

INVESTMENT ASSIGNMENT SUBMISSION

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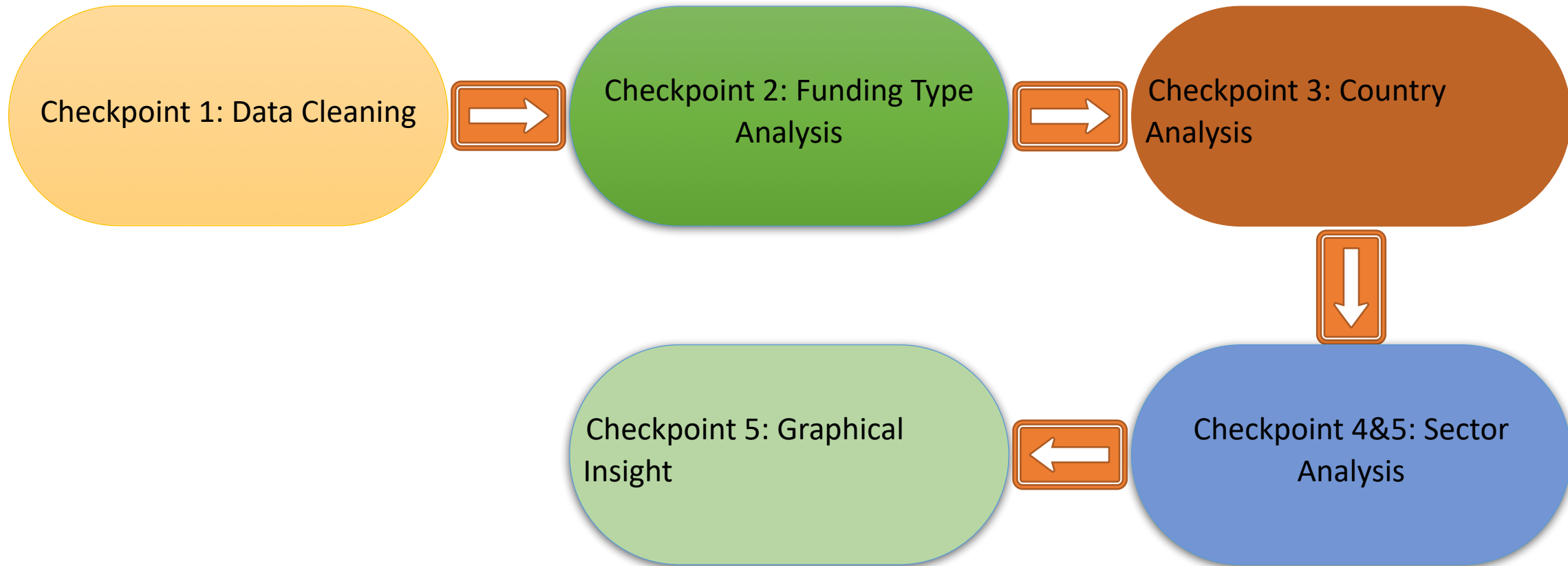
Spark Fund Investment Possibilities

Spark Funds in looking to invest in few companies based on the global trends in Investments

Objectives of this presentation

1. Identify the regions with best investment trends
2. Identify the sectors with best investment trends

<Problem solving methodology- Flow Chart>



Checkpoint 1: Data Cleaning

1. Removed irrelevant columns named '**funding_round_code**', '**state_code**', '**region**', '**city**', '**founded_at**'.
2. Dropped rows with **null values** from relevant rows '**raised_amount_usd**', '**category_list**', '**country_code**'

Checkpoint 2: Funding Type Analysis

1. Found out the representative value of the investment type for each of the 4 types venture, angel, seed, private equity in millions
2. Based on the findings, '**venture**' funding type is the most suitable in terms of amount of investment(supposed to be between 5 to 15 million USD)

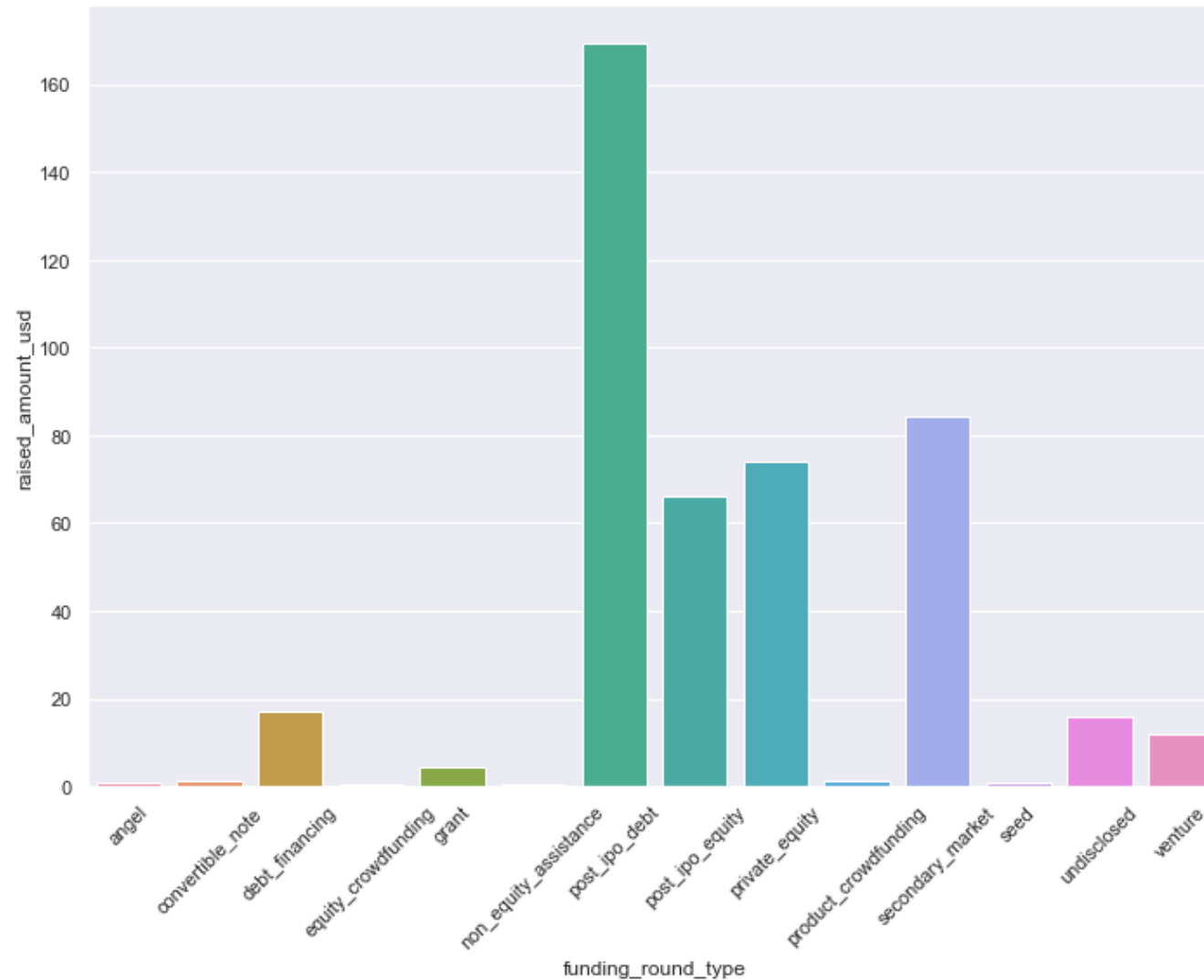
Checkpoint 3: Country Analysis

1. Wrote a code to find out **containing top 9 countries with respect to the total investment they received.**
2. For the chosen investment type('venture'), created a data frame named top9 with the top nine countries (based on the total investment amount each country has received)

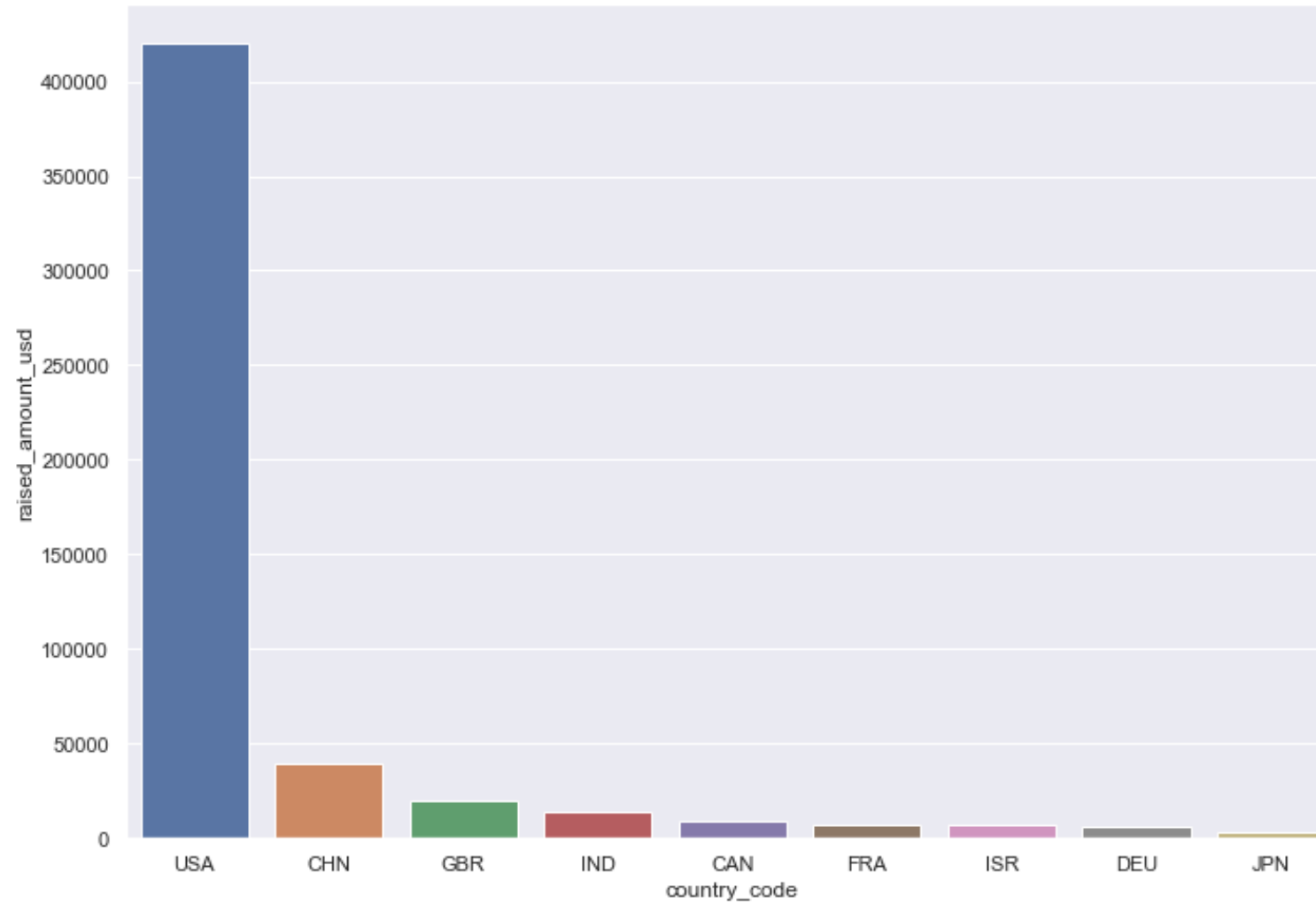
Checkpoint 4: Funding Type Analysis

1. Extracted the primary sector for each **category_list** from the **category_list** column.
2. Use the mapping file '**mapping.csv**' to map each primary sector to one of the **eight main sectors**

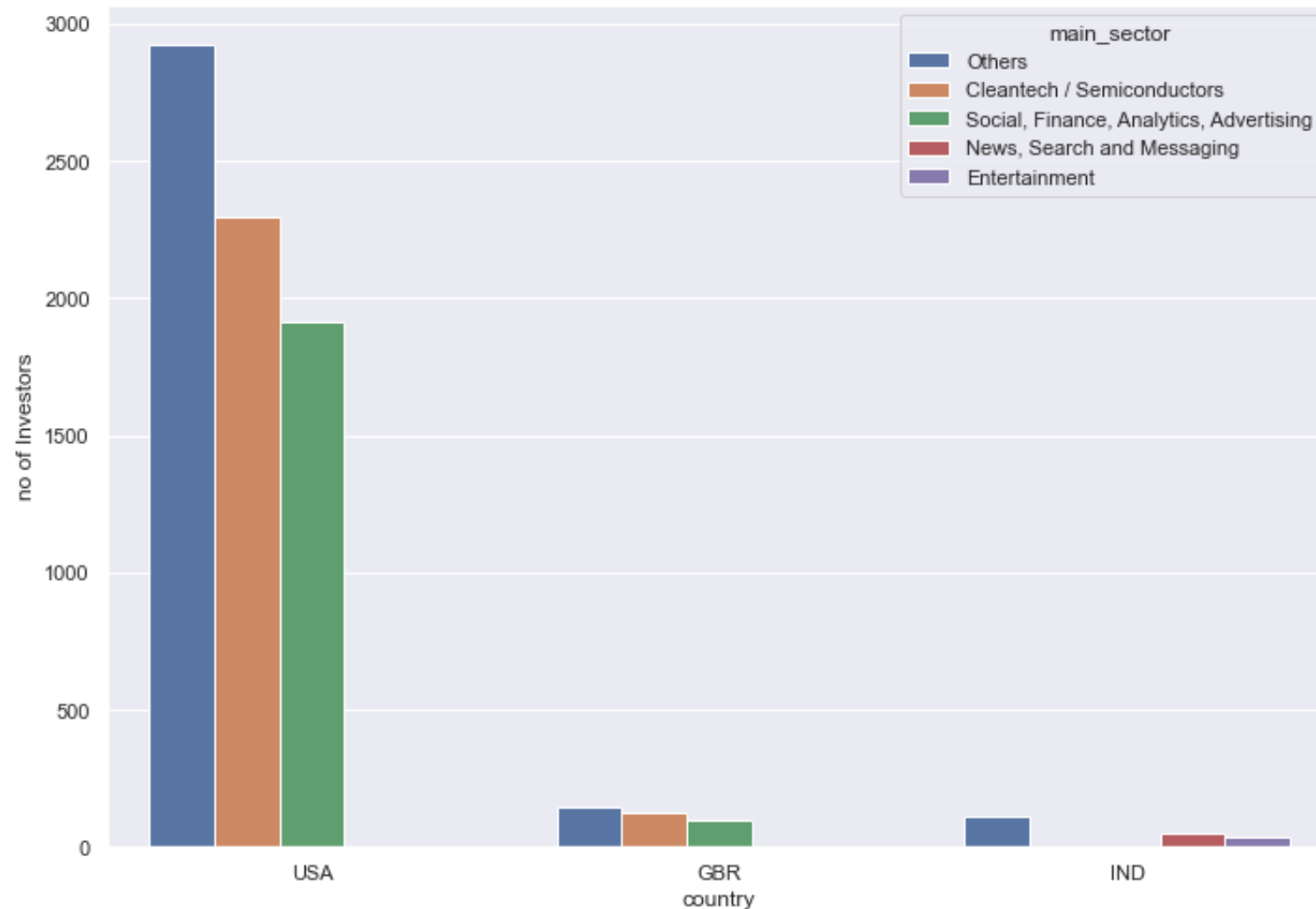
Plot 1: A plot showing the representative amount of investment in each funding type.



Plot 2: A plot showing the top 9 countries against the total amount of investments of funding type FT.



Plot 2: A plot showing the number of investments in the top 3 sectors of the top 3 countries on one chart (for the chosen investment type FT).



Conclusions

Based on analysis performed, Spark funds should invest in-

- Funding Type-**Venture funding types**
- Top English Speaking countries to invest in- **USA, Great Britain and India**
- Top sectors to invest in- **Others, Social-Finance-Analytics-Advertising, Cleantech/Semiconductors,**