SPARK FUNDS INVESTMENT ANALYSIS

ASSIGNMENT SUBMISSION

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Business Objective and Goals of Data Analysis

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'.

Goals of Data Analysis

Investment type analysis

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.
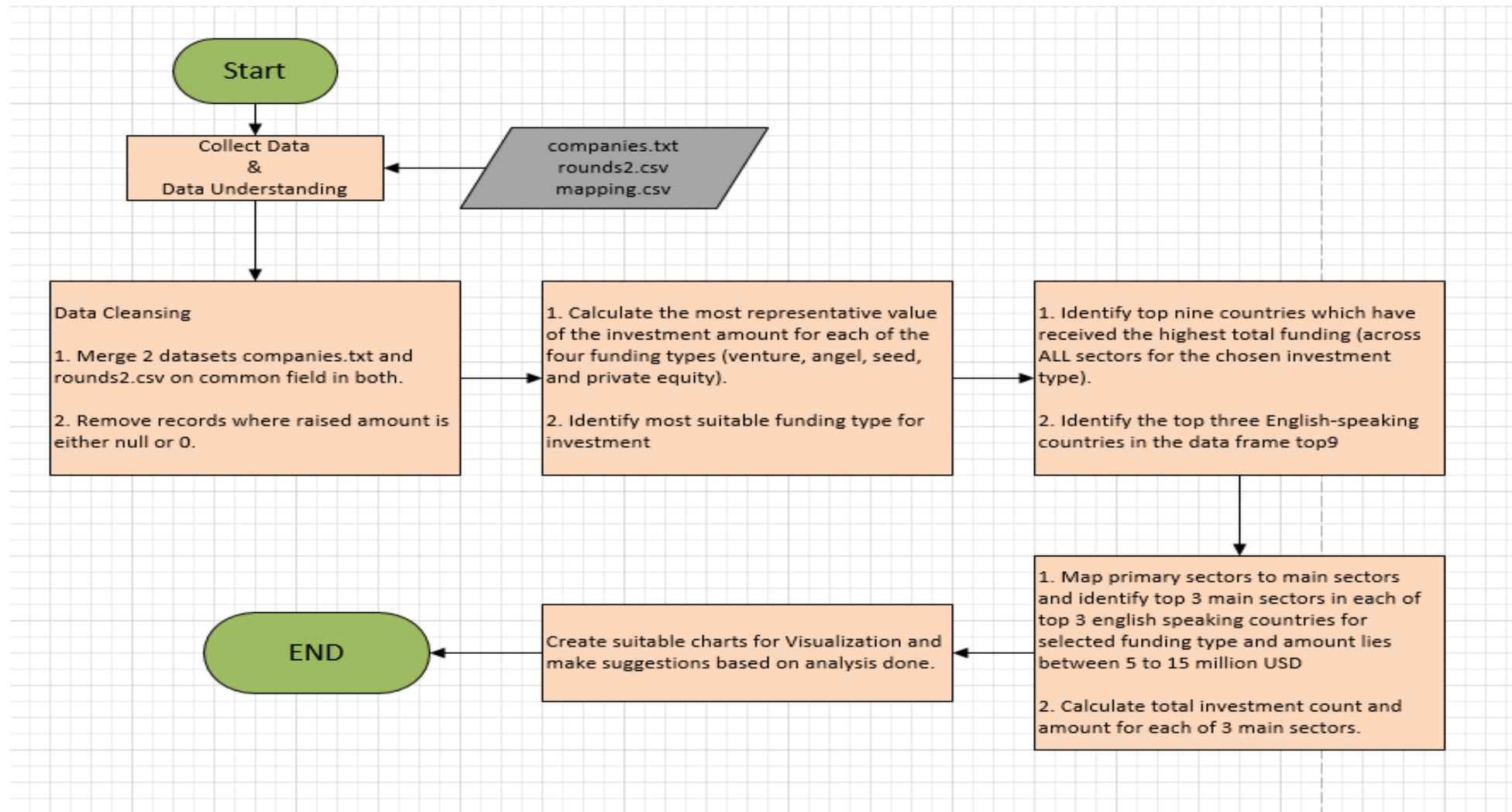
Country analysis

Identifying the countries which have been the most heavily invested in the past. These will be Spark Funds' favorites as well.

Sector analysis

Understanding the distribution of investments across main sectors.

Problem Solving Methodology

Understand Data Sets

How many unique companies are present in rounds2?	66368
How many unique companies are present in the companies file?	66368
In the companies data frame, which column can be used as the unique key for each company? Write the name of the column.	PERMALINK
Are there any companies in the rounds2 file which are not present in companies ? Answer Y/N.	N
Merge the two data frames so that all variables (columns) in the companies frame are added to the rounds2 data frame. Name the merged frame master_frame. How many observations are present in master_frame ?	114949

Funding Type Analysis

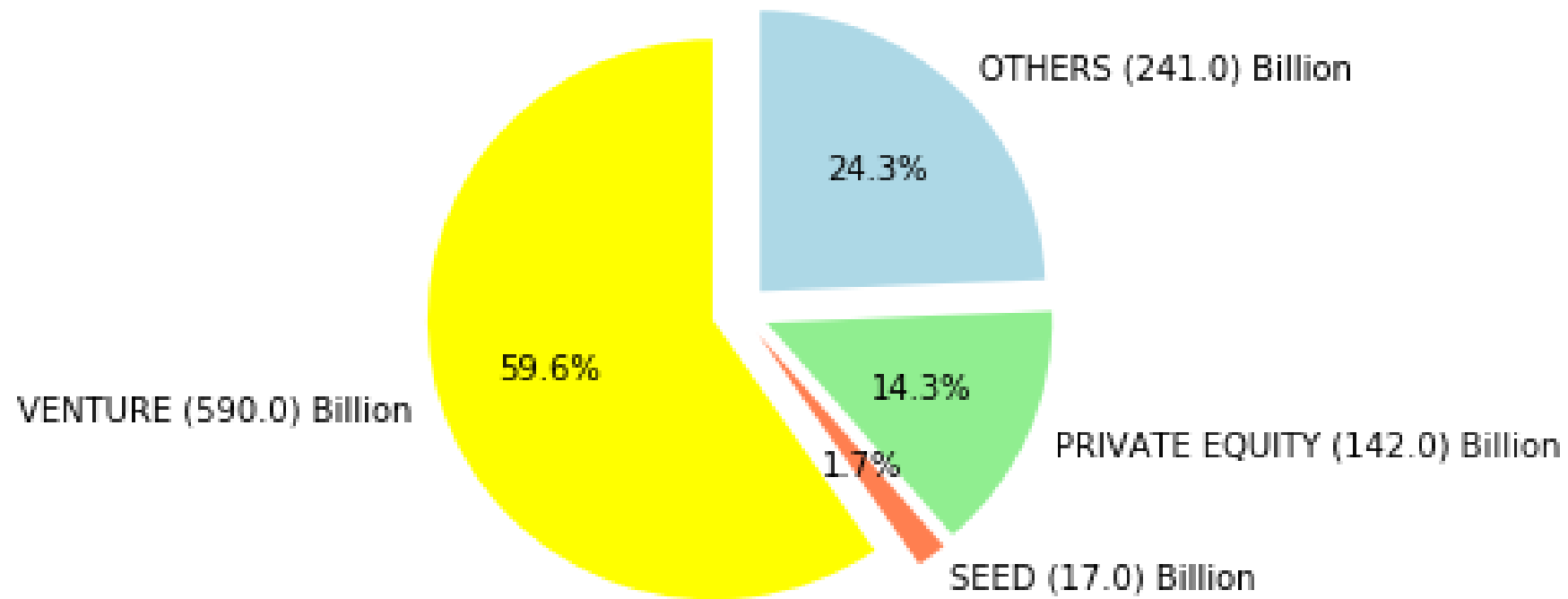|	
Average funding amount of venture type	11755737.00
Average funding amount of angel type	964849.00
Average funding amount of seed type	722727.00
Average funding amount of private equity type	73422367.00
Considering that Spark Funds wants to invest between 5 to 15 million USD per investment round, which investment type is the most suitable for them?	VENTURE

Country Analysis

Top 3 English speaking countries which have received the highest total funding across ALL sectors for VENTURE
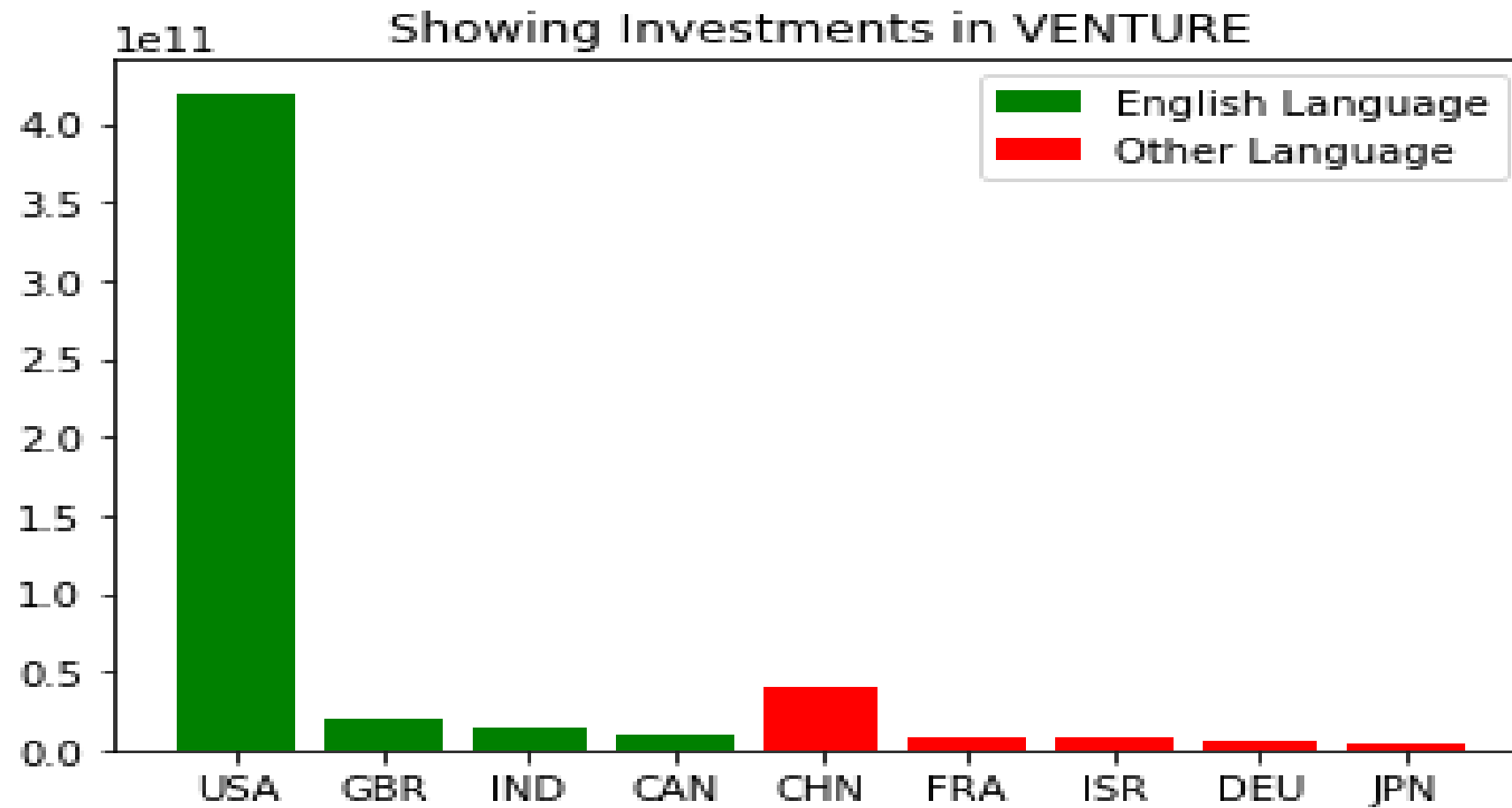
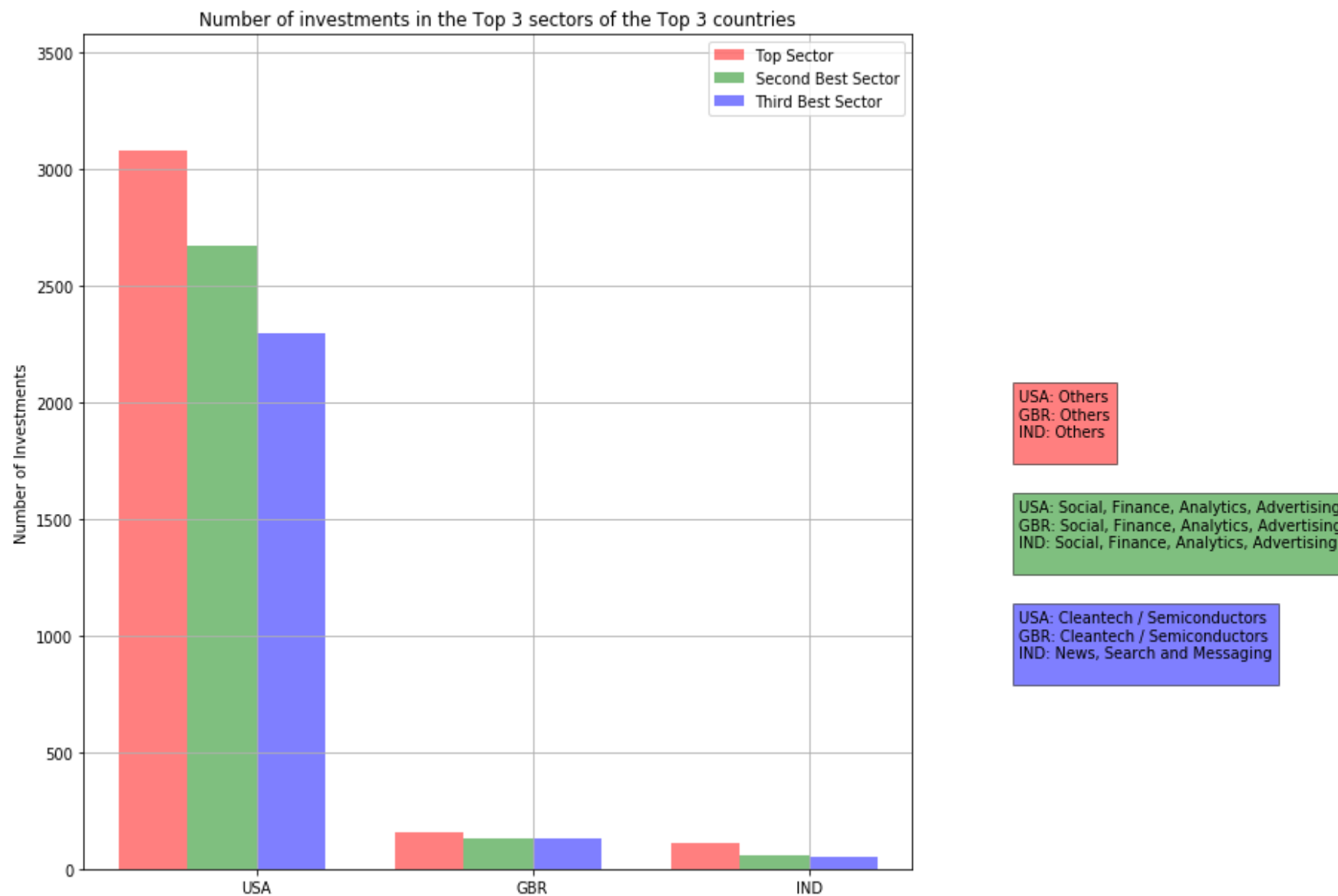|	
Top English speaking country	USA (United States)
Second English speaking country	GBR (United Kingdom)
Third English speaking country	IND (India)

Sector-wise Investment Analysis

	USA	GBR	IND
Total number of Investments (count)	12064	621	328
Total amount of investment (USD)	107766584223.00	5379078691.00	2949543602.00
Top Sector name (no. of investment-wise)	Others	Others	Others
Second Sector name (no. of investment-wise)	Social, Finance, Analytics, Advertising	Social, Finance, Analytics, Advertising	Social, Finance, Analytics, Advertising
Third Sector name (no. of investment-wise)	Cleantech / Semiconductors	Cleantech / Semiconductors	News, Search and Messaging
Number of investments in top sector (3)	3077	155	110
Number of investments in second sector (4)	2673	130	60
Number of investments in third sector (5)	2297	127	52
For point 3 (top sector count-wise), which company received the highest investment?	Cima NanoTech	Tribold	LimeRoad
For point 4 (second best sector count-wise), which company received the highest investment?	CloudPhysics	myThings	Financial Information Network & Operations Pvt

Showing Global Investments

Showing Investments in VENTURE

Suggestions

❑ Most suitable funding type : VENTURE

❑ Top 3 English Speaking countries for VENTURE type funding:

1. USA (United States of America)
2. GBR (United Kingdom)
3. IND (India)

✓ Invest in VENTURE type funding in USA, GBR and IND.

❑ Most suitable sectors in USA, GBR and IND are:

1. Others
2. Social, Finance, Analytics, Advertising
3. Cleantech / Semiconductors (USA / GBR) - / - News, Search and Messaging (IND)