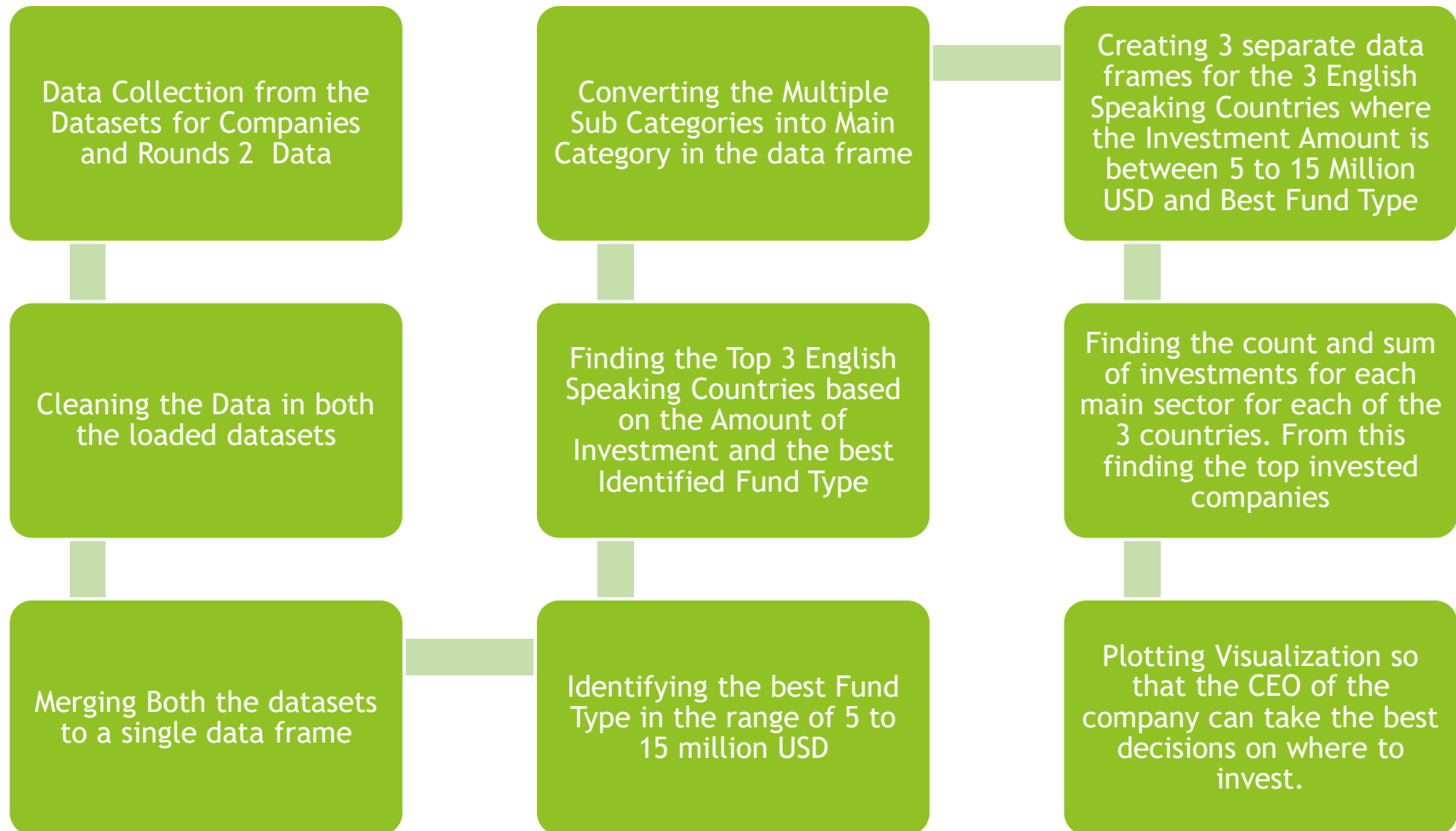


# INVESTMENT ASSIGNMENT SUBMISSION

Name: Jithin J

- ▶ The assignment is designed to help an AMC (Asset Management Company) Spark Funds to make investments in few companies globally.
- ▶ Spark Funds has two constraints based on which they want to make the investment.
- ▶ The first one being , the AMC wants to invest only 5 to 15 Million USD per round of investment.
- ▶ The second constraint is that the AMC wishes to only invest in English Speaking Countries because of the ease of communication.
- ▶ We have found out the best Funding Type, Countries and the Sectors to help the AMC take the right decision for their investment.
- ▶ The best funding type between 5 to 15 Million USD was found, based on which these were segregated into the best countries.
- ▶ For the countries we have again segregated them to English and Non English Speaking countries, from which only top 3 English speaking countries were taken for our analysis. Since Spark Funds is interested only in the English Speaking countries.
- ▶ Based on the Top 3 English Speaking countries, we have segregated the Sub Sectors for them into the Eight Main Sectors.
- ▶ The Top 3 sectors and the companies which received the highest investment for a sector was found for each country.

# Problem solving methodology



## Funding Type Analysis

- ▶ Spark Funds is interested in 4 of the Investment Types for their Investment : Venture, Seed, Angel and Private Equity
- ▶ The data related to the above Investment Types were taken from the original data frame in order to do the analysis
- ▶ The average investment received for each of the investment types were calculated to check which gives a better investment type according to the Spark Funds Investment Constraint.
- ▶ From the average calculation we could find that the average amount of investment received for Venture, Seed, Angel and Private Equity are 11.74, 0.75, 0.97 and 73.62 Million USD respectively.
- ▶ We could find it is better for Spark Funds to go with the Venture Funding Type for their investments as 11.74 Million USD falls within the threshold of 5 to 15 Million USD.

- ▶ Based on the Funding Type we will now find the countries which have received the highest amount of investment.
- ▶ We can find from the below image the Top 9 countries that received the highest investment amount for the Venture Funding Type

country_code	raised_amount_usd
USA	4.225108e+11
CHN	3.983542e+10
GBR	2.024563e+10
IND	1.439186e+10
CAN	9.583332e+09
FRA	7.259537e+09
ISR	6.907515e+09
DEU	6.346960e+09
JPN	3.363677e+09

- ▶ Since Spark Funds is interested only in the English speaking countries, the Top 3 English speaking countries from the above table is USA, GBR and IND

- ▶ We have divided the sub sectors to 8 main sectors for the Funding Type Venture, Investment Amount between 5 Million and 15 Million USD and for the Top 3 English Speaking Countries
- ▶ We have found out from the above how many number of investments and the sum of investments received for the 8 main sectors.
- ▶ Further we have found the top 3 sectors with the highest number of investments.
- ▶ We further found out the companies which received the highest amount of investment based on the top 3 sectors
- ▶ The below image shows the count of investments for different sectors for the top 3 countries

## USA Sector Wise Investment Count

Others	2951
Social, Finance, Analytics, Advertising	2714
Cleantech / Semiconductors	2350
News, Search and Messaging	1583
Health	909
Manufacturing	799
Entertainment	591
Automotive & Sports	167
Blanks	86

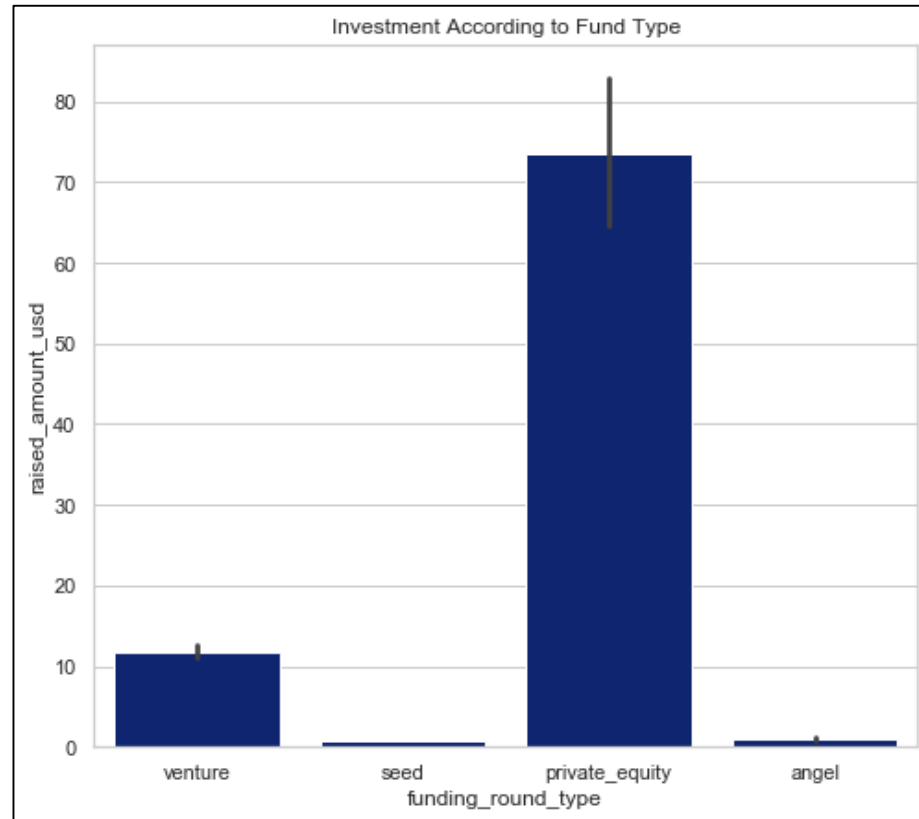
## GBR Sector Wise Investment Count

Others	147
Social, Finance, Analytics, Advertising	133
Cleantech / Semiconductors	130
News, Search and Messaging	73
Entertainment	56
Manufacturing	42
Health	24
Automotive & Sports	16
Blanks	7

## IND Sector Wise Investment Count

Others	110
Social, Finance, Analytics, Advertising	60
News, Search and Messaging	52
Entertainment	33
Manufacturing	21
Cleantech / Semiconductors	20
Health	19
Automotive & Sports	13
Blanks	2

- From this plot we can observe that the Venture Funding Type Falls between 5 and 15 Million USD and hence this the suitable investment type for Spark Funds

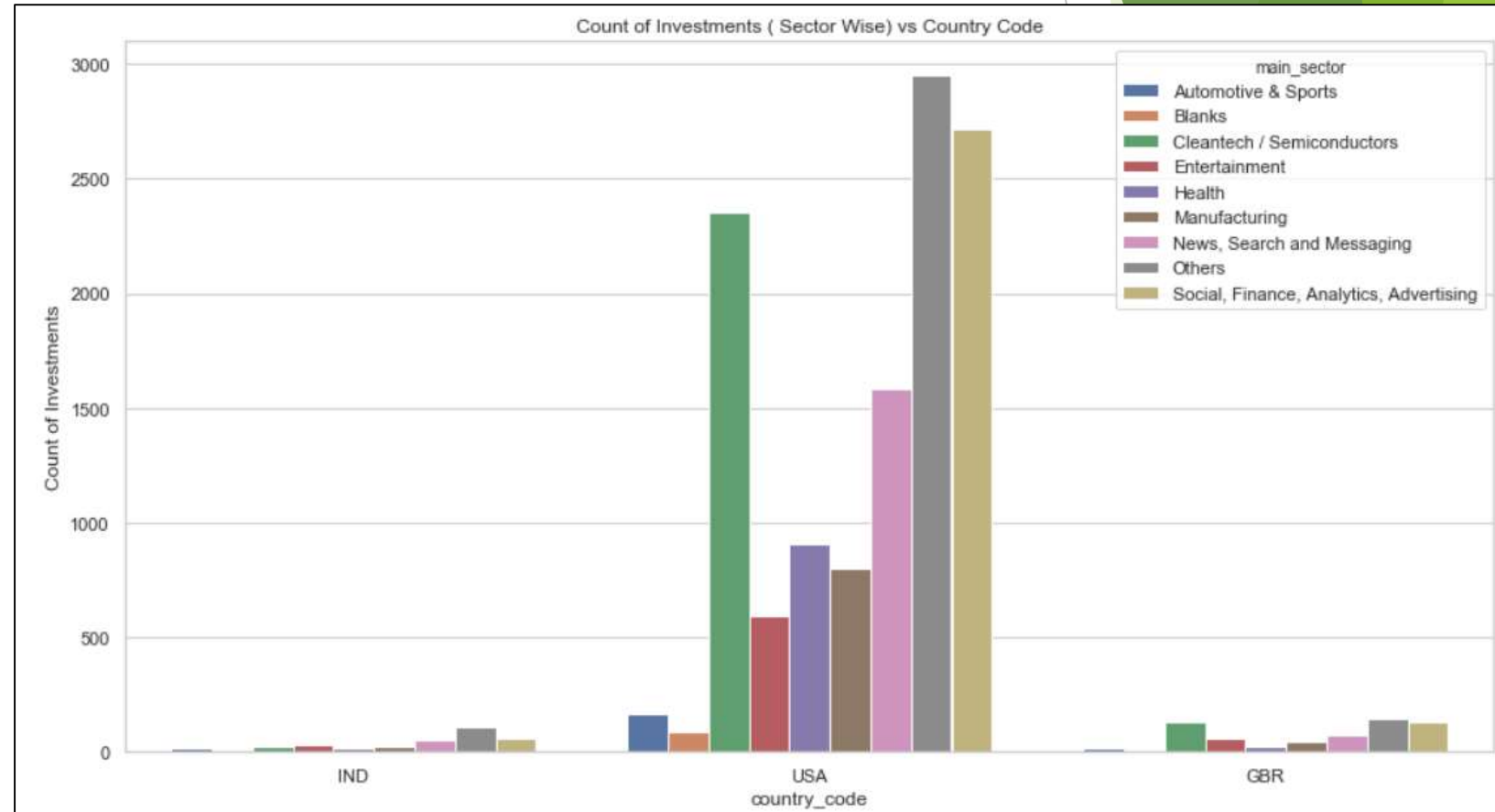


- This plot shows the Top 9 countries based on the highest investment and the English Speaking Countries. The ones highlighted in blue are the English speaking countries





- From the below plot we can see the sectors which large number of investments for the top 3 English speaking countries



- ▶ We can come to below conclusions from our analysis.
- ▶ Venture Type Funding the best Investment Type for Spark Funds
- ▶ USA, GBR and IND are the top 3 English speaking countries where maximum amount is invested.
- ▶ Others is the main sector where maximum number of investments are made across all the 3 countries
- ▶ Almost 195 Companies, 7 Companies, 15 Companies have received the highest amount of investment in the others sector for USA, GBR and IND respectively.