

INVESTMENT CASE STUDY

SUBMISSION

PG Diploma in Machine Learning and AI
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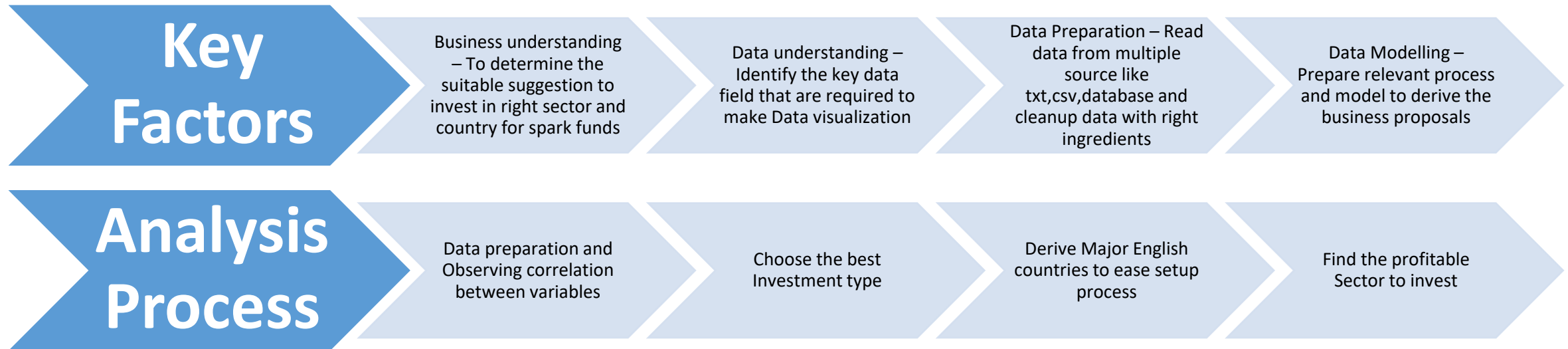
Objective

As Data Analyst ,would like to provide Spark Funds , the best sectors, countries, and a suitable investment type for making investments.

Will provide below list of reports to enable investors to choose best investment.

- Investment type analysis
- Country analysis
- Sector analysis

Key Factors and Process During Analysis



Data preparation and Observing correlation between variables

Understand the Data Set	
How many unique companies are present in rounds2?	90247
How many unique companies are present in companies?	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 yes or no: Y/N	Yes
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?	115017

Average Values of Investments for Each of the Funding Types

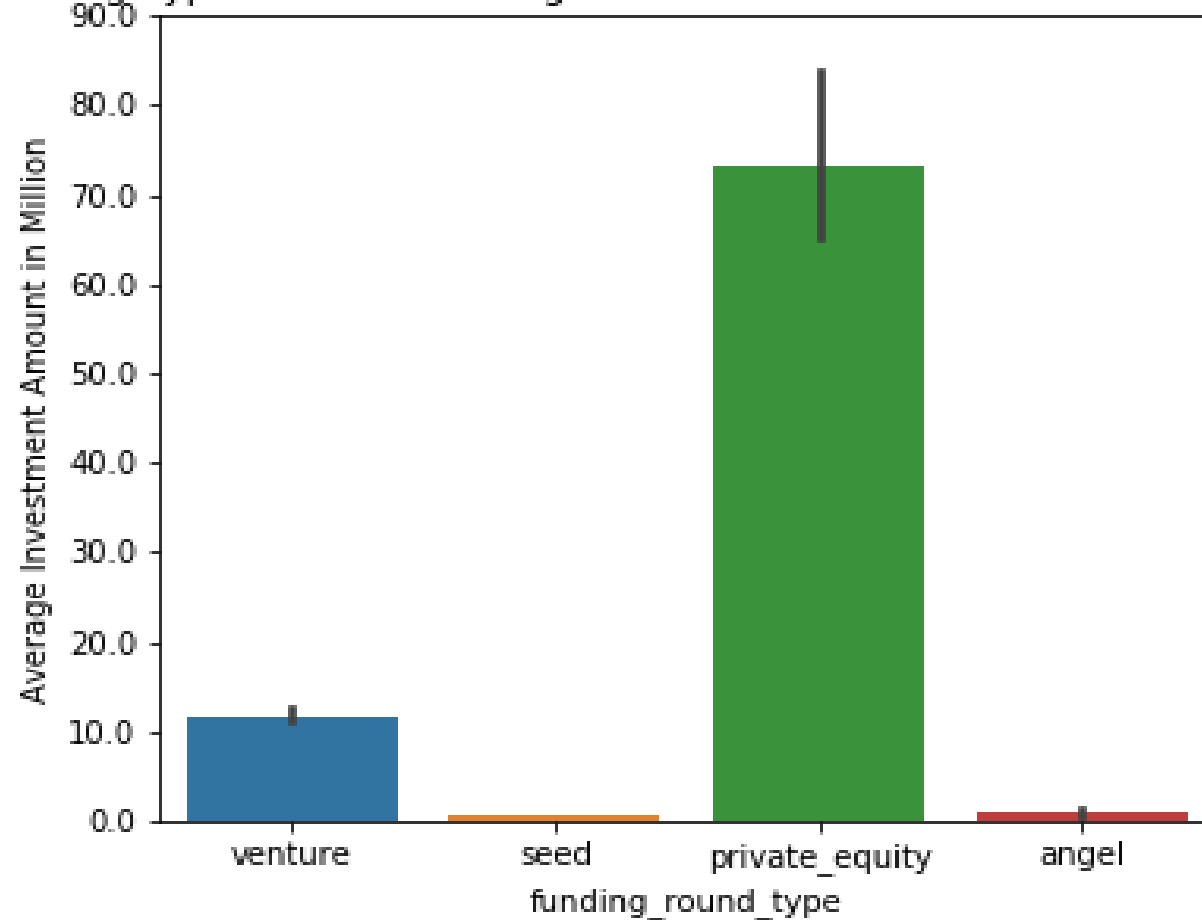
S.no	Investment Type in the range of 5 -15 Million	Average Value
1	Average funding amount of venture type	11748950
2	Average funding amount of angel type	958694.5
3	Average funding amount of seed type	719818
4	Average funding amount of private equity type	73308590
5	Considering that Spark Funds wants to invest between 5 to 15 million USD per investment round, which investment type is the most suitable for them?	Venture

Analyzing the Top 3 English-Speaking Countries

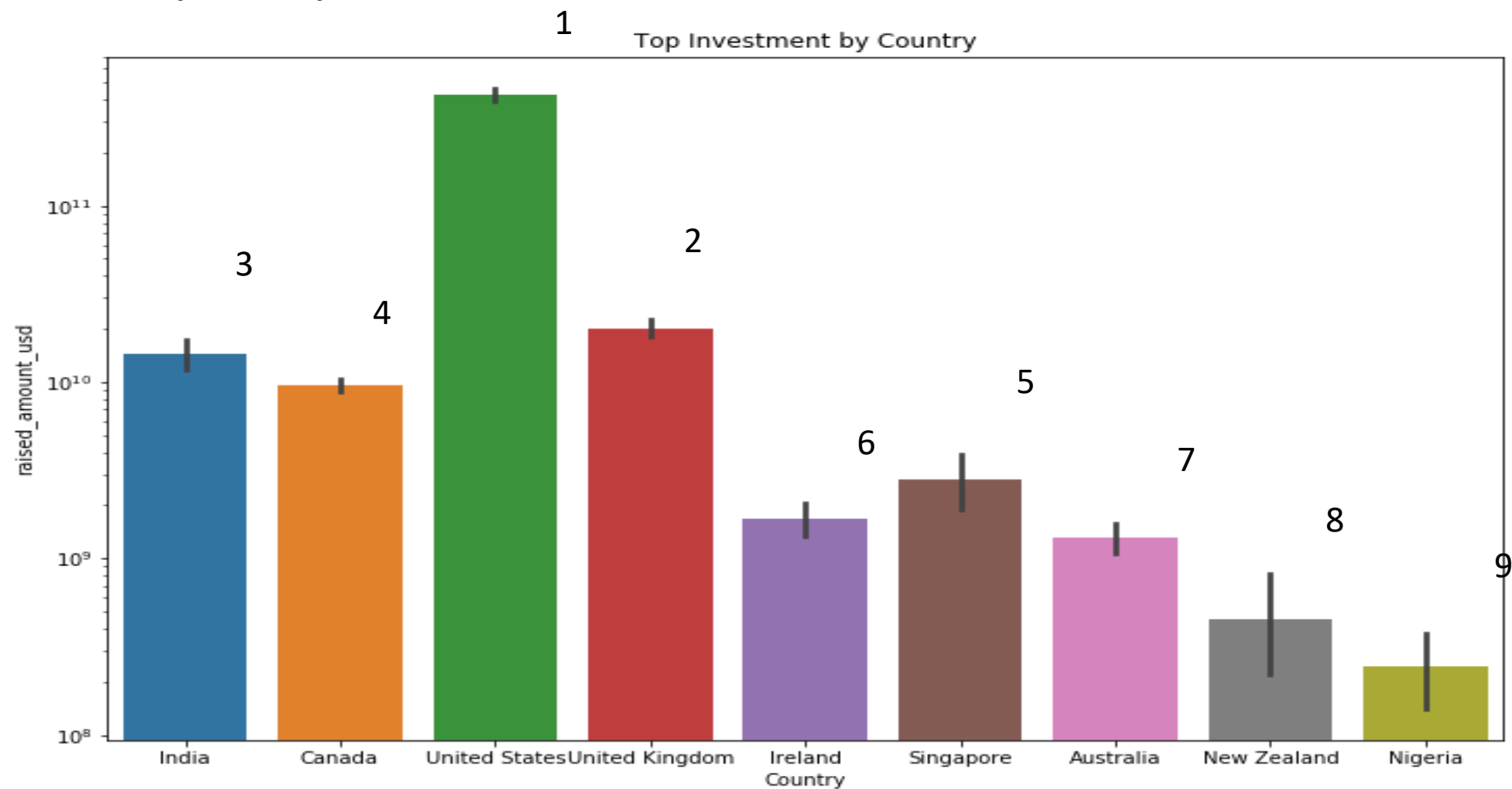
Sl.No	Order of English Speaking Countries	Results
1	Top English speaking country	USA(United States)
2	Second English speaking country	GBR(United Kingdom)
3	Third English speaking country	IND(India)

Investment type analysis -Results

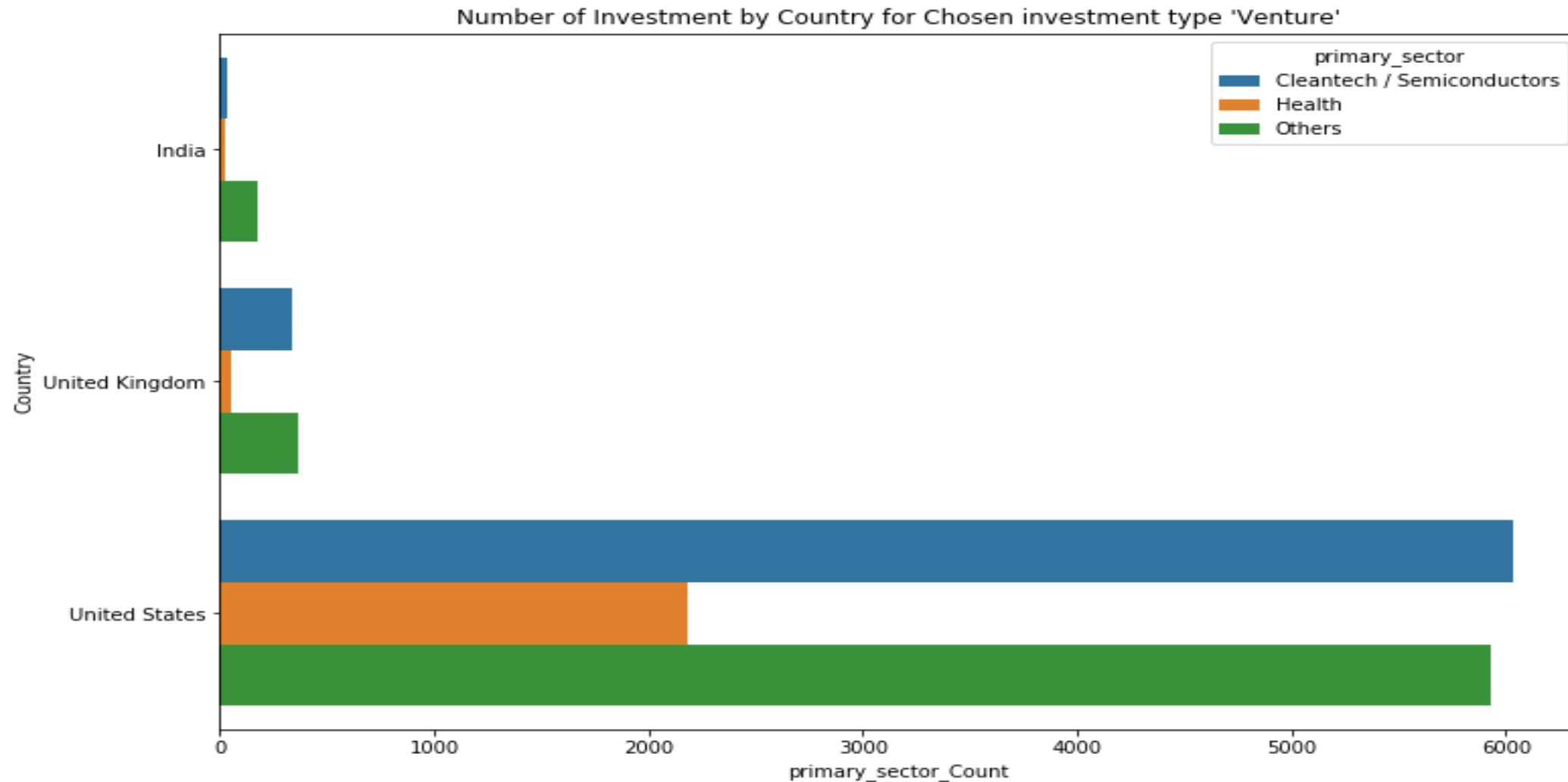
Funding Type based on Average Investment Amount between 5 -15 Million



Country analysis -Results



Sector analysis -Results



Conclusions

Business Decision Guidelines	Description
Which investment type is the most suitable for Spark Funds	Venture - Type
Top 3 English-Speaking Countries	United States, United Kingdom , India
Top Sector to invest is United States	Right place for software tech companies but with more investment cost
Second Sector to invest is United Kingdom	Booming market for pharma and good investment
Third Sector to invest in India	Digital market less investment and more profit here with less operational cost. Hence it suggest to invest here.