INVESTMENT ASSIGNMENT

SUBMISSION

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INTRODUCTION

Problem Statement: Spark Funds wants to invest where most **other investors are investing**.

Requirements-Spark Funds wants to invest

1.Between **5 to 15 million USD** per investment round

2.In English speaking countries..

Objectives to identify

1. A suitable investment type .

2. English speaking countries with the highest amount of funding for the chosen investment type.

3. Top Sectors with maximum number of investments for the chosen investment type and investment range.

METHODOLOGY

FUNDING ANALYSIS

Data from 2 datasets companies and rounds2 were merged to form master_dataset.

Un-necessary columns (not required for analysis) and rows with NaN values were dropped.

Venture was found to be the most common investment funding type.

The representative investment amount (calculated as per most common investment funding amount) for funding types angel, seed, venture and private equity was found to be 500000,1000000,10000000, 100000000 USD respectively.

For the Investment funding range of Spark foundation(5-15million), Venture was found to be the most suitable funding type.

COUNTRY ANALYSIS.

1.Top 9 countries with highest total funding were found to be 'USA', 'CHN', 'GBR', 'IND', 'CAN', 'FRA', 'ISR', 'DEU' and 'JPN'.

2. For English speaking countries, data was obtained from Wikipedia Page.

List of countries and territories where English is an official language – Wikipedia

3.English Speaking countries(English as official language) among Top9 were found to be 'USA', 'GBR', 'IND', 'CAN'.

4.Top 3 English speaking countries with highest total funding are

'USA', 'GBR', 'IND',

SECTOR ANALYSIS

1.For sector analysis mapping dataset was merged with master_frame.

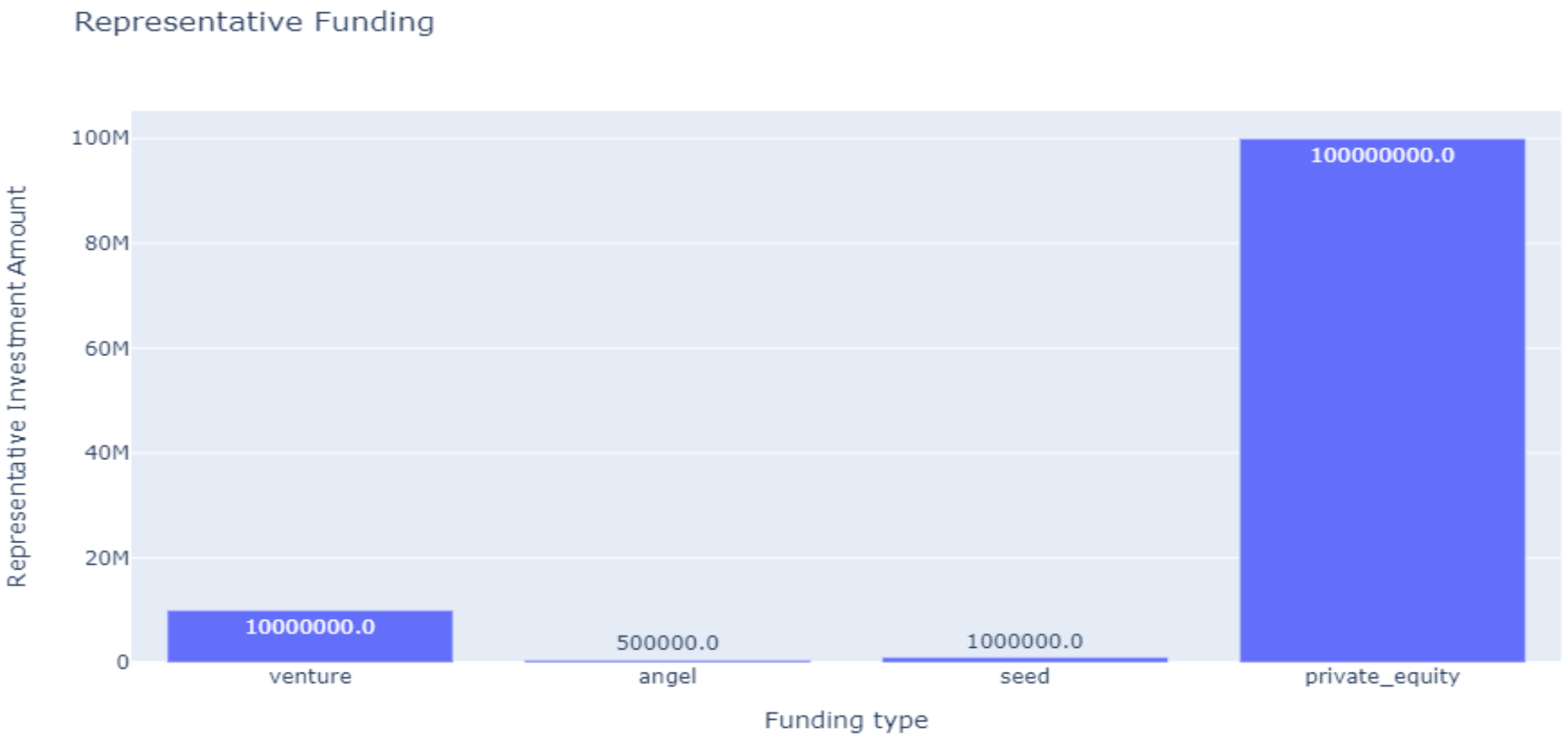
2.Different categories were matched to Main-sector type(rows which could not be matched to the Main sector were dropped.

3.For Top 3 Countries the total number of investments, total funding amount and top 3 sectors as per number of investments were identified.

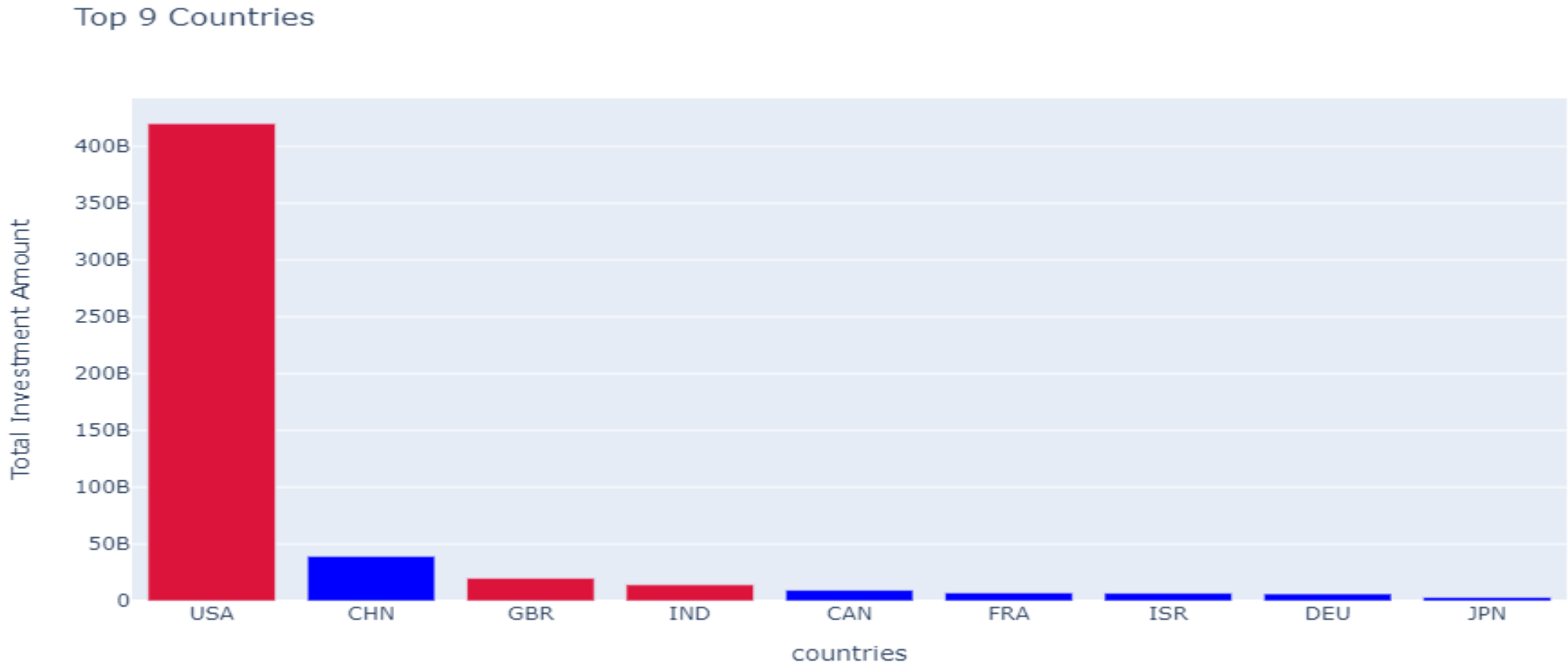
USA	GBR	IND
• Others • 'Social, Finance, Analytics, Advertising' • 'Cleantech / Semiconductors	• Others • 'Social, Finance, Analytics, Advertising' • 'Cleantech / Semiconductors	• Others • 'News, Search and Messaging' • 'Social, Finance, Analytics, Advertising

4. Top 2 companies with highest number of investments in top3 countries were also identified.

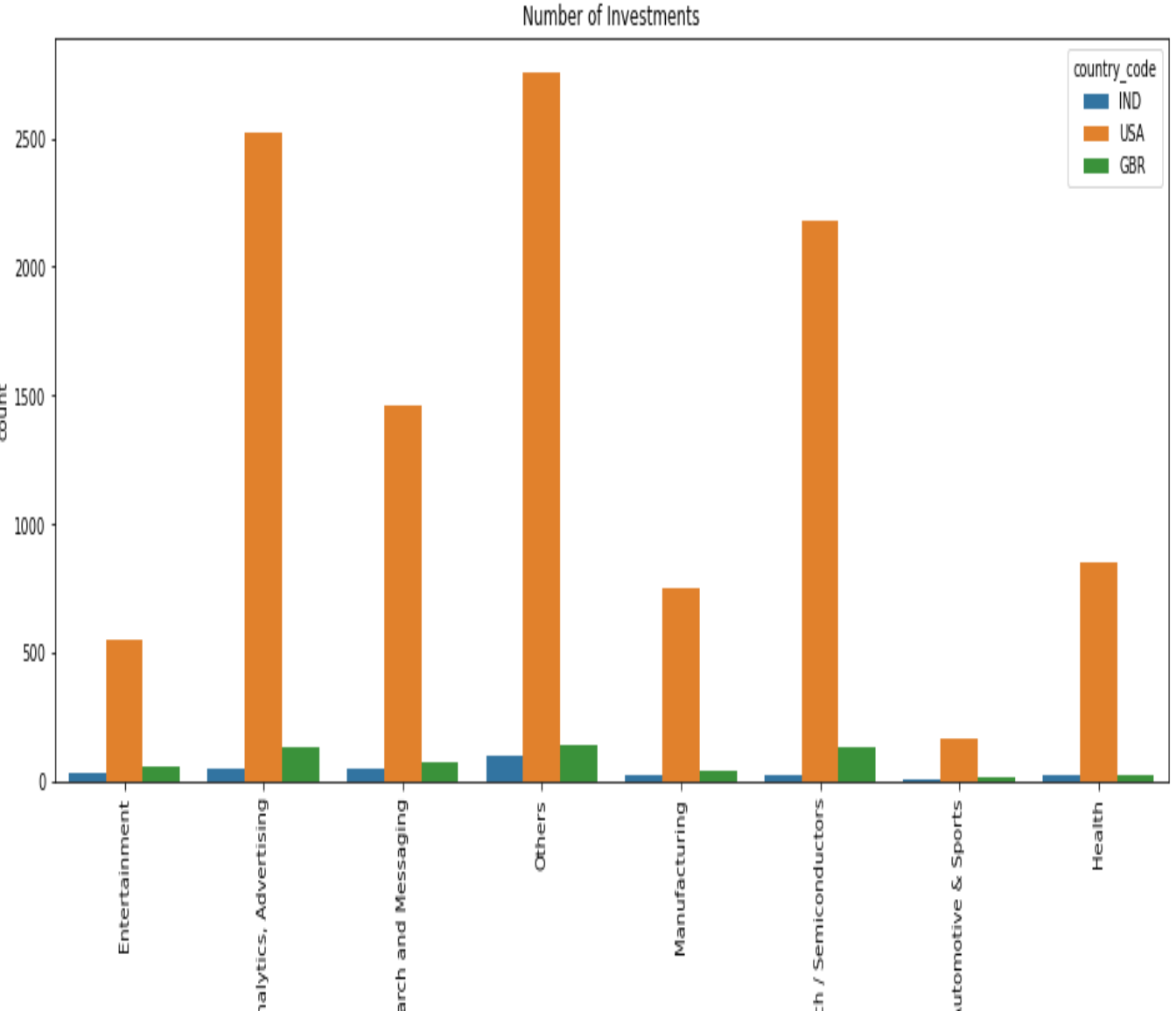
Funding Type Representative amount

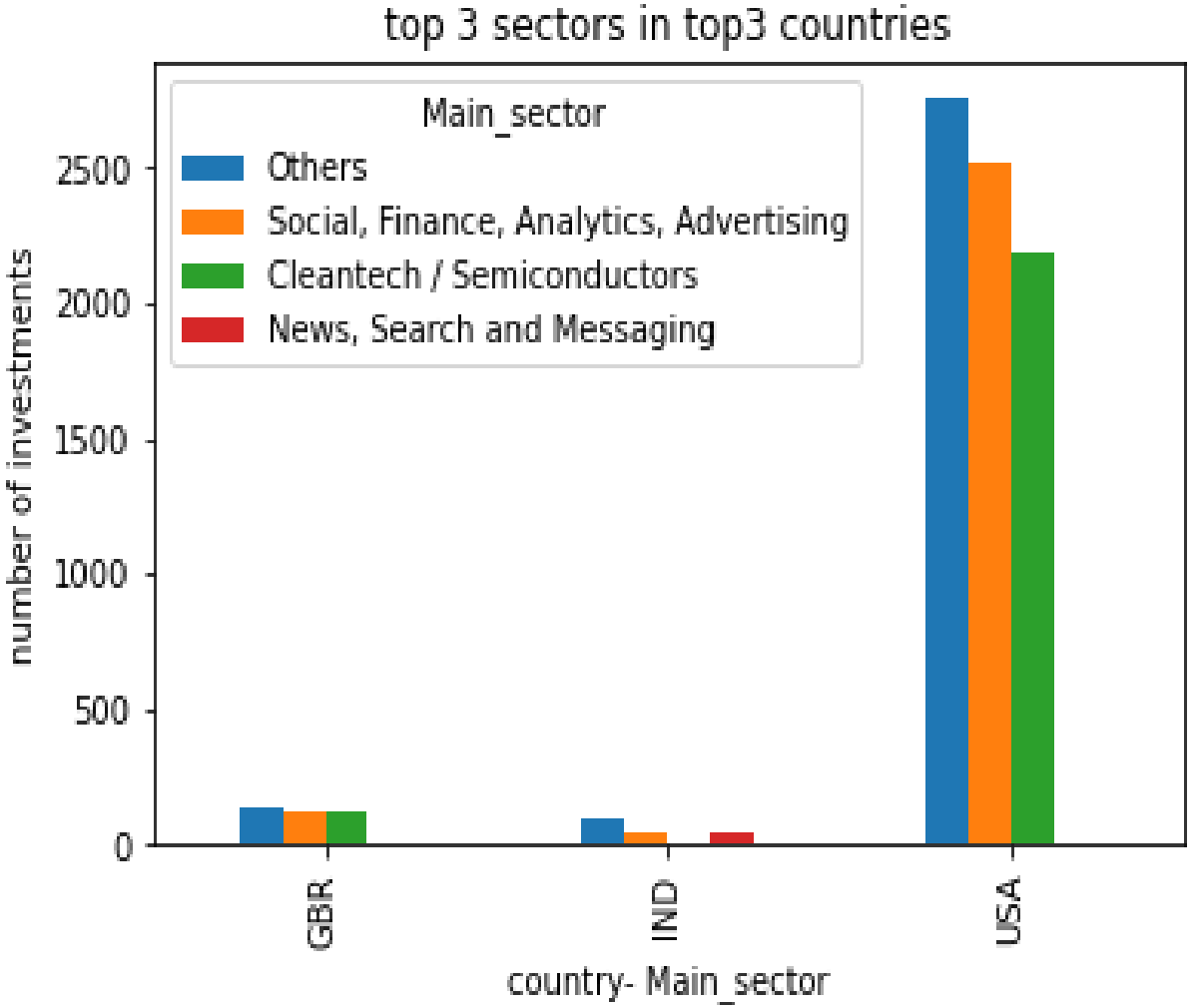


TOP 9 COUNTRIES WITH HIGHEST TOTAL FUNDING WITH TOP 3 ENGLISH SPEAKING COUNTRIES



TOP 3 SECTORS FOR TOP 3 COUNTRES





CONCLUSION

Based on our analysis, we conclude

1. Most suitable funding type for Spark Investment is Venture funding type.
2. Most suitable countries for investment may be USA, GRB and IND.
3. Most suitable sectors for investment may be Others, 'Social, Finance, Analytics, Advertising' and 'Cleantech / Semiconductors in USA and GRB and Others, 'News, Search and Messaging' ,'Social, Finance, Analytics, Advertising in IND.
4. Top 2 companies in above mentioned sectors in 3 countries which may be suitable for investing are:

USA	GBR	IND
• AIRTIGHT-NETWORKS • SHOTSPOTTER	• ELECTRIC-CLOUD • CELLTICK-TECHNOLOGIE	• MYNTRA • GUPSHUP-TECHNOLOGY-INDIA-PVT-LTD