



# Investment Assignment

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# Abstract

- ☐ Finding the perfect company for investment for 'Spark Funds'.
- ☐ They would invest where others are investing.
- ☐ They are looking to invest between 5-15million USD.
- ☐ This includes finding first, the most appropriate funding type.
- ☐ The country with most investments.
- ☐ The sector with highest investment.
- ☐ Then the potential companies.



Source of data: [crunchbase.com](https://www.crunchbase.com)

# Approach

## Data frames merged

- Both data frames are merged and unimportant columns dropped

## Data Cleaning

- The dataframes are decoded and missing values are treated

## Country analysis

- Identifying the countries which have been the most heavily invested in the past

## Investment type analysis

- Comparing the typical investment amounts in the venture, seed, angel, private equity

## Sector Analysis

- Understanding the distribution of investments across the eight main sectors.

Perfect  
company for  
investment for  
Sparks Funds

# Best Investment Type

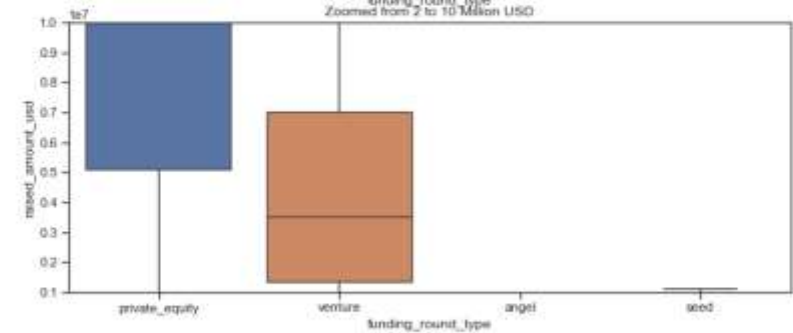
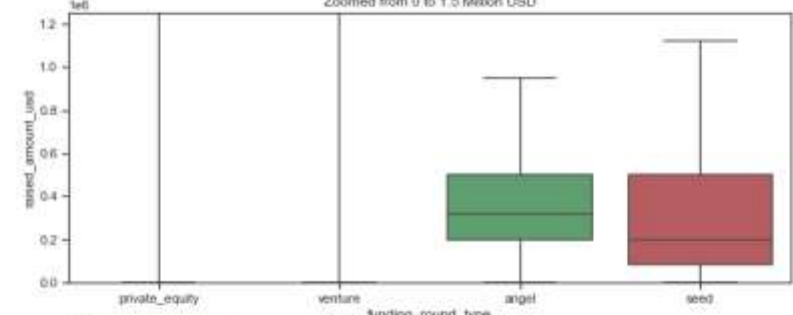
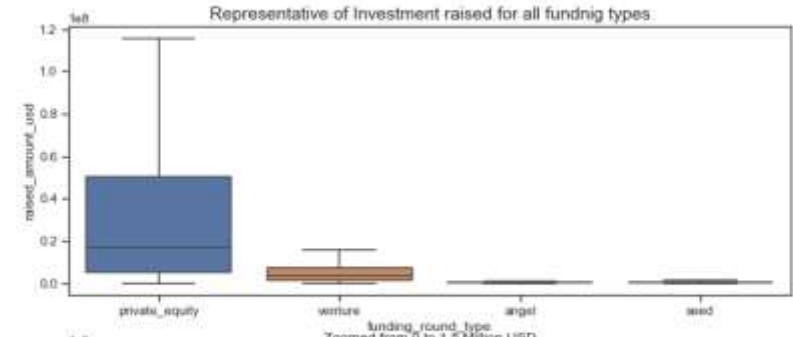
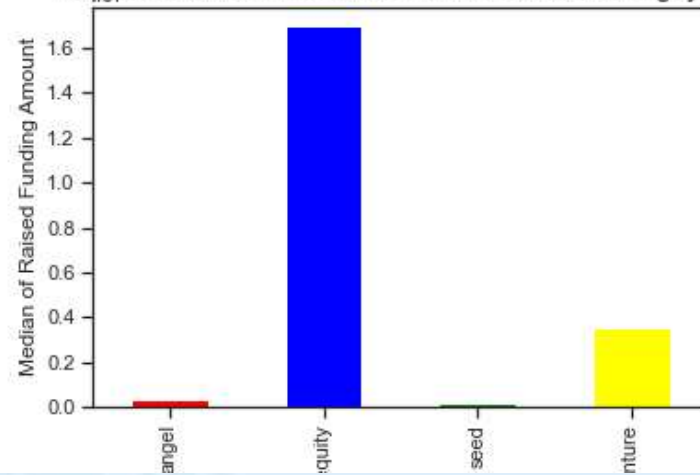
'VENTURE'  
Spark  
Fund should  
make a  
Venture  
investment

The plots  
represent  
the rough  
estimate of  
an  
investment in  
each sector

As we can see from  
the plots, for as  
investment between  
5-15 Million USD,  
Venture type is the  
best type of  
investment.

There are many  
companies for which,  
the average  
investment lies in this  
range from the given  
dataset.

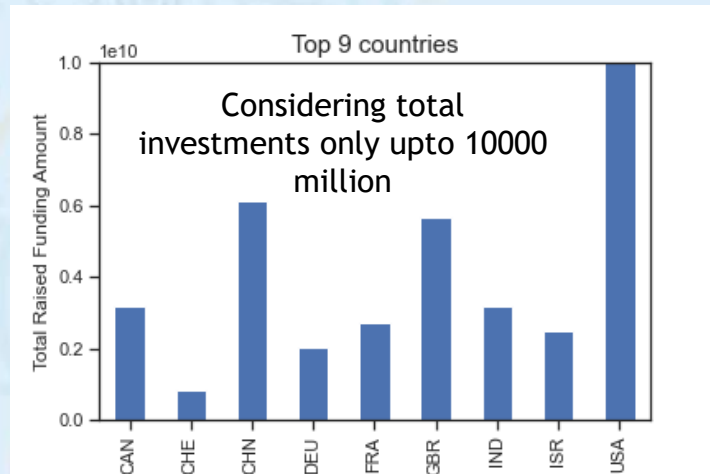
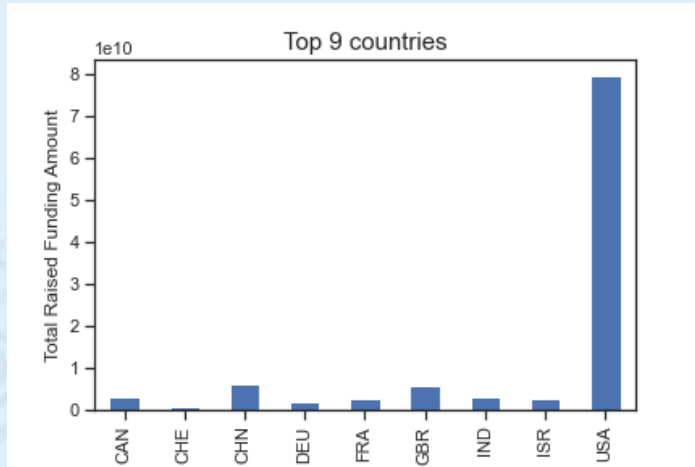
Representative of Investment raised for all funding types



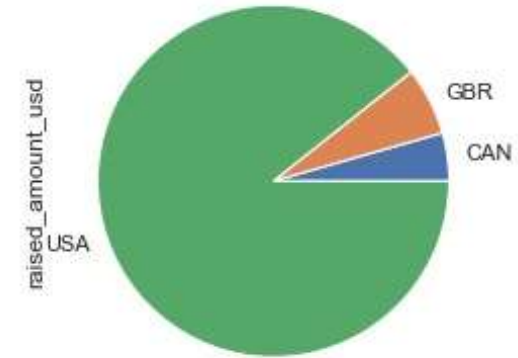
# Top countries to invest in

In Investment type Venture.

Companies with investments between 5-15 Million USD only are considered



Top 3 countries according to total investment



Top 3 countries

On graph 2, We can see their respective contributions.

From graph 1, we find that USA, GBR, CAN are top 3 English speaking countries for investing

Finding top 9 countries based on total investment

# Top3 sectors to invest in

## Plot 1:

Top 3 sectors of top 3 countries are mentioned according to the total investment in each sector.

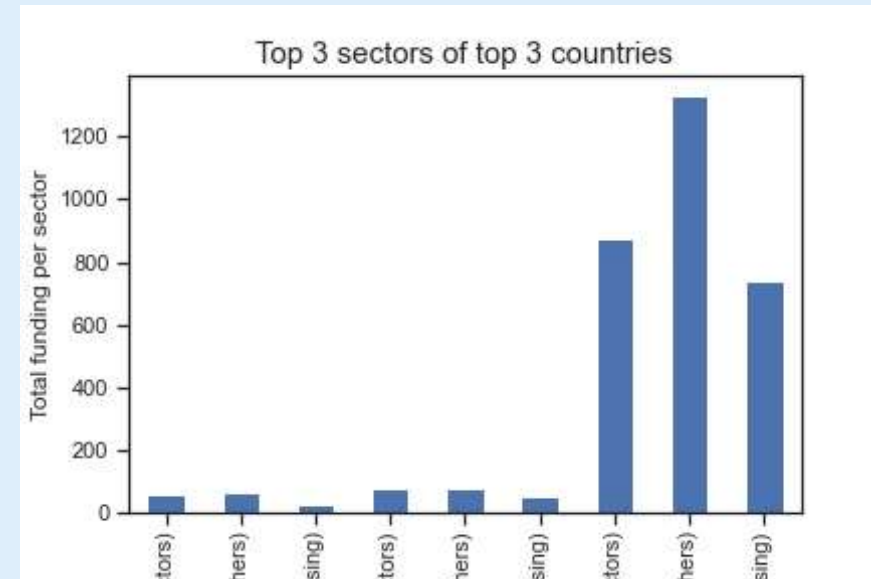
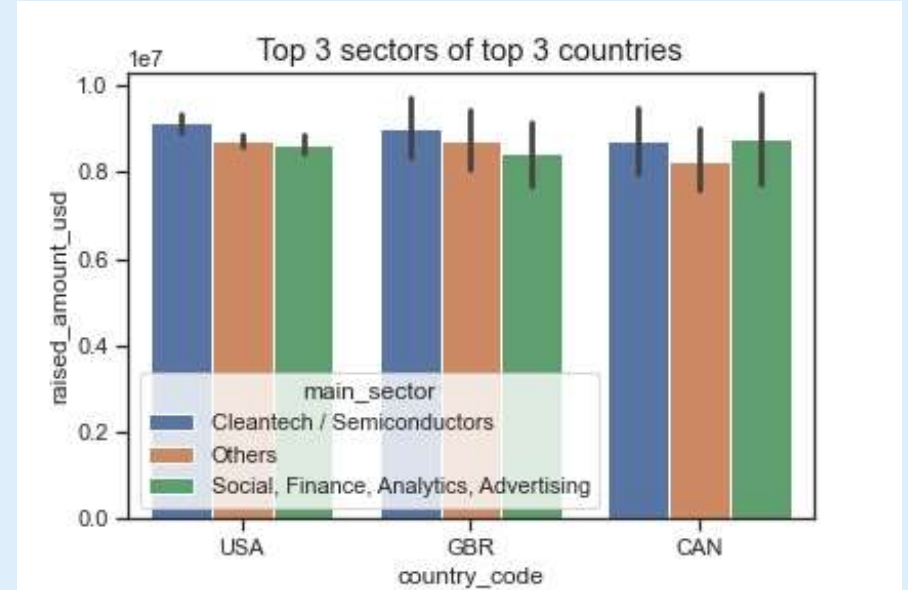
## Plot 2:

- Shows the category wise division for all 3 countries based on total number of investments.

- It is interesting to note that total investments are approximately the same but number of investments are considerably larger in USA.

Following sectors are best to invest in:

- Cleantech and Semiconductors in USA and GBR
- Social, Finance, Analytics and Advertising in CAN.



**THANK YOU!!!**

