

# INVESTMENT ASSIGNMENT

## SUBMISSION

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## Business Objective and Goals of Data Analysis

### Project Brief:

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.

### Business Objective:

The objective is to identify the best sectors, countries, and a suitable investment type for making investments.

### Constraints:

1. Invest between 5 to 15 million USD per round of investment.
2. Invest only in English-speaking countries.

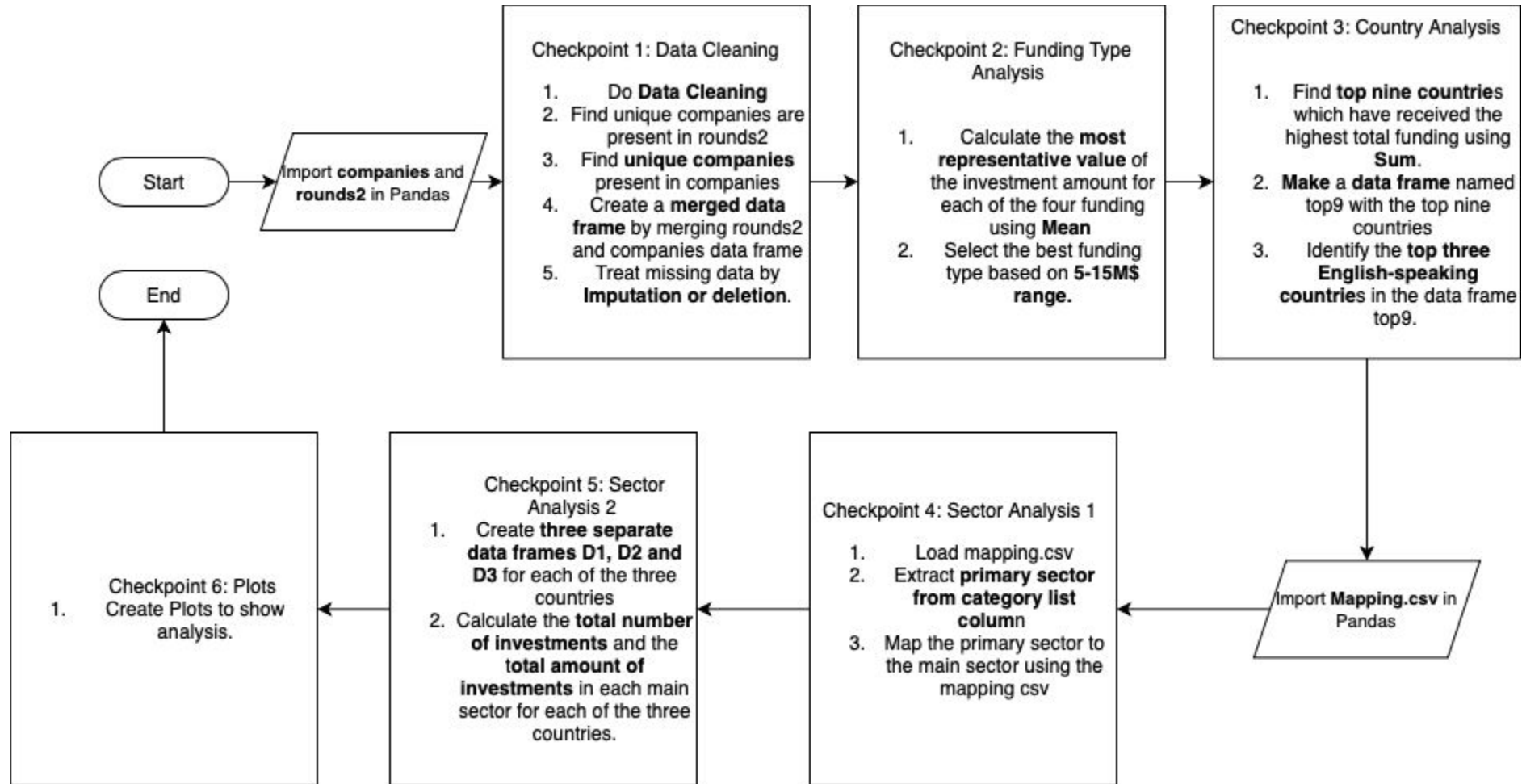
### Strategy:

Invest where most other investors are investing.

### Goals:

1. Investment type analysis
2. Country analysis
3. Sector analysis

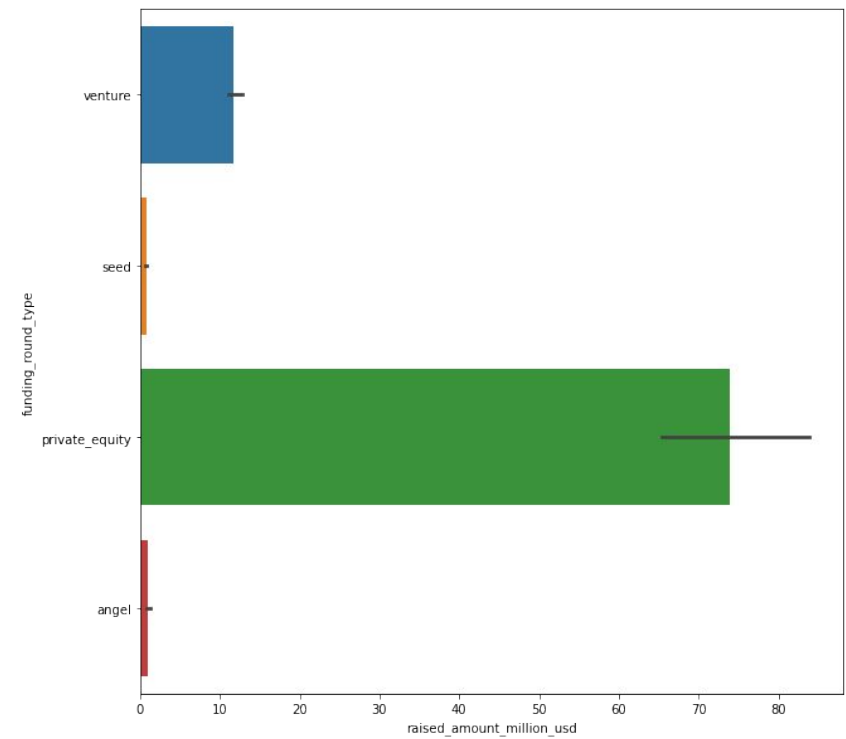
## Problem solving methodology



# Investment Type Analysis

Spark Funds wants to choose one of the following investment types for each potential investment they will make Venture, Angel, Seed, Private Equity.

Investment type	Average investment in M\$
Venture	11.724223
Angel	0.971574
Seed	0.747794
Private Equity	73.938486



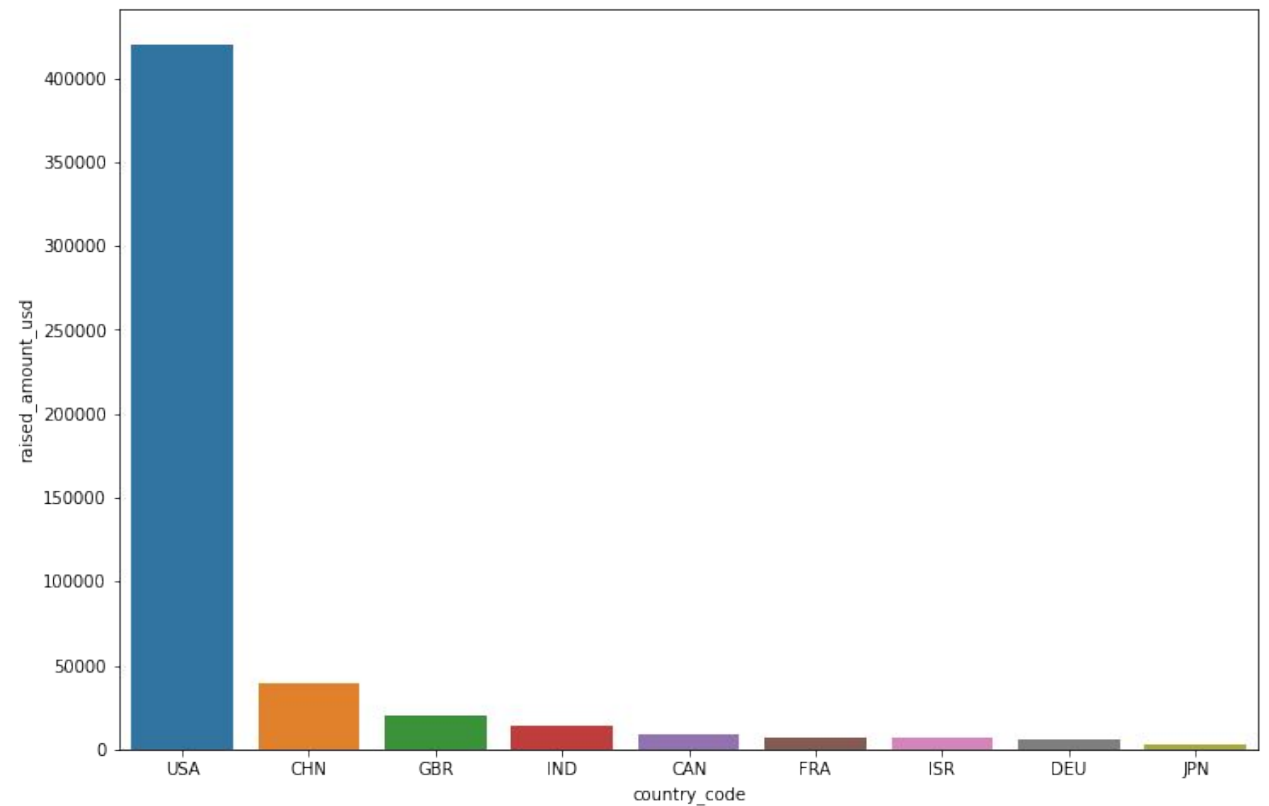
As Venture is in 5-15 Million USD range, we will choose Venture type Investment.

## Country Analysis

Top 9 countries based on private equity investment type:

country_code	raised_amount_usd
USA	420068.029342
CHN	39338.918773
GBR	20072.813004
IND	14261.508718
CAN	9482.217668
FRA	7226.851352
ISR	6854.350477
DEU	6306.921981
JPN	3167.647127

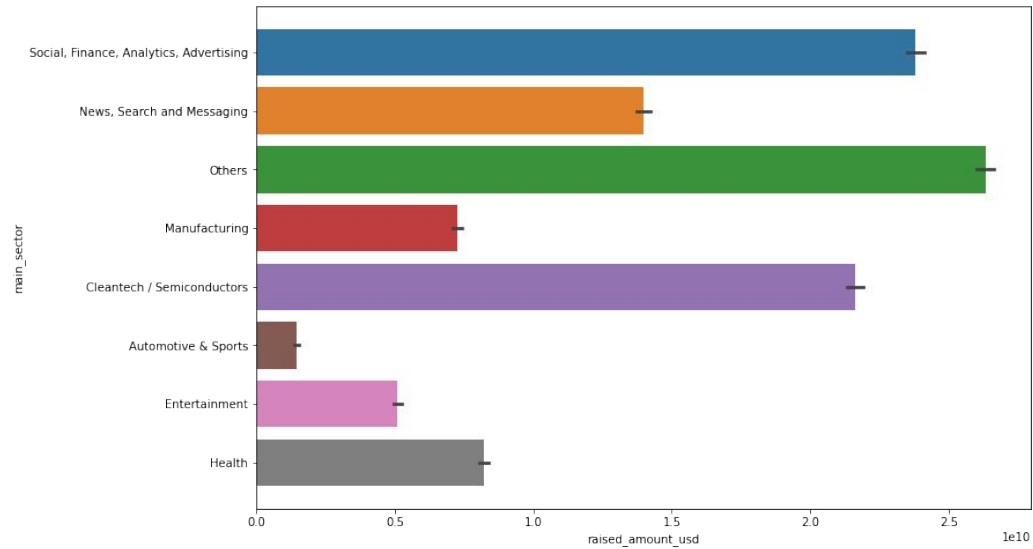
Top 3 english speaking countries in order are: USA, GBR, IND



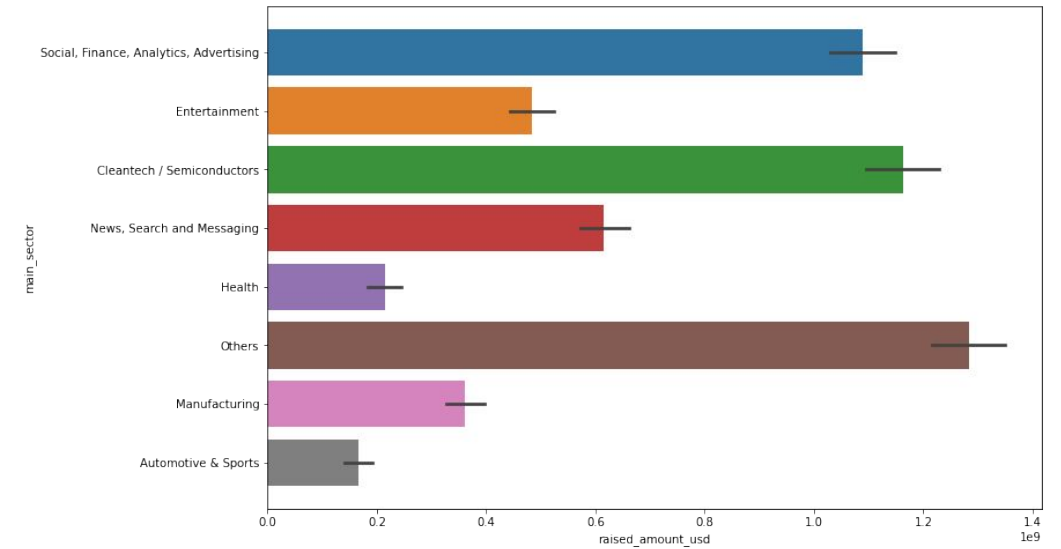
Clearly Top 3 English speaking country are USA, GBR, IND.

## Sector Wise Analysis - Amount Wise

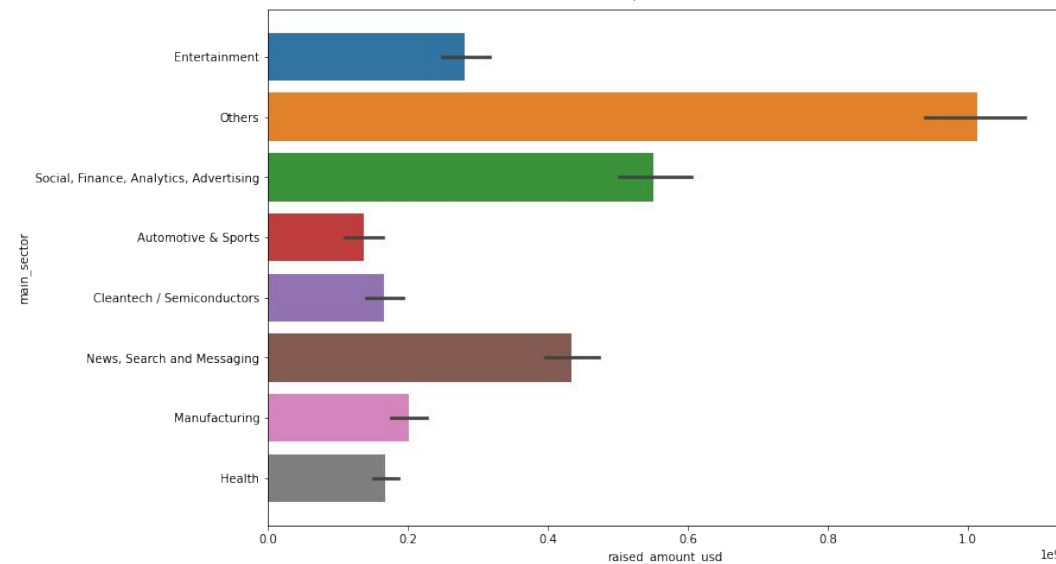
USA



GBR



IND

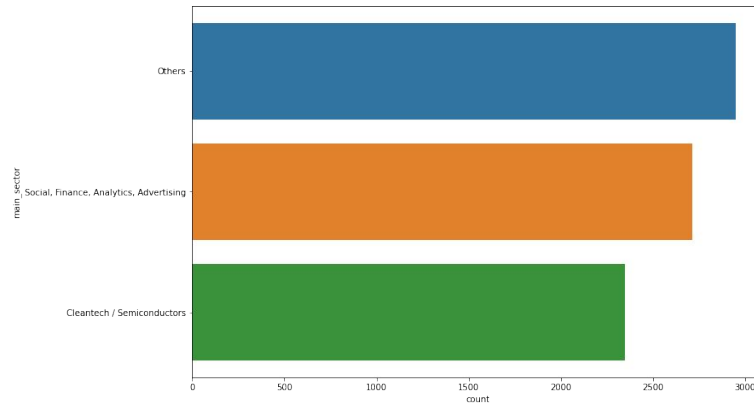


Other grabs the top sector in the USA, GBR, and India.

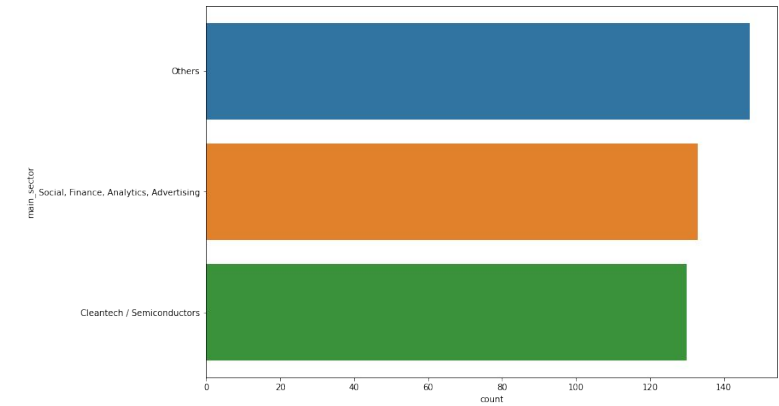
Social and Finance is top-2 in the USA and India.

## Sector Wise Analysis - Count Wise

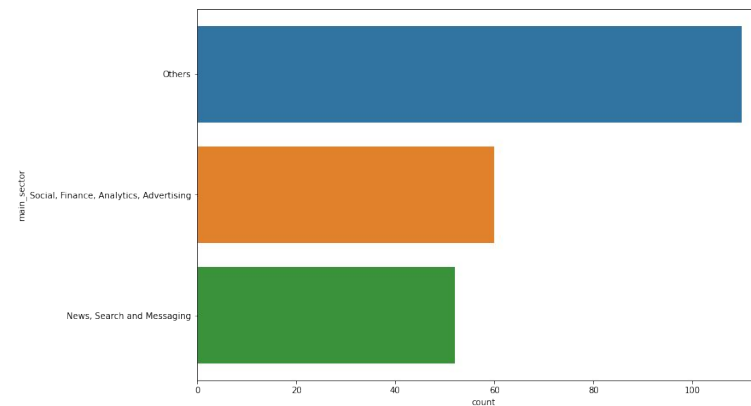
**USA**



**GBR**



**IND**



All three countries follow similar pattern in no of investments at three different sectors, but in India its News sector which fetches 3rd rank.

## USA

Total number of investments: 12063  
Total amount of investments: 107757.097294  
For USA Top 3 main Sectors are :

- 
- 1.Others
  - 2.Social, Finance, Analytics, Advertising
  - 3.Cleantech / Semiconductors
- 

1. Number of investment in Others = 2950
  2. Number of investment in Social, Finance, Analytics, Advertising = 2714
  3. Number of investment in Cleantech / Semiconductors = 2350
- 

Virtustream company received the highest investment  
SST Inc. (Formerly ShotSpotter) company received the second highest investment

## GBR

Total number of investments: 621  
Total amount of investments: 5379.078691  
For GBR Top 3 main Sectors are :

- 
- 1.Others
  - 2.Social, Finance, Analytics, Advertising
  - 3.Cleantech / Semiconductors
- 

1. Number of investment in Others = 147
  2. Number of investment in Social, Finance, Analytics, Advertising = 133
  3. Number of investment in Cleantech / Semiconductors = 130
- 

Electric Cloud company received the highest investment  
Celltick Technologies company received the second highest investment

## IND

Total number of investments: 328  
Total amount of investments: 2949.543602  
For IND Top 3 main Sectors are :

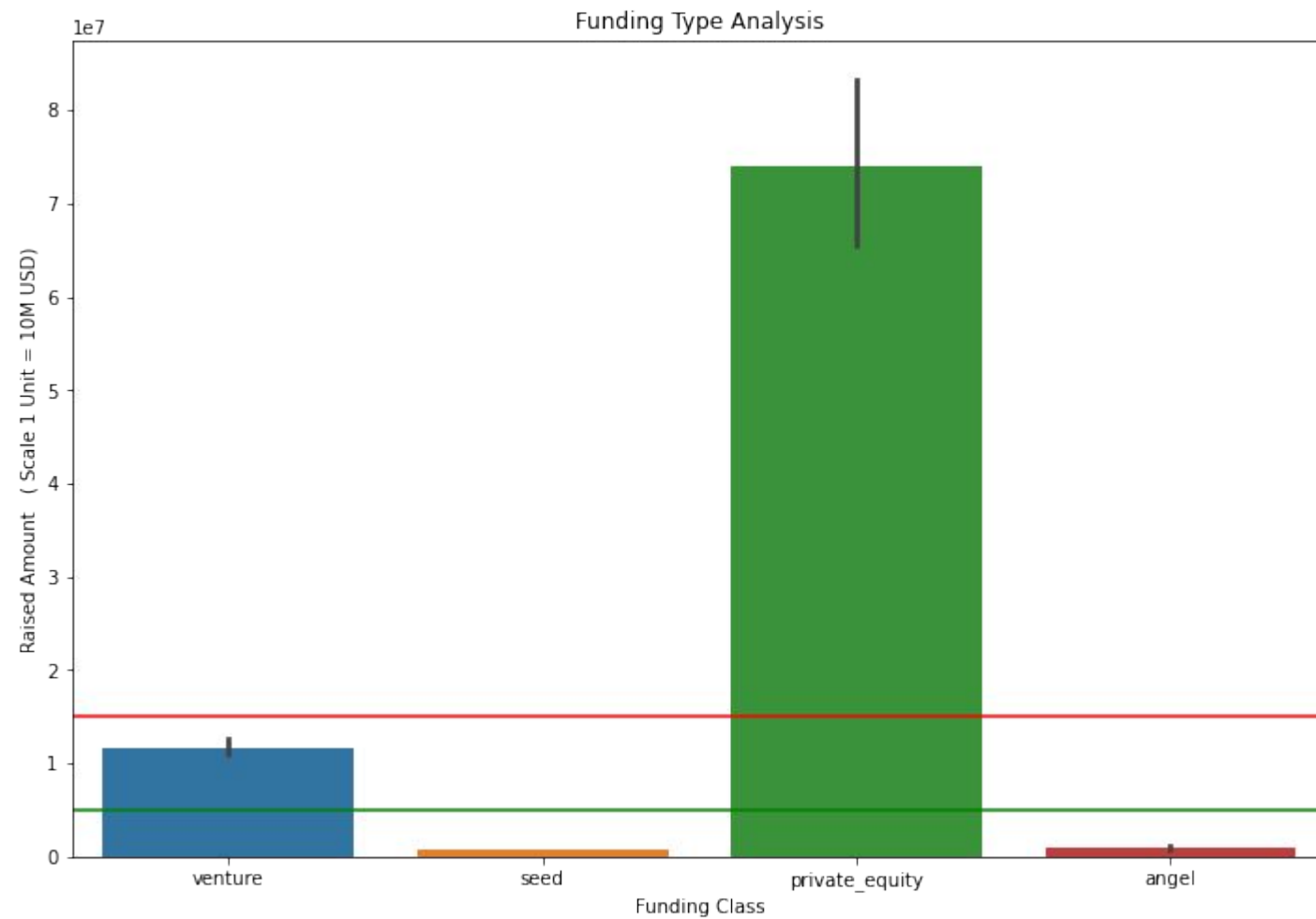
- 
- 1.Others
  - 2.Social, Finance, Analytics, Advertising
  - 3.News, Search and Messaging
- 

1. Number of investment in Others = 110
  2. Number of investment in Social, Finance, Analytics, Advertising = 60
  3. Number of investment in News, Search and Messaging = 52
- 

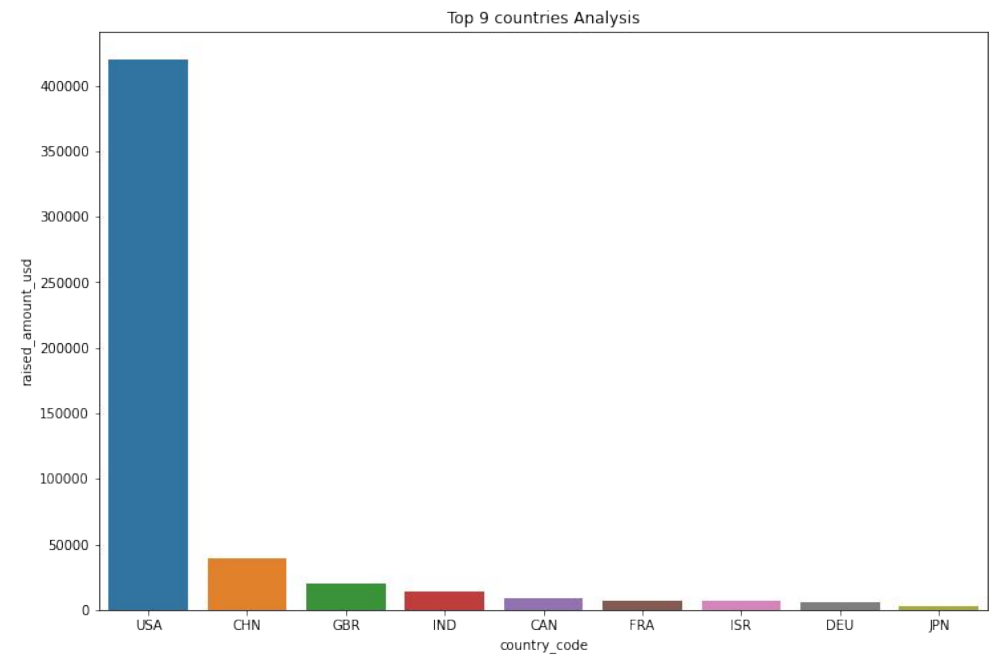
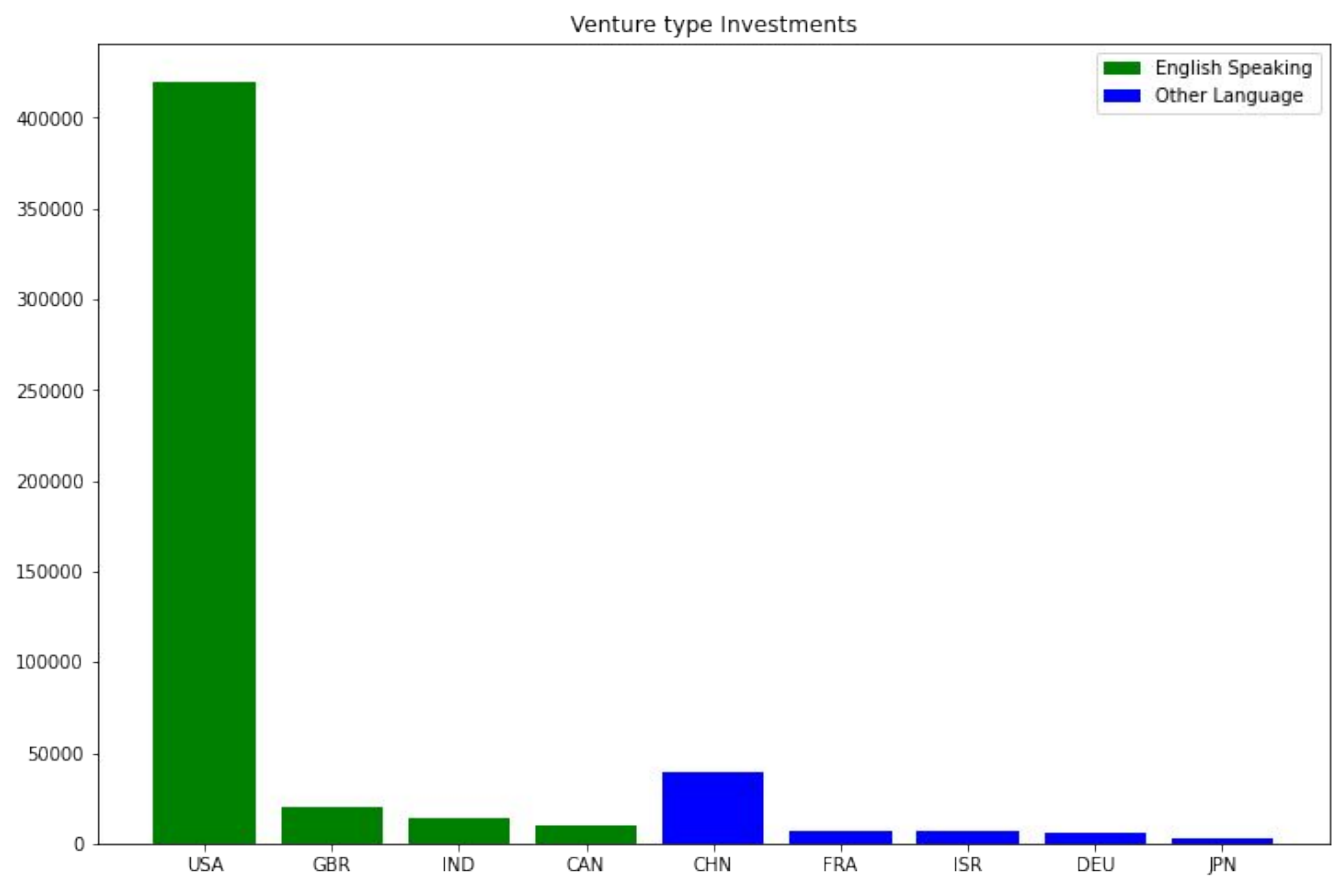
FirstCry.com company received the highest investment  
Manthan Systems company received the second highest investment



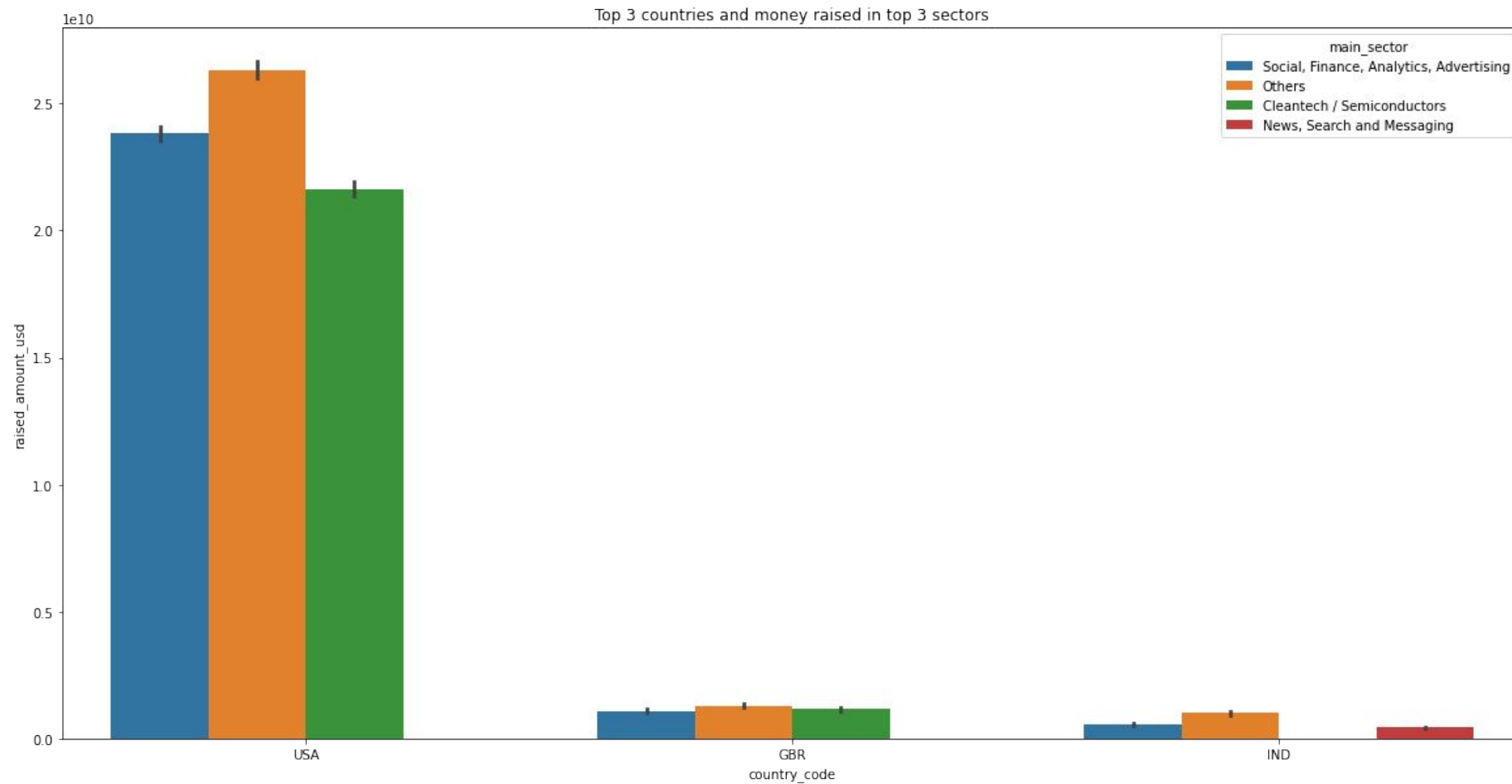
## Why Venture?



Top 9 countries



## Top 3 English speaking country with Top 3 main sectors.



## Conclusions

★ Most suitable funding type : VENTURE

Top Country to Invest is **the USA**.

★ **Top 3 English Speaking countries for VENTURE type funding:**

1. United States of America
2. United Kingdom
3. India

News, Search and Messaging are in top-3 sector to invest in **India**.

★ **Most suitable sectors in USA, GBR and IND are:**

1. Others
2. Social, Finance, Analytics, Advertising
3. Cleantech / Semiconductors (USA and GBR) - / - News, Search and Messaging (IND)