

# INVESTMENT ASSIGNMENT SUBMISSION

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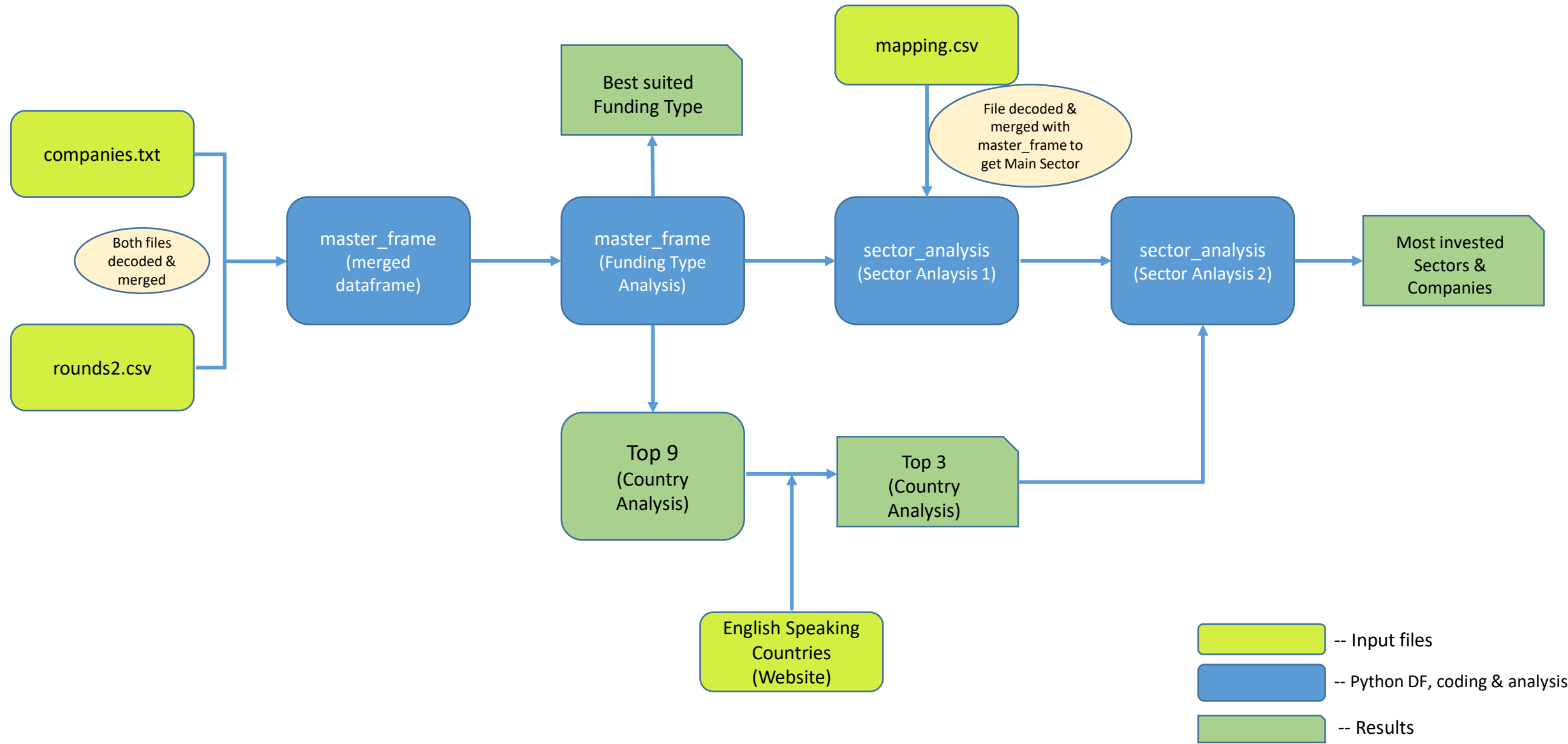
## Abstract

Spark Funds wants to invest in a few companies and the CEO of Spark Funds wants to understand the global trends in investments so that she can take the investment decisions effectively.

However, Spark Funds has two constraints for investments:

- It wants to invest between **5 to 15 million USD** per round of investment
- It wants to invest only in **English-speaking countries** because of the ease of communication with the companies it would invest in

**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'.

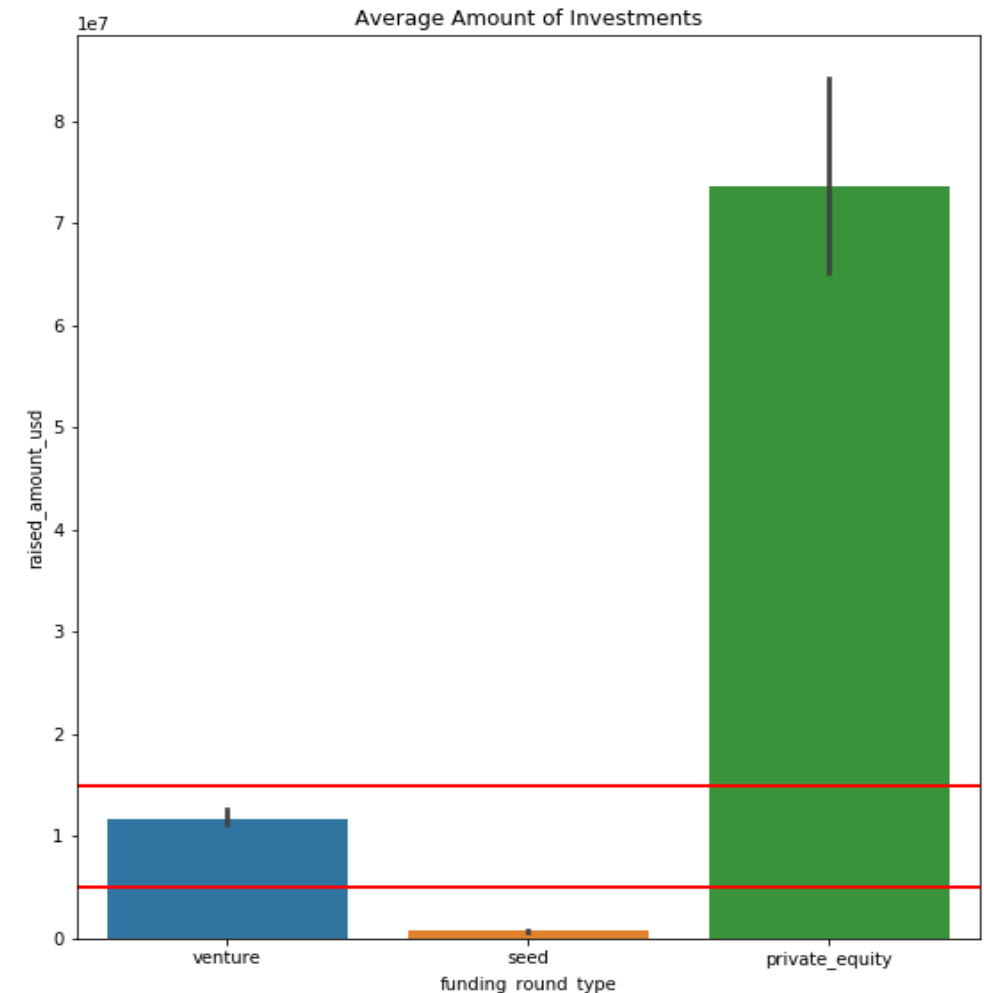
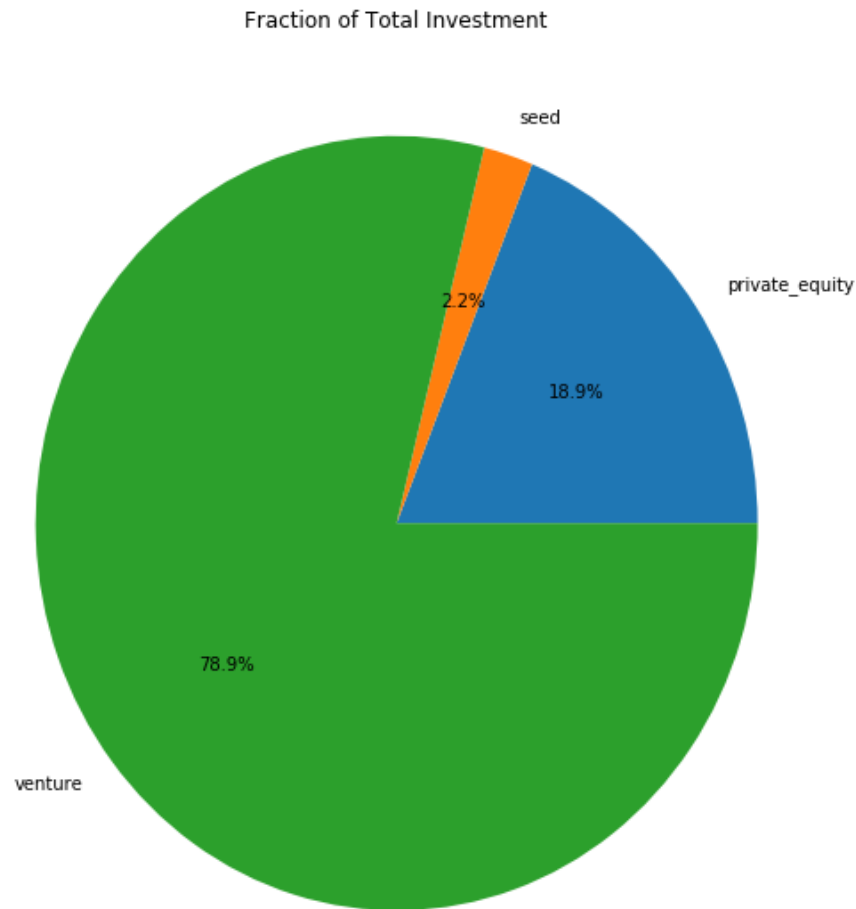


Comparing the average amount of investments done in different Funding Types, investing in “Venture” type is the most suitable. It fulfils the conditions for investing \$5mm USD to \$15mm USD.

Funding Type	Average Amount Invested
post_ipo_debt	169,451,800
secondary_market	81,527,200
private_equity	73,618,560
post_ipo_equity	66,018,790
debt_financing	17,186,400
undisclosed	15,851,080
venture	11,735,780
grant	4,508,473
product_crowdfunding	1,489,682
convertible_note	1,331,938
angel	968,560
seed	748,105
equity_crowdfunding	510,948
non_equity_assistance	471,446

# Investment type analysis Results

Following plots show the fraction of total investments (globally) in venture, seed, and private equity (left) and the average amount of investment in each funding type(right). This clearly shows “venture” type is best suited.



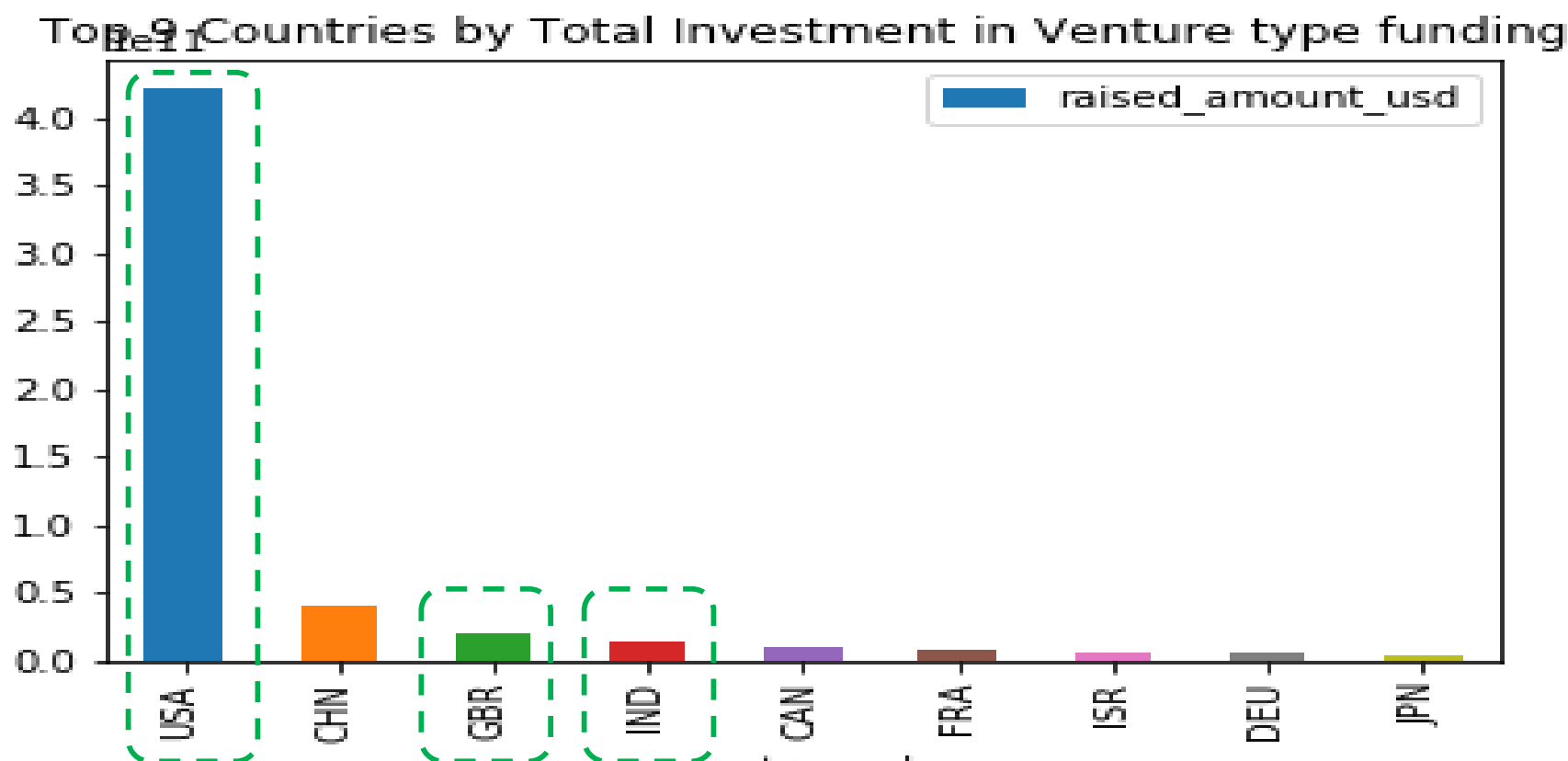
## Country analysis

Following is a list of top 9 countries based on the money invested in “venture” type by different investors.

Country Code	Total Amount Invested
USA	\$ 422,510,800,000
CHN	\$ 39,835,420,000
GBR	\$ 20,245,630,000
IND	\$ 14,391,860,000
CAN	\$ 9,583,332,000
FRA	\$ 7,259,537,000
ISR	\$ 6,907,515,000
DEU	\$ 6,346,960,000
JPN	\$ 3,363,677,000

# Country analysis Results

As Spark Funds only want to invest in English Speaking Countries, Following graph highlights (marked by Green Dashed border) the top 3 English speaking countries, among top 9 mostly invested.



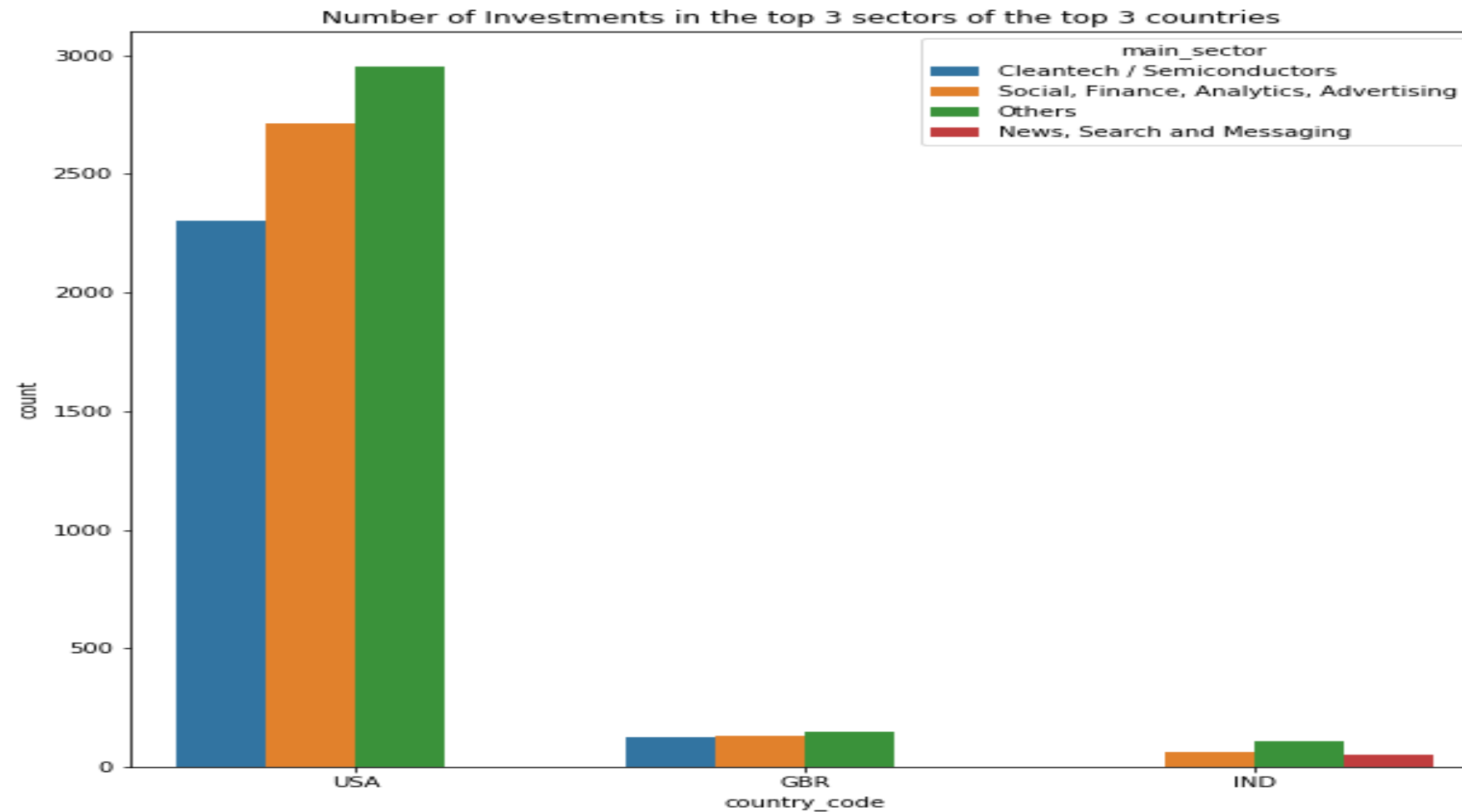
## Sector analysis

Following results show the top 3 English Speaking Countries and Sectors by the total amount & total number of investments that are made in “Venture” type.

USA(United States of America)			GBR (Great Britain)			IND (India)		
Sector	# Invst.	\$ Invst (USD)	Sector	# Invst.	\$ Invst (USD)	Sector	# Invst.	\$ Invst (USD)
Others	2,950	26,321,010,000	Others	147	1,283,624,000	Others	110	1,013,410,000
Social, Finance, Analytics, Advertising	2,714	23,807,380,000	Social, Finance, Analytics, Advertising	133	1,089,404,000	Social, Finance, Analytics, Advertising	60	550,549,600
Cleantech / Semiconductors	2,300	21,206,630,000	Cleantech / Semiconductors	128	1,150,140,000	News, Search and Messaging	52	433,834,500
News, Search and Messaging	1,582	13,959,570,000	News, Search and Messaging	73	615,746,200	Entertainment	33	280,830,000
Health	909	8,211,859,000	Entertainment	56	482,784,700	Manufacturing	21	200,900,000
Manufacturing	799	7,258,553,000	Manufacturing	42	361,940,300	Cleantech / Semiconductors	20	165,380,000
Entertainment	591	5,099,198,000	Health	24	214,537,500	Health	19	167,740,000
Automotive & Sports	167	1,454,104,000	Automotive & Sports	16	167,051,600	Automotive & Sports	13	136,900,000



Graph below shows the number of investments in the **top 3 sectors** of the **top 3 countries**



- Comparing the average investment amounts of all funding types globally, most suitable funding for Spark Funds to invest in is “**Venture**”.
- **USA, Great Britain and India** are most heavily funded English Speaking Countries.
- From the results of Sector Analysis –
  - Companies which received maximum funding from the above mentioned 3 countries are – **Virtustream, Electric Cloud & FirstCry.com**
  - Top 2 Sectors by maximum number of investments are – “**Others**” & “**Social, Finance, Analytics, Advertising**”