INVESTMENT ASSIGNMENT

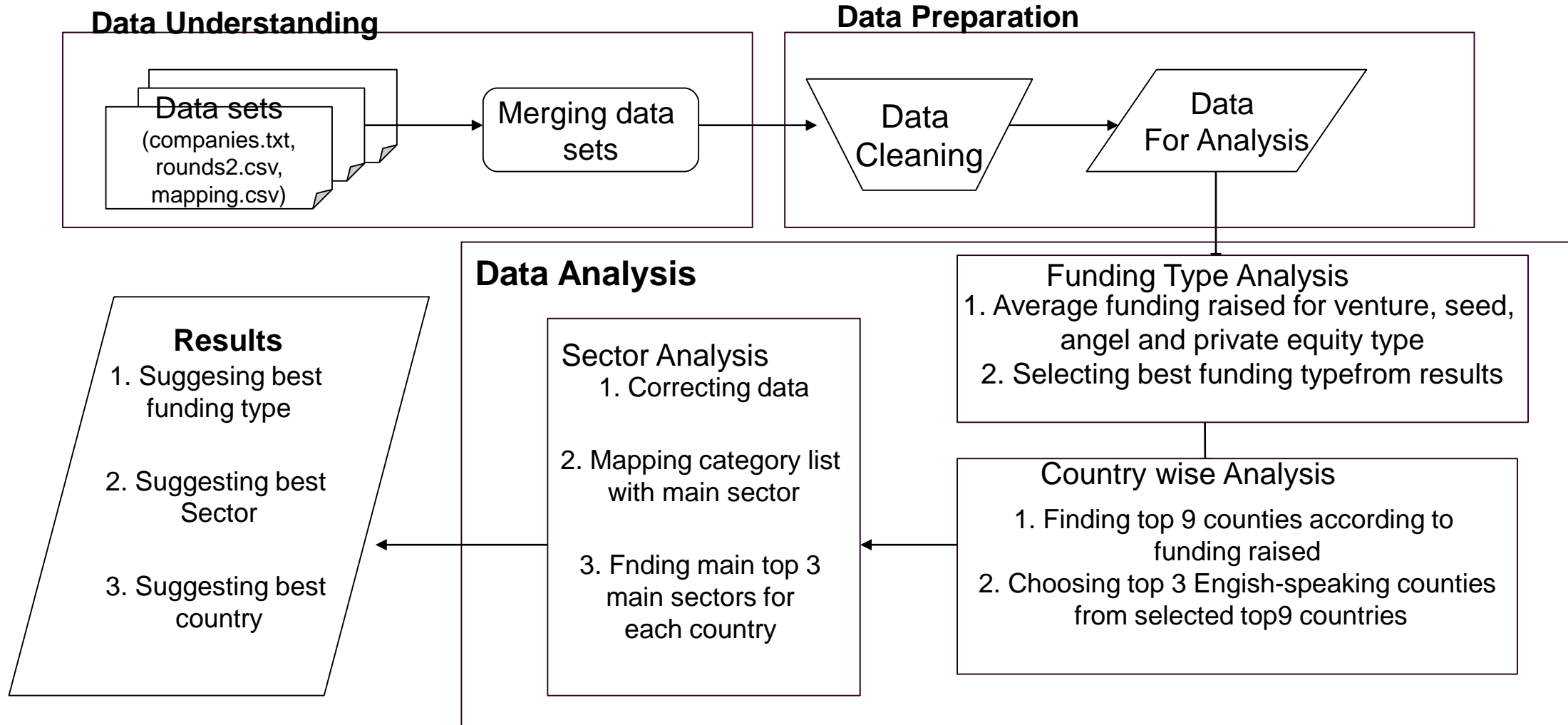# SPARK FUNDS INVESTMENT ANALYSIS

SUBMISSION

by **Niranjan Harpale**

Business Objective:

- To make investment in companies by identifying best sector, counties and a suitable investment type.
- Strategy is to invest where others are investing.
- Constraint:
    - 1. To invest between 5 to 15 million USD per round of investment.
    - 2. Invest only in English-speaking countries because of the ease of communication.
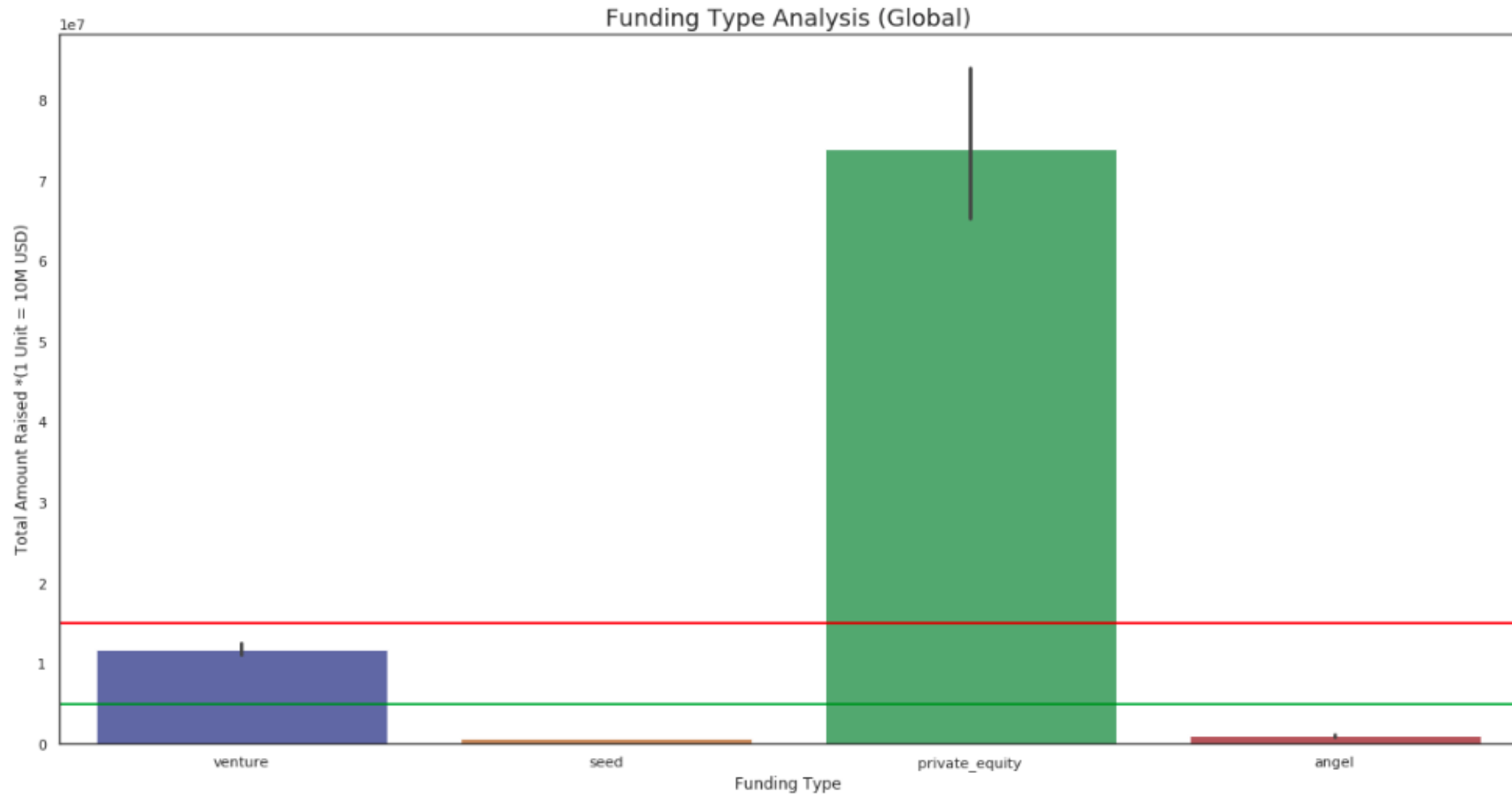
Problem solving methodology

Data Understanding

Data sets
(companies.txt, rounds2.csv, mapping.csv)

→ Merging data sets →

Data Preparation

Data Cleaning → Data For Analysis

Data Analysis

Funding Type Analysis
1. Average funding raised for venture, seed, angel and private equity type
2. Selecting best funding typefrom results

Country wise Analysis
1. Finding top 9 counties according to funding raised
2. Choosing top 3 Engish-speaking counties from selected top9 countries

Sector Analysis
1. Correcting data
2. Mapping category list with main sector
3. Fnding main top 3 main sectors for each country

Results
1. Suggesing best funding type
2. Suggesting best Sector
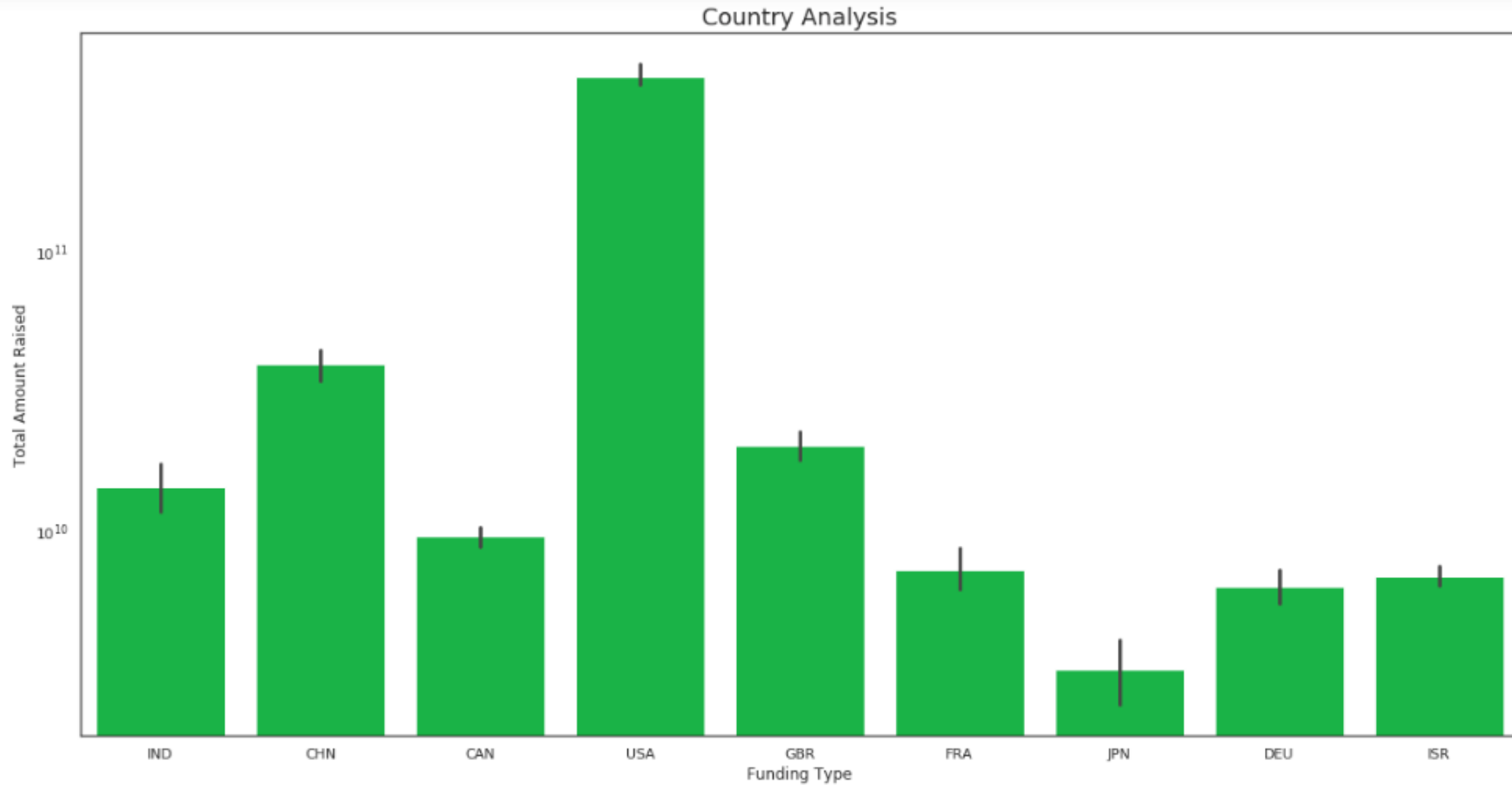3. Suggesting best country

ANALYSIS

- Data Sets:
  - 1. comapies.txt: a text file containing information related to companies
  - 2. rounds2.csv: a csv file having all information about funding round types and raised funding
  - 3. mapping.csv: a csv file where all categories are mapped to 8 main sectors
- Data source:
  - 1. We have taken real investment data from crunchbase.com.
  - 2. Wikipedia page of English speaking countries information
- Data Cleaning:
  - 1. We merged data from companies.txt and rounds2.csv file into one file
  - 2. On this file we performed cleaning by performing:
    - Removing missing values
    - Correcting wrong values
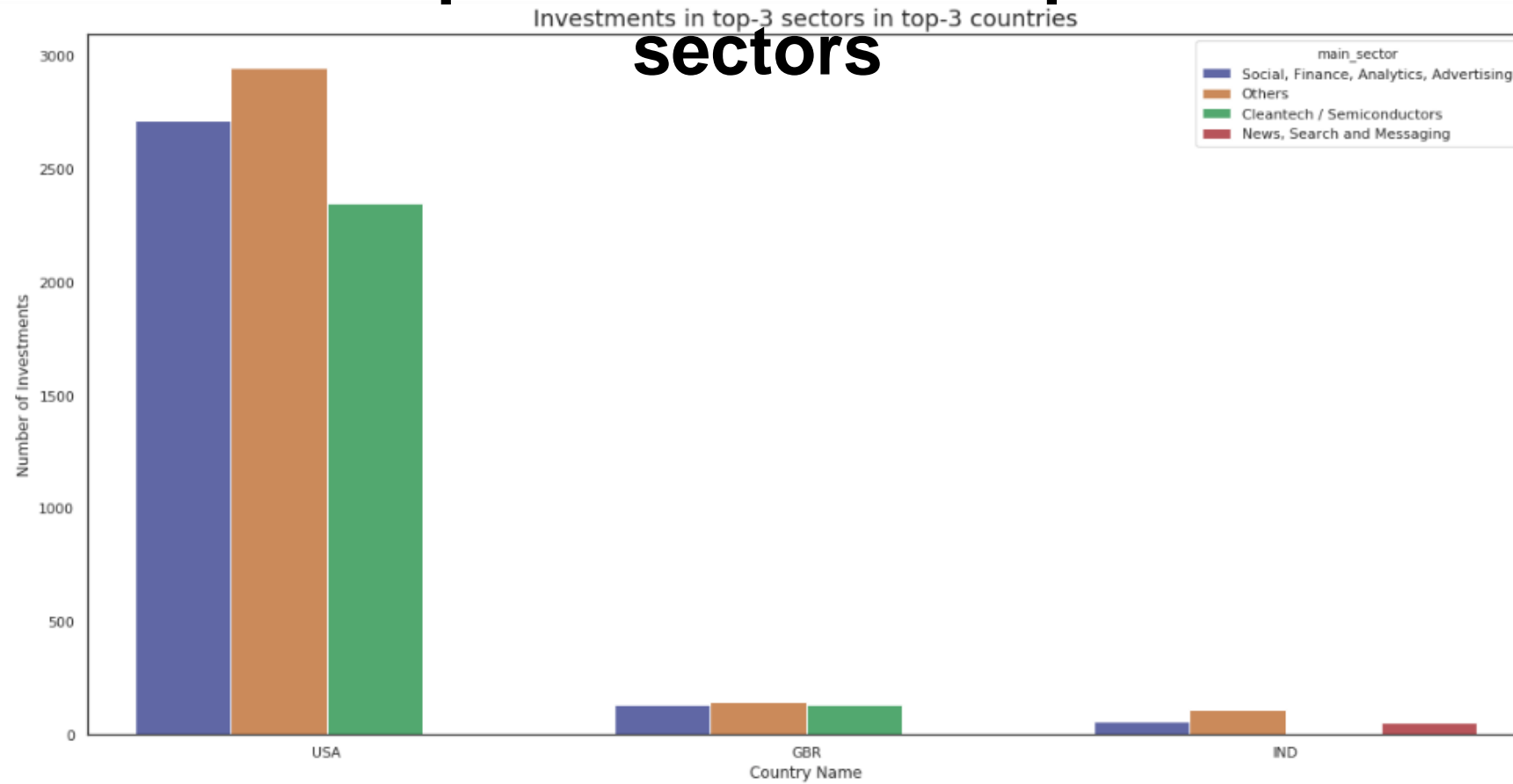 -

FUNDING TYPE ANALYSIS

Funding Type Analysis (Global)

COUNTRY ANALYSIS

SECTOR ANALYSIS

Country	TOP 3 Sectors	Investment Count	Best Company
USA	Others	2950	virtustream
	Social, Finance, Analytics, Advertising	2714	shotspotter
GBR	Others	147	electric-cloud
	celltick-technologies		
IND	Others	110	firstcry
	manthan-systems		

Number of Investment in top 3 countries in top 3 sectors

Investments in top-3 sectors in top-3 countries

CONCLUSION

- Results of the analysis to choose an company to invest 5 million to 15 million USD in companies from most invested sectors are:
  - 1. Spark Funds has top 3 counties to invest in **USA, GBR, and IND**.
  - 2. Spark Funds can choose *virtustream* or *shotspotter* company in USA.
  - 3. Spark Funds can choose *electric-cloud* or *celltick-technologies* in GBR.
  - 4. Spark Funds can choose *firstcry* or *manthan-systems* in IND.
  - Best Investment type for Spark Fund is: **Venture.**