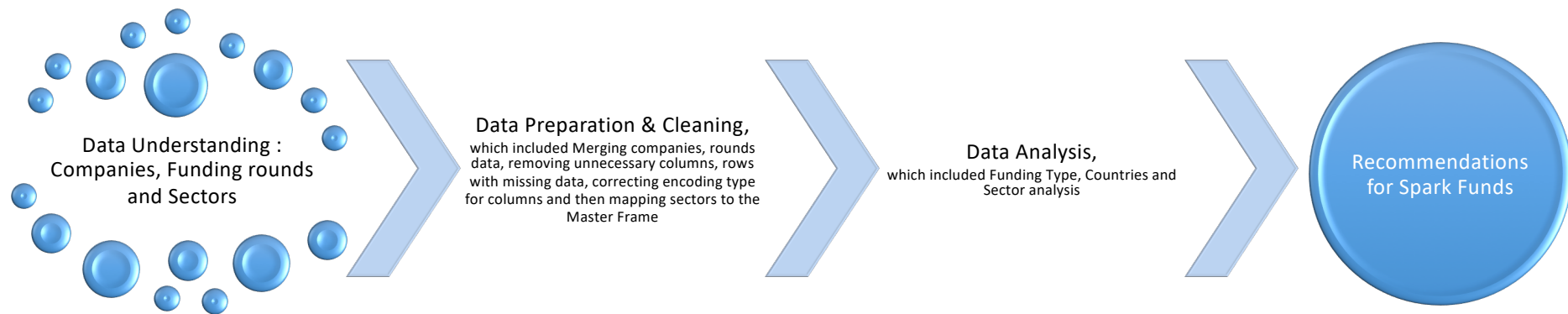
Business Objective:

To identify the suitable funding type, countries for investment and the best sectors for making investments. The overall strategy is to identify the areas where most of the other investors are investing.

Goals:

- **Investment type Analysis -** Spark Funds wants to invest 5-15 million USD per round of investment. Comparing the typical investment amounts in the venture, seed, angel, private equity etc. so that Spark Funds can choose the type that is best suited for their strategy.

- **Country Analysis** – Spark Funds to invest only in the English speaking countries. Identifying the countries which have been the most heavily invested in the past. These will be Spark Funds' favourites as well.

- **Sector Analysis -** Understanding the distribution of investments across the eight main sectors.

Analysis Approach

Data Understanding :
Companies, Funding rounds
and Sectors

Data Preparation & Cleaning,
which included Merging companies, rounds
data, removing unnecessary columns, rows
with missing data, correcting encoding type
for columns and then mapping sectors to the
Master Frame

Data Analysis,
which included Funding Type, Countries and
Sector analysis

Recommendations
for Spark Funds

Funding Type Analysis

Analysis was carried out on the amount of USD investment in different fund types, below are the stats for the analysis:

#	Funding Type	Most Representative Value
1	Venture	5000000.0
2	Angel	400000.0
3	Seed	275000.0
4	Private Equity	20000000.0

From the above stats, Venture is the funding type, which is in the range of 5-15 million.

Country Analysis

Analysis was carried out on the total investments made in different countries and below are the stats for the Top 9 countries:

| Rank	Country	Total Amount Invested (million USD)
1	USA	506831.27
2	CHN	60997.68
3	GBR	26805.72
4	IND	21049.05
5	CAN	13161.05
6	DEU	8561.27
7	ISR	8067.92
8	FRA	8063.53
9	NLD	5057.34

Sector Analysis

Investors have invested in different funding types, across different sectors, below are the stats for the investment in Top 3 English speaking countries, based on the number of investments:

|	USA	GBR	IND
Top Sector	Others	Others	Others
Second Top Sector	Social, Finance, Analytics, Advertising	Social, Finance, Analytics, Advertising	Social, Finance, Analytics, Advertising
Third Top sector	Cleantech / Semiconductors	Cleantech / Semiconductors	News, Search and Messaging

Result - Funding type
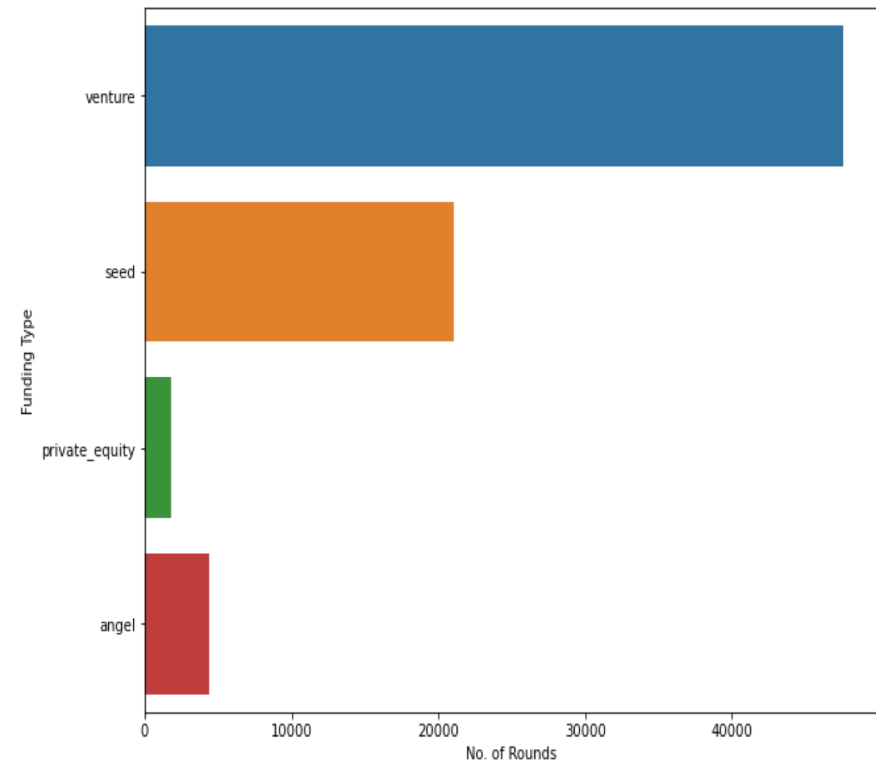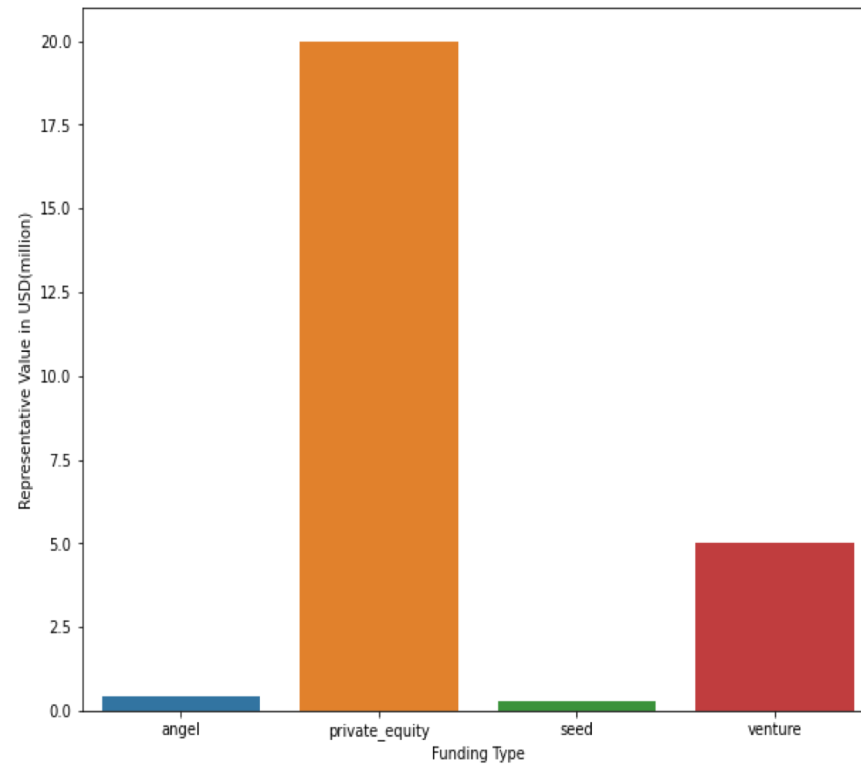
Result - Countries, Based on Total Investments
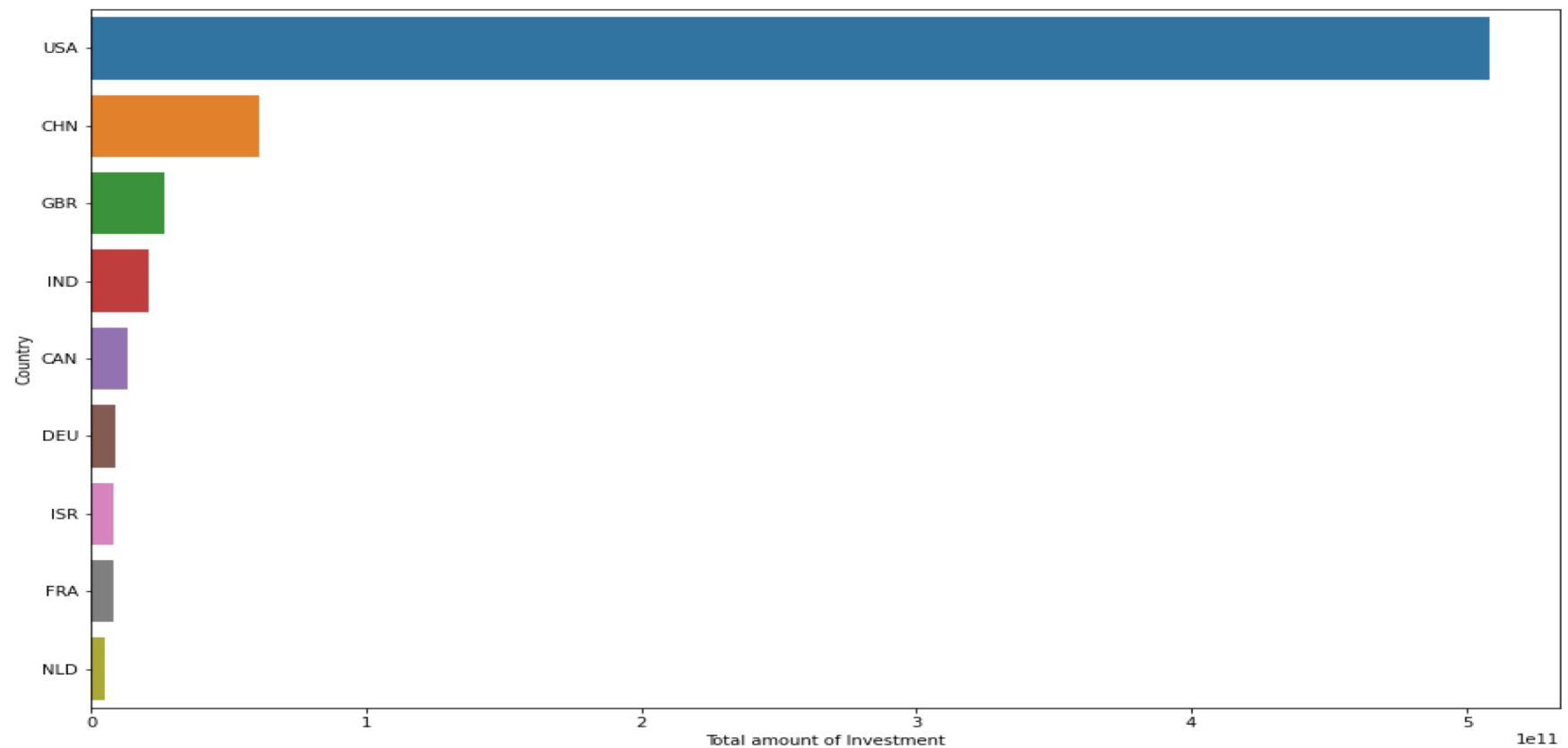
Result – Top 3 countries and Top sectors
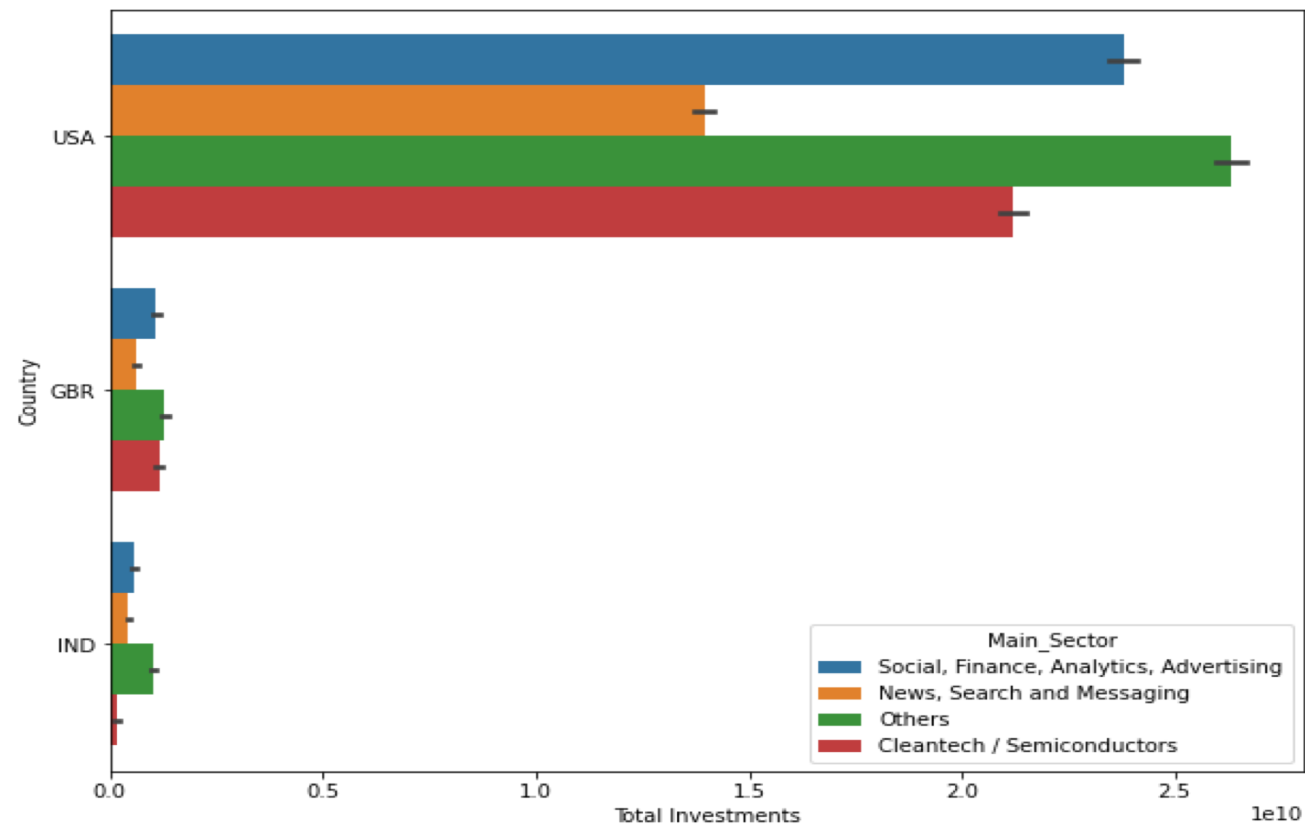
Recommendations

Based on the result of the analysis, following are the recommendations to Spark Funds:

- Venture is the ideal funding type for the investment, based on the amounts of funding between 5-15 million USD

- USA, United Kingdom and India are the English speaking countries having highest number of investments and Spark Funds should focus on these countries. Among these USA, is having highest number of investments, hence majority of the amount can be invested in USA.

- Following are the Top 2 sectors, along with Top companies in the Top3 countries, where Spark Funds can carry out their investments:

	USA	United Kingdom	India
Top Sector	Others	Others	Others
Second Top sector	Social, Finance, Analytics, Advertising	Social, Finance, Analytics, Advertising	Social, Finance, Analytics, Advertising
Top Company in Top sector	Virtustream	Electric Cloud	FirstCry.com
Second Top Company in Second Top Sector	SST Inc. (Formerly ShotSpotter)	Celltick Technologies	Manthan Systems