

# INVESTMENT ASSIGNMENT SUBMISSION

Name: Avesh Mishra

# Project Synopsis

## Abstract:

Spark Funds is an asset management company. Spark Funds wants to make investments in a few companies. The CEO of Spark Funds wants to understand the global trends in investments so that she can take the investment decisions effectively.

## Business Understanding:

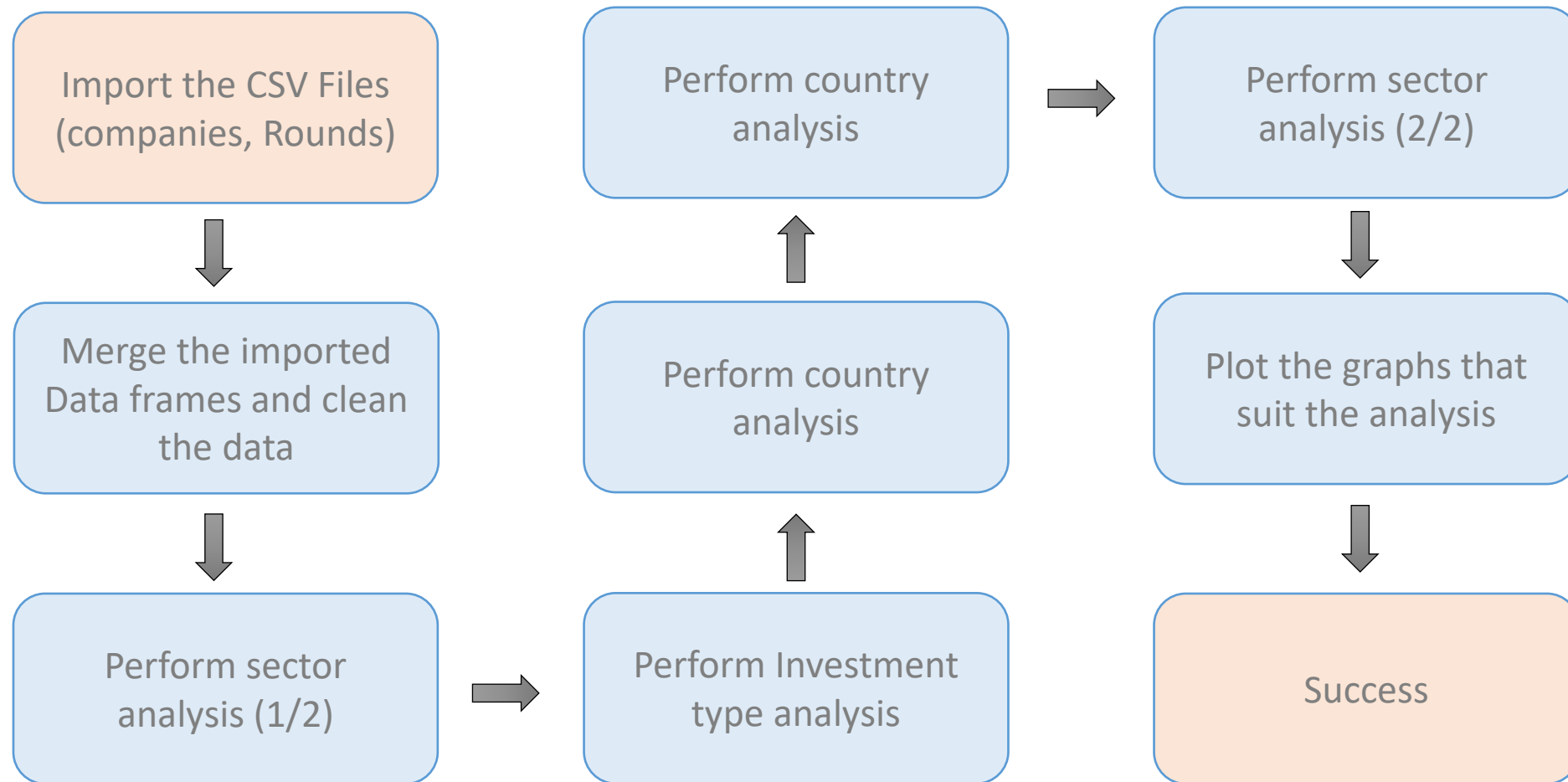
Spark Funds wants to invest 5 million to 15 millions in the global market, following the investment trends. Also, it only want to invest in English speaking countries for the ease of communication.

## Data Analysis Goals:

The ultimate goal of this analysis is to make certain that spark funds only invests in companies which comes under sectors that are normally invested in the range of 5 millions to 15 millions.

By using the tools in this Analysis, Spark Funds can invest in top companies and sectors from the top 3 English speaking countries.

# Problem solving methodology Flowchart



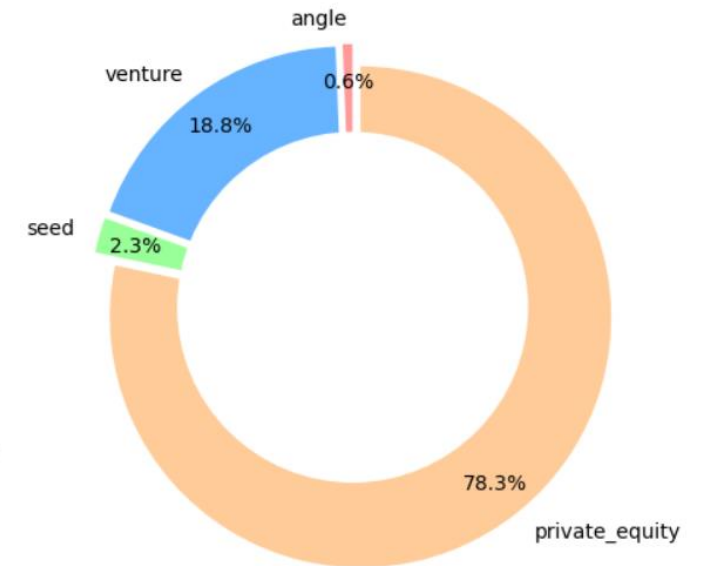
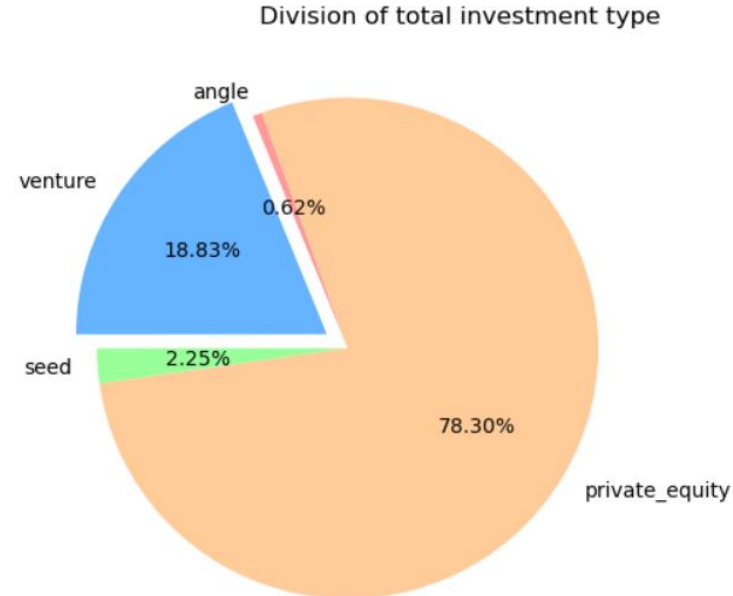
# Funding type Analysis

✓ Spark Funds wants to invest 5 to 15 millions in one of the four investment types –

- Venture
- Seed
- Private equity
- Angel

✓ From this analysis it is clear that sparks funds appropriate investment type for investing would be Venture, as its mean investment is between 5 to 15 millions.

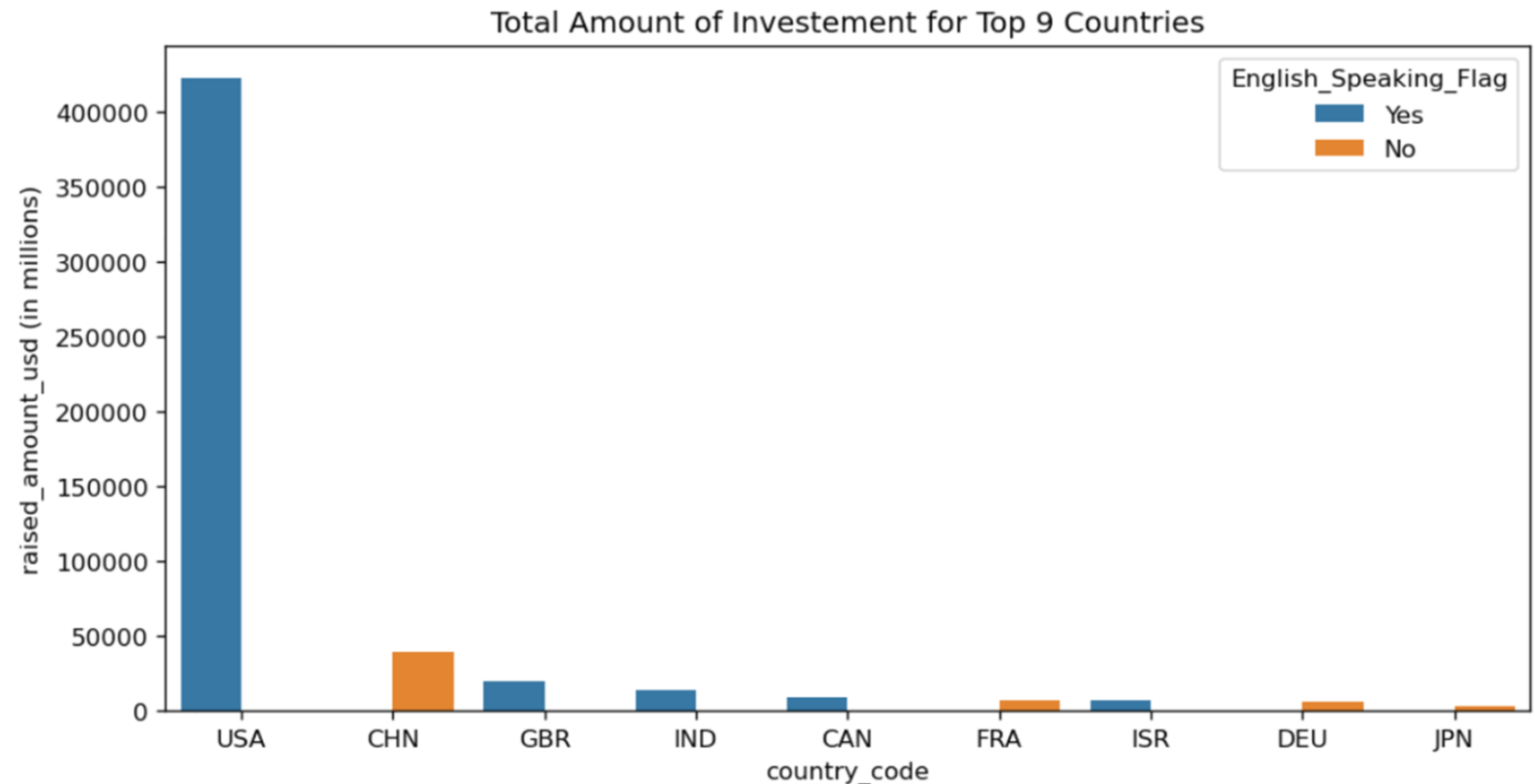
raised_amount_usd	
funding_round_type	
venture	11755736.51
angel	964848.86
seed	722726.91
private_equity	73422367.36



# Country Analysis

- ✓ Spark Funds wants to invest in counties which have been heavily invested in past but they should be only English speaking countries
- ✓ Based on analysis, heavily invested top 9 courtiers are- USA, China, United Kingdom, India, Canada, France, Israel, Germany and Japan respectively.
- ✓ But top 3 English speaking countries from above are united States, United Kingdom and Indi.

country_code	raised_amount_usd
USA	422510842796.00
CHN	39835418773.00
GBR	20245627416.00
IND	14391858718.00
CAN	9583332317.00
FRA	7259536732.00
ISR	6907514579.00
DEU	6346959822.00
JPN	3363676611.00



# Sector Analysis

Based on sector analysis, below graph shows top 3 sectors where most investors are investing for top 3 countries selected earlier.

## Top performing USA Sectors

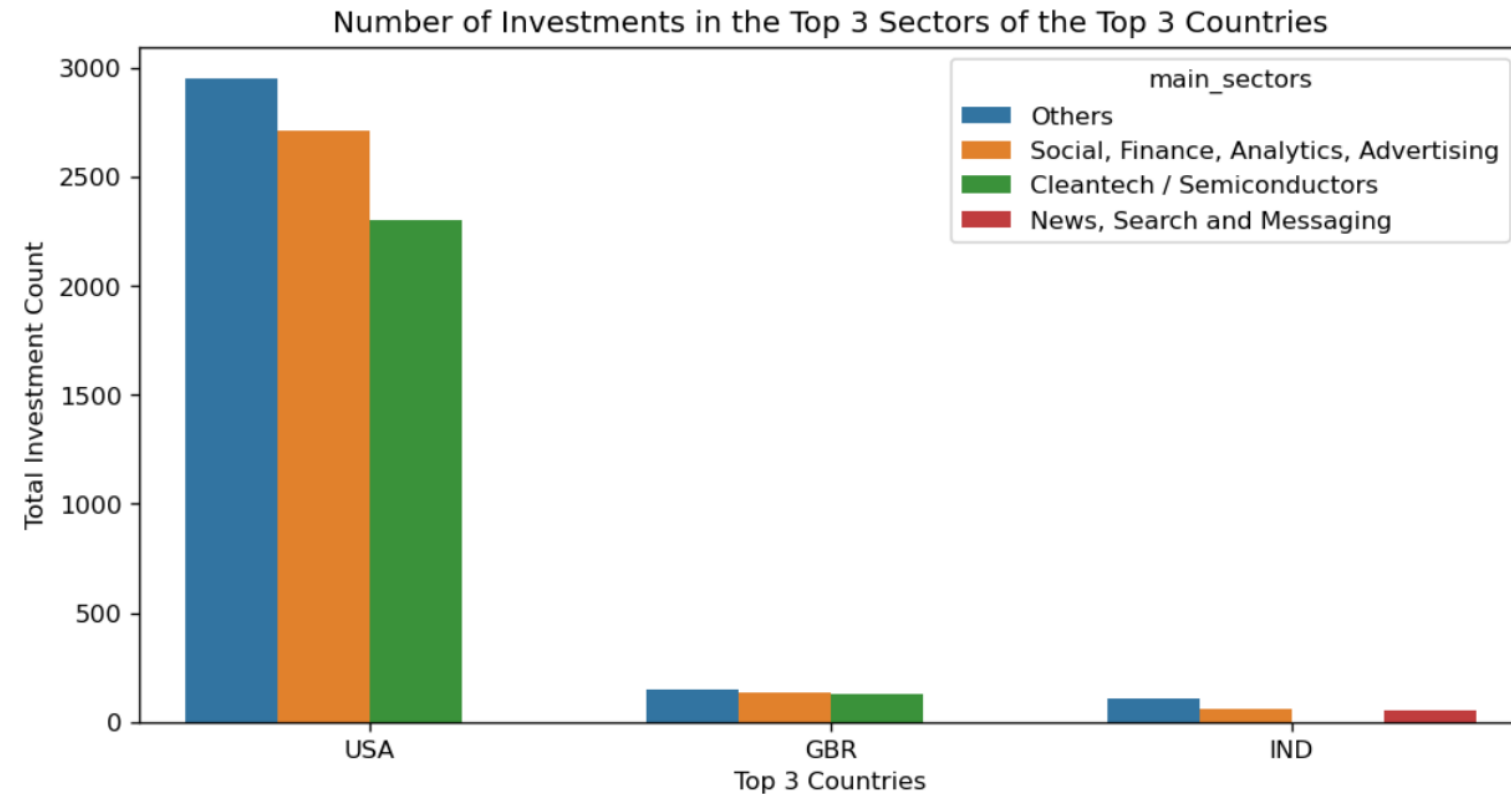
Others	2950
Social, Finance, Analytics, Advertising	2714
Cleantech / Semiconductors	2300

## Top performing GBR Sectors

Others	147
Social, Finance, Analytics, Advertising	133
Cleantech / Semiconductors	128

## Top performing IND Sectors

Others	110
Social, Finance, Analytics, Advertising	60
News, Search and Messaging	52



# Summary

Based on the Analysis above below are the considerations that sparks foundations should make:

1. It should consider Venture as the Investment type in Others main sector and in the country of USA.
2. If Sparks funds wants to invest in some other countries to avoid investment risks, It should consider United Kingdom and India.
3. The top performing sector for United Kingdom and India is also the Others main sector.
4. Below charts shows the top performing companies from top 3 countries for investment type venture.

## Top performing USA Companies

virtustream	64300000.00
capella photonics	54968051.00
airtight networks	54201907.00
decarta	52100000.00
black duck software	51000000.00

## Top performing GBR Companies

electric cloud	37000000.00
sensage	36250000.00
enigmattec	32500000.00
silverrail technologies	29000000.00
opencloud	27972766.00

## Top performing IND Companies

firstcry.com	39000000.00
myntra	38000000.00
commonfloor	32900000.00
pepperfry.com	28000000.00
itzcash card ltd.	25000000.00