

INVESTMENT ASSIGNMENT

SUBMISSION

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Problem Statement and Objective

Spark Funds, being an asset management company wants to invest in the global market. Before making any investments the CEO wants to understand the trends of investments in the global market.

The goal here is to identify where most other investors are investing by identifying the best sector, the best country and the best investment type for making investment.

Business Constraints for investments:

- ☐ Wants to invest between 5 to 15 million USD per round of investment.
- ☐ Wants to invest only in English-speaking countries because of the ease of communication.

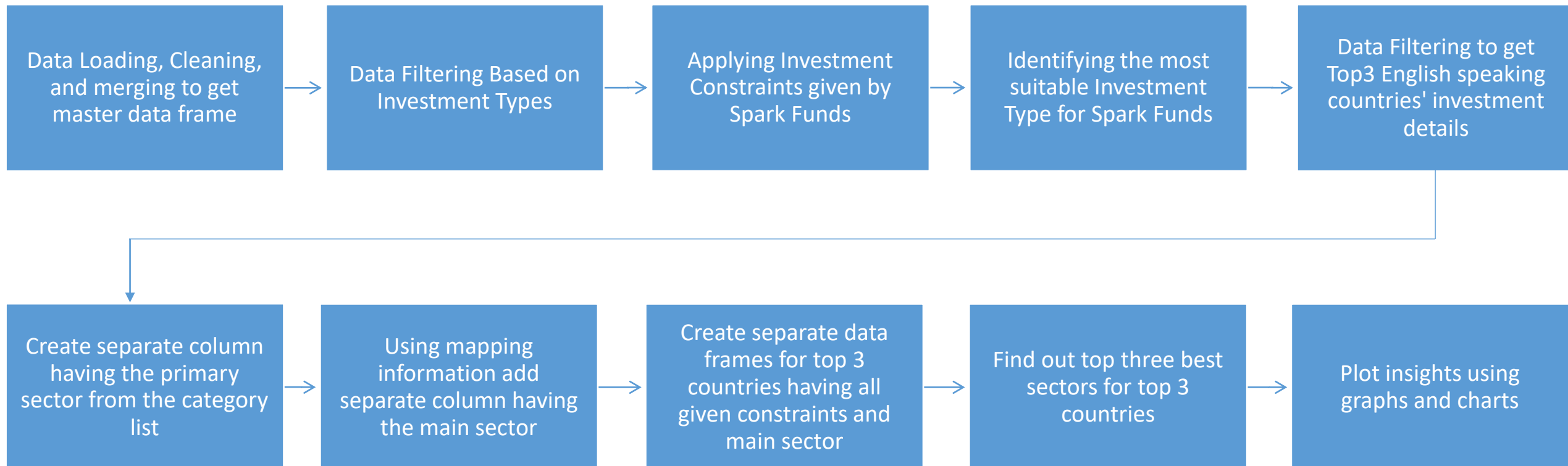
Data Available:

- ☐ Company Details – The dataset contains the details about various companies along with their unique permalink.
- ☐ Funding Round Details – The dataset contains the details regarding the funding received by various companies.

Strategy for Data Analysis



Approach

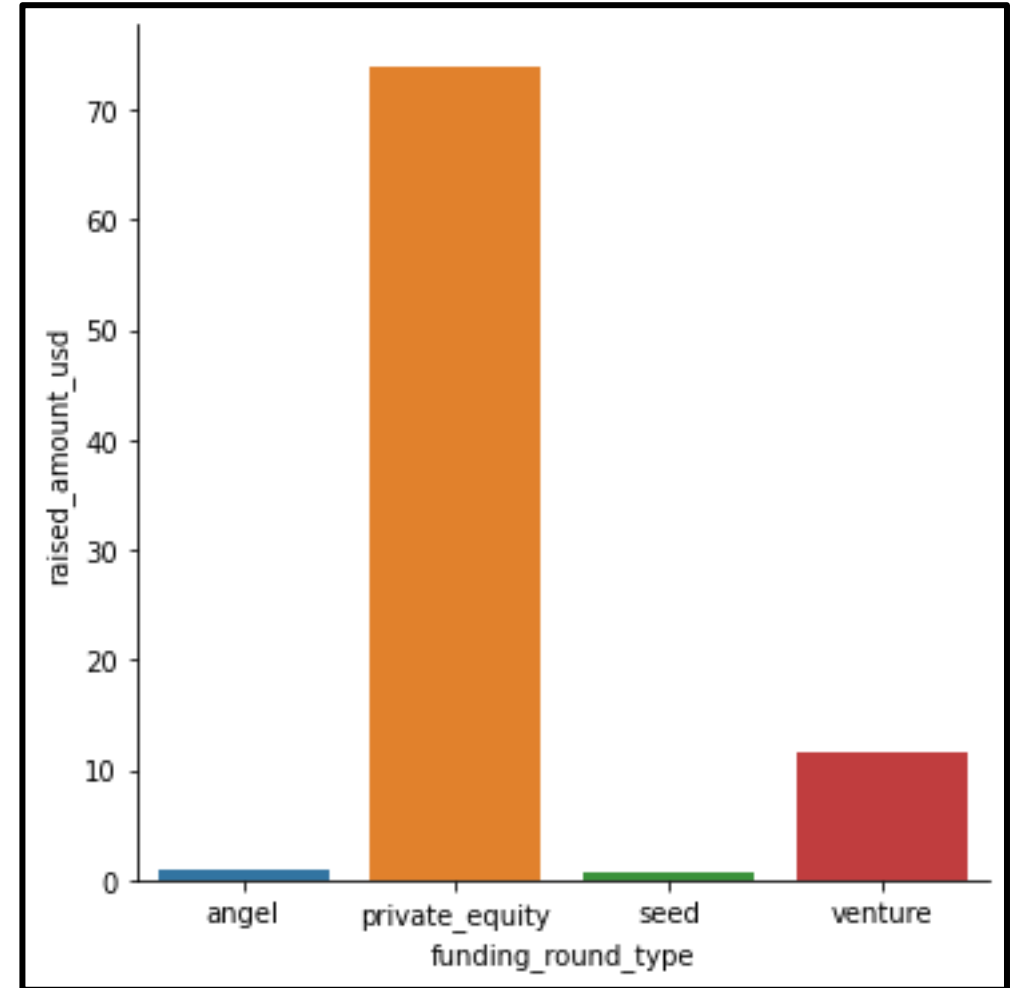


Business Condition:

Spark Fund wants to invest between 5 to 15 million USD.

As per the graph herewith, the observations are as follows:

- 1) Venture investment type is the most suitable one for the Spark Funds as it's average investment falls under the range of 5 to 15 million USD.
- 2) Private Equity is a strong candidate but the range of investment falls far above the given range for Spark Funds.
- 3) Angel and Seed funding types have average investments below the 5 million USD



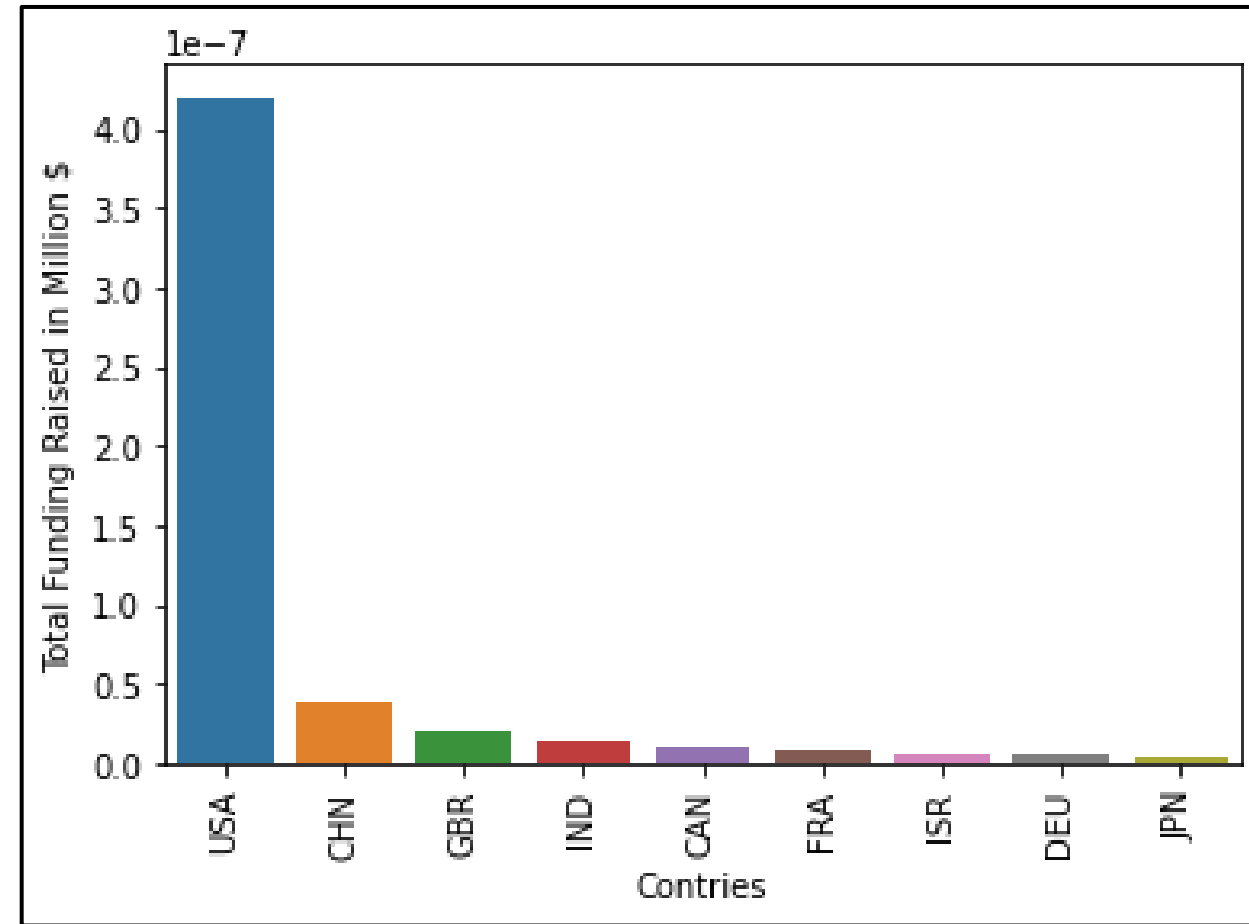
Average Invested Amount vs Investment Type

Business Precondition:

- Spark Fund wants to invest between 5 to 15 million USD
- As per previous analysis most suitable FT is Venture
- Spark Funds want to invest only in English speaking country

As per the graph herewith, the observations are as follows:

1. United States is the most suitable country for the investment as per the historical data
2. China is at the second position but not English speaking country
3. Great Britain and India are the second and third best countries for the investment respectively
4. United States have the total investments more than 107766 million USD and 12064 total investments



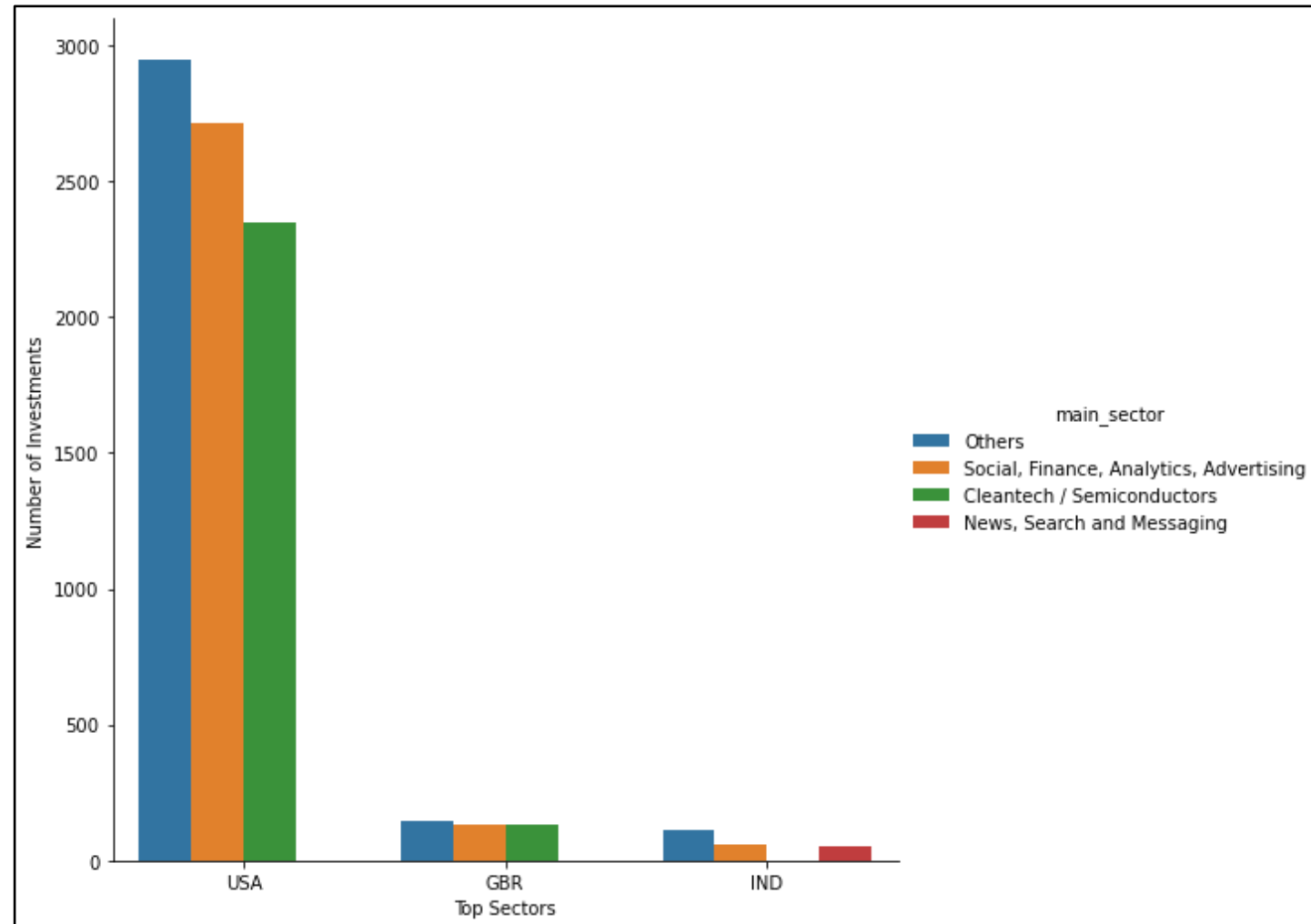
Total Funding Raised in Million USD vs Top 9 Countries

Business Preconditions:

- Spark Fund wants to invest between 5 to 15 million USD
- As per previous analysis most suitable FT is Venture

As per the graph herewith, the observations are as follows:

1. Others is the sector where most of the investors invested heavily
2. In USA and Britain, Others is the best sector, social, finance, Analytics, advertising is the second best and Cleantech/ Semiconductor is the third best sector
3. The similar trend can be observed in India but instead of Cleantech/ Semiconductor, News, Search and Messaging is the third best sector in India.



- ✓ According to the business preconditions, Venture is the most suitable type of investment for Spark Funds.
- ✓ USA is the best country for investment followed by Great Britain and India as 2nd and 3rd best option respectively.
- ✓ Others is the best sector to invest followed by Social, Finance, Analytics, Advertising as the second best for investment in any top 3 countries.
- ✓ Considering all the constraints and analysis, Virtustream is emerged as the best option for investment followed by Shotspotter in USA.
- ✓ Electric-cloud is the best company to invest in Britain and Firstcry-com is the best company from India to invest.