

INVESTMENT ASSIGNMENT

SUBMISSION

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Investment Analysis Assignment

Objective :To Analyse the data and identify the best Investment type suitable for Spark Funds.

1 . To identify The Best Investment Type for Spark Funds.

- Spark Funds is looking to invest 5-15 M USD per round of investment.
- According to this investment strategy our goal is to find the best investment type among the 4 major type-Angel, Seed, Venture and Private Equity.

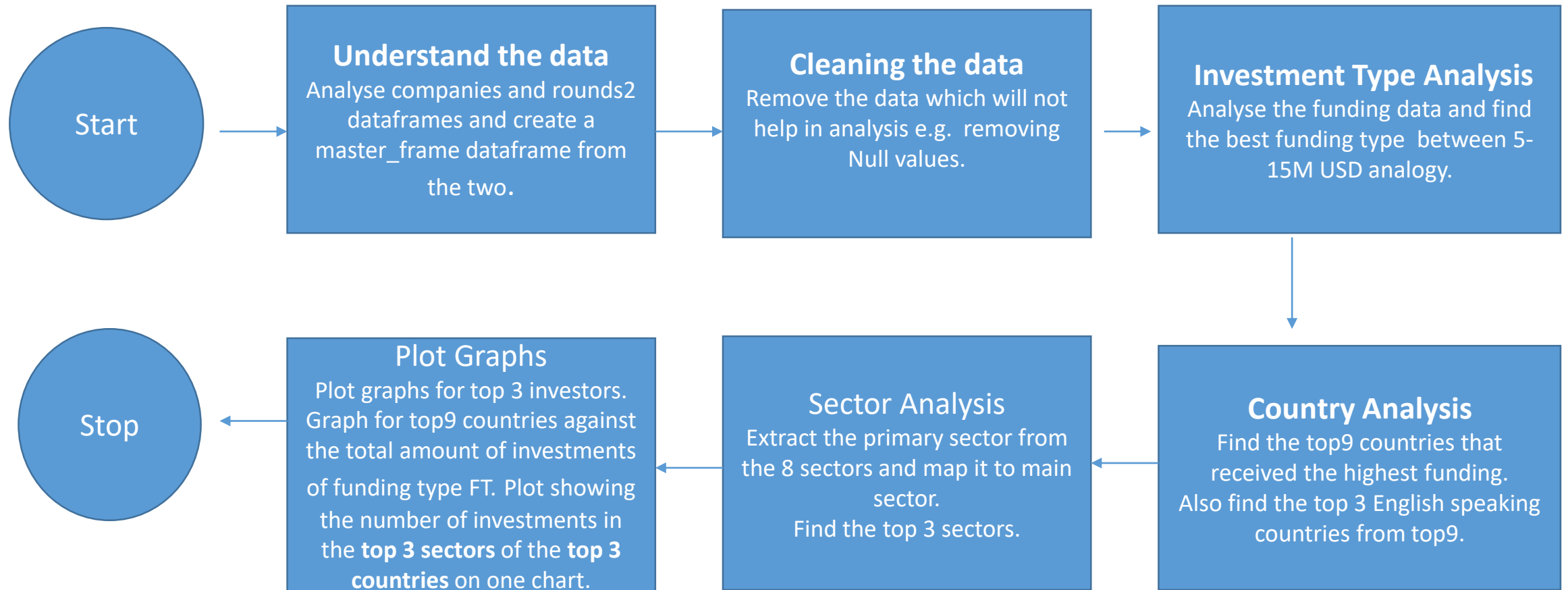
2. To identify The Best Country of Investment

- Sparks fund is looking for countries where official language is English for ease of communication.
- According to above strategy goal is to find the best country to invest in where official language is English.
- Also the best country to invest in is also decided on the amount of investments that has been made in that country.

3. To identify The Best Sector of Investment

- Spark Funds wants to invest in the sector which has attracted most investors in the past.
- According to above strategy the goal is find the Best Sector among 8 sectors within the above best chosen countries.

Problem solving methodology



Analysis

- The analysis starts with understanding companies and rounds2 dataframes.
- Then removing the data that were not helpful in analysing the data like removing null values.

This case study had 3 sections:

1. Funding Type Analysis
2. Country Analysis
3. Sector Analysis.

Funding Type Analysis

The data set contains a number of investment types ,out of which venture,seed ,private_equity, angel where most prominent.

Spark Funds wants to invest 5M to 15M dollars per investment round and venture fits into this bracket perfectly.

Analysis continued ...

Country Analysis

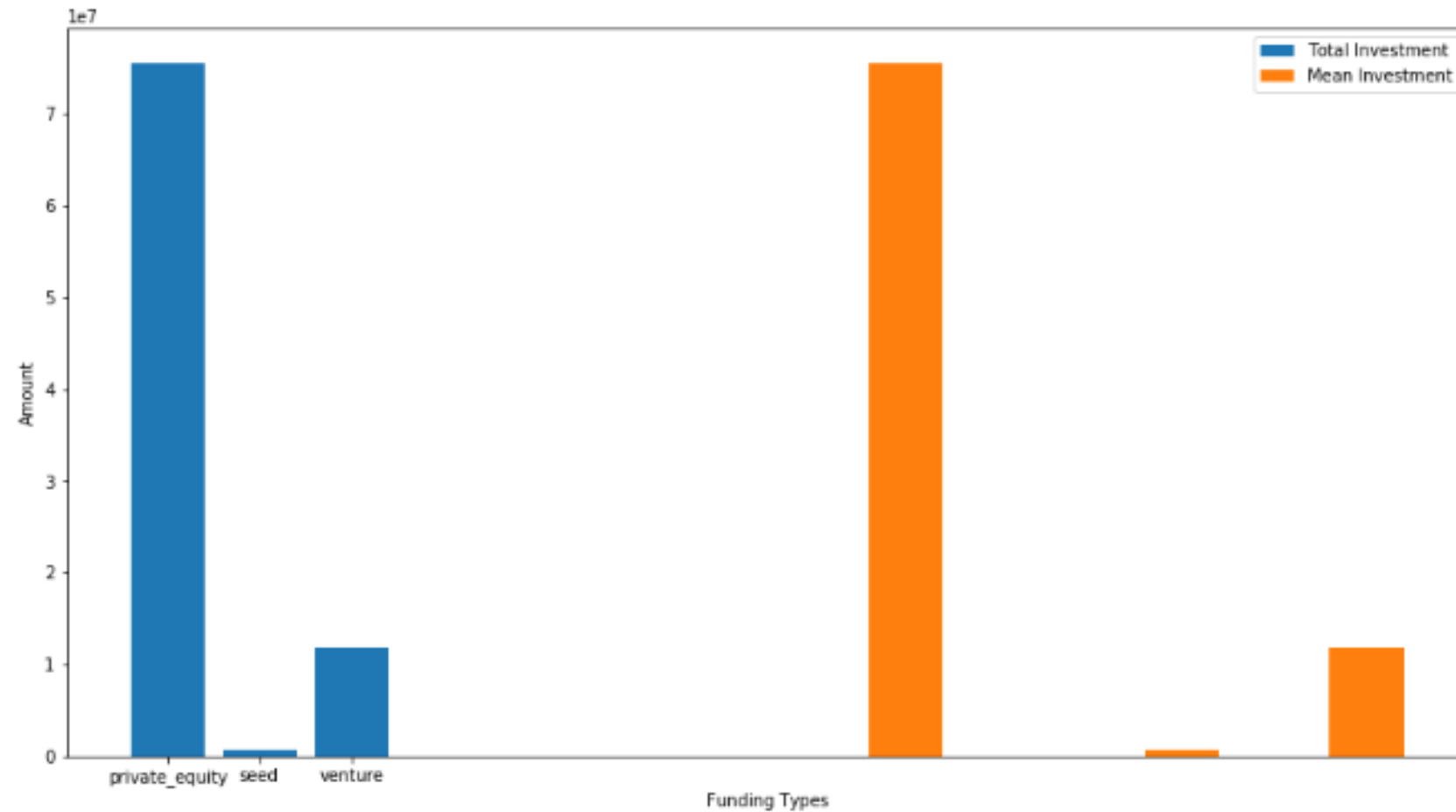
- After finding the best investment type which is “venture” the country analysis is done on venture type funding.
- Now the dataframe for this investment type is huge. So we find the top9 countries .
- We see that china is one among the top 9 countries but is not English speaking country so that is dropped.
- The top3 chosen countries are USA,GRB,IND.

Sector Analysis

- We had 8 sectors. We mapped these sectors with main sectors for a clean data analysis.
- We identified the top 3 sectors for the above chosen 3 countries.

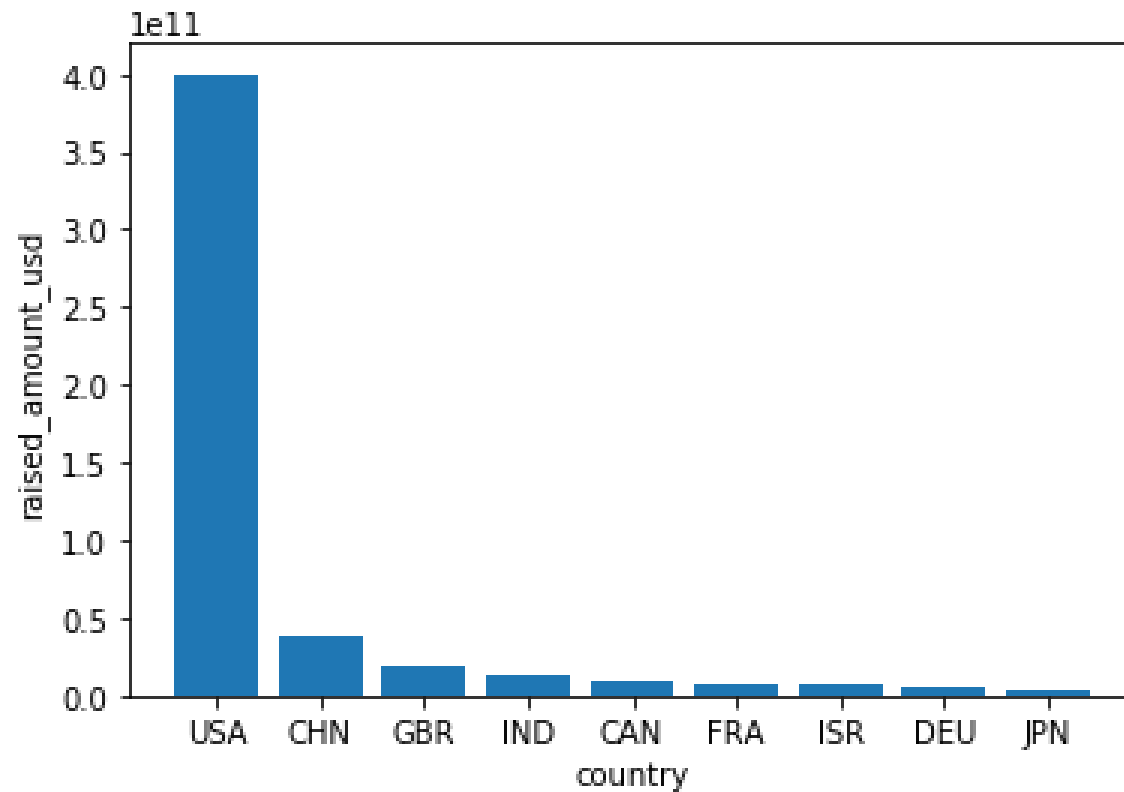
Results

plot showing average amount of investment in venture, seed, and private equity, investment type.



Results

Plot 2 :Top9 countries for venture funding



<Results>

Plot 3

Conclusions:

Based on the analysis :

1. Best investment type for Spark Funds between 5M-15M range is **venture**.
2. Top 3 English speaking countries that received the highest investment amount in venture funding type are – **USA,GBR,IND**.
3. The best investment sector in the above 3 countries are :
edmodo ,environmentiq, k-12 techno services