

# INVESTMENT ASSIGNMENT SUBMISSION

Name: Lavanya N

## <Abstract>

### **Objective:**

To identify best sectors and top investment friendly countries to make investment.

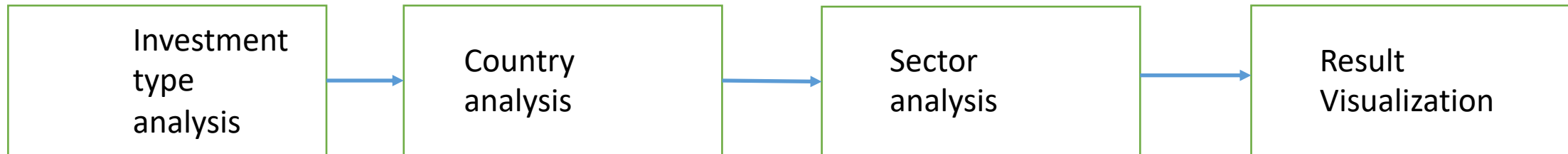
### **Problem Statement:**

Spark Funds is an asset management company. The CEO of Spark Funds wants to understand the global trends in investments so that she can take the investment decisions effectively. The assignment is to do data analysis on current market trend

### **Constraints:**

- The investment should be made only in English speaking countries
- The investment should be in between 5million to 15 million

## <Problem solving methodology>



## <Analysis>

The steps followed are as below,

- 1.Data Understanding/ Exploration
2. Data Cleaning
- 3.Data Analysis
4. Recommendations

# <Analysis>

## 1. Data understanding

Reading data from csv files to python dataframes with appropriate decoding.

Understanding the data by using methods such as shape, describe(), info(), head(), sample() and tail()

The range in which numerical data has spread , identifying the best statistic to represent the data (mean, median, mode)

## 2.Data Cleaning

Identifying the missing value percentage for each column and handling the missing data

If missing data percentage is less removing the records if it is considerable percentage with respect to number of records imputing it with static values(mean, median, mode)

The decision is based on context and domain knowledge

# <Analysis>

## **3. Data Analysis**

Analysing data to remove redundant columns and rows.

Filtering out the unique values

Merging relevant dataframes to get better understanding of data along with addition of new columns based on domain knowledge

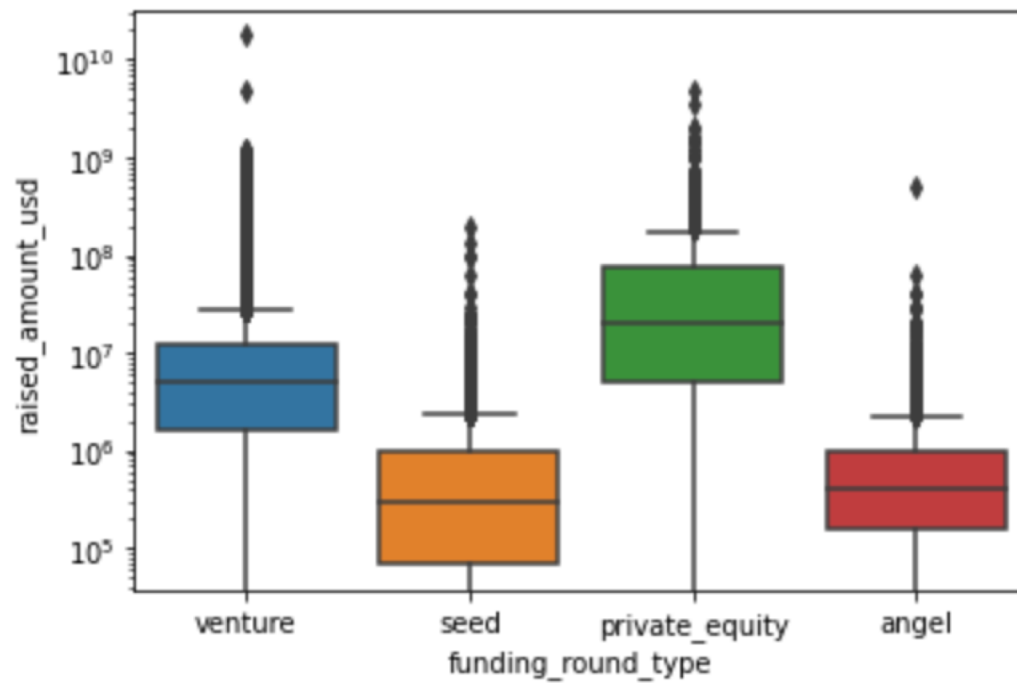
## **4. Recommendations**

Data visualization through plots and recommendations through table and bar graphs/histograms.

# <Results>

Plot 1

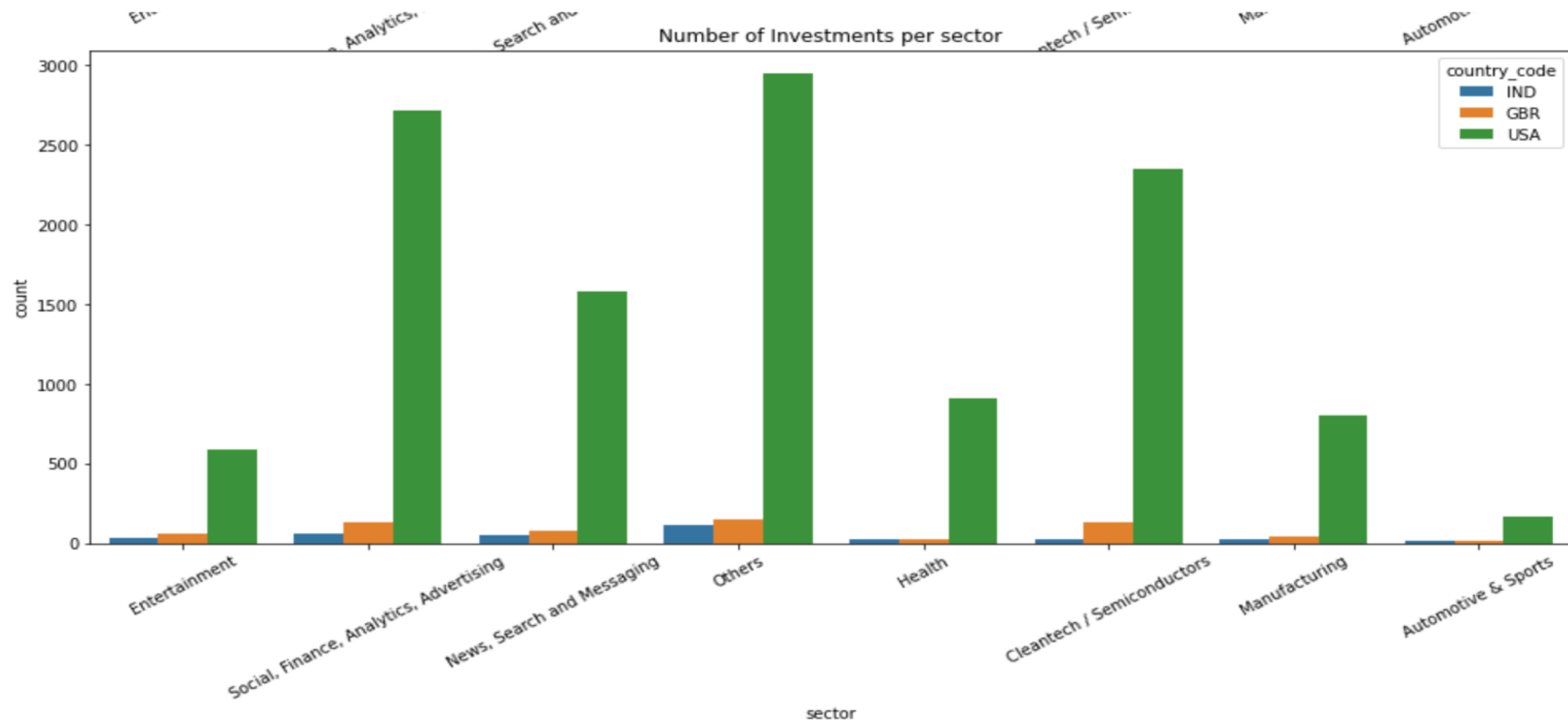
Investment type analysis



## <Results>

Plot 2

Investment made per sector for top 3 countries

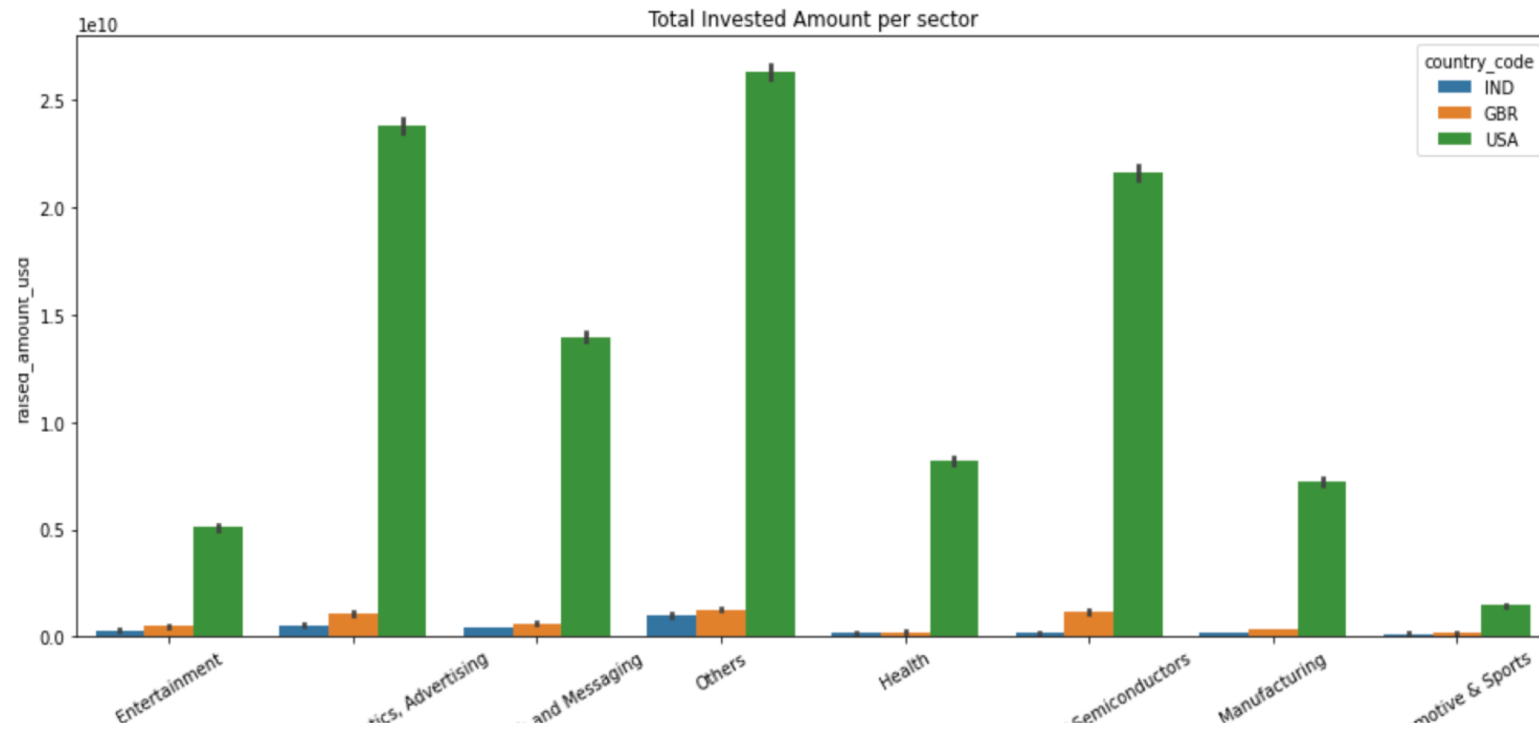




# <Results>

Plot 3

Investment amount v/s sector for top 3 countries



## <Conclusions>

Based on analysis the top three investment friendly countries are United. States , India and United Kingdom.

The heavily invested sectors are 'Others', 'Social, Finance, Analytics and Advertising' and 'Cleantech/Semiconductors'.