# INVESTMENT CASE STUDY

SUBMISSION

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<Abstract>

1. To understand the business and data provided

2. Take into consideration if any constraints mentioned by the client.

3. Get an idea of the business objective and accordingly figure out the analysis strategy

4. Analyze the given data and provide the best results as per the requirement

<Problem solving methodology>

<Analysis>
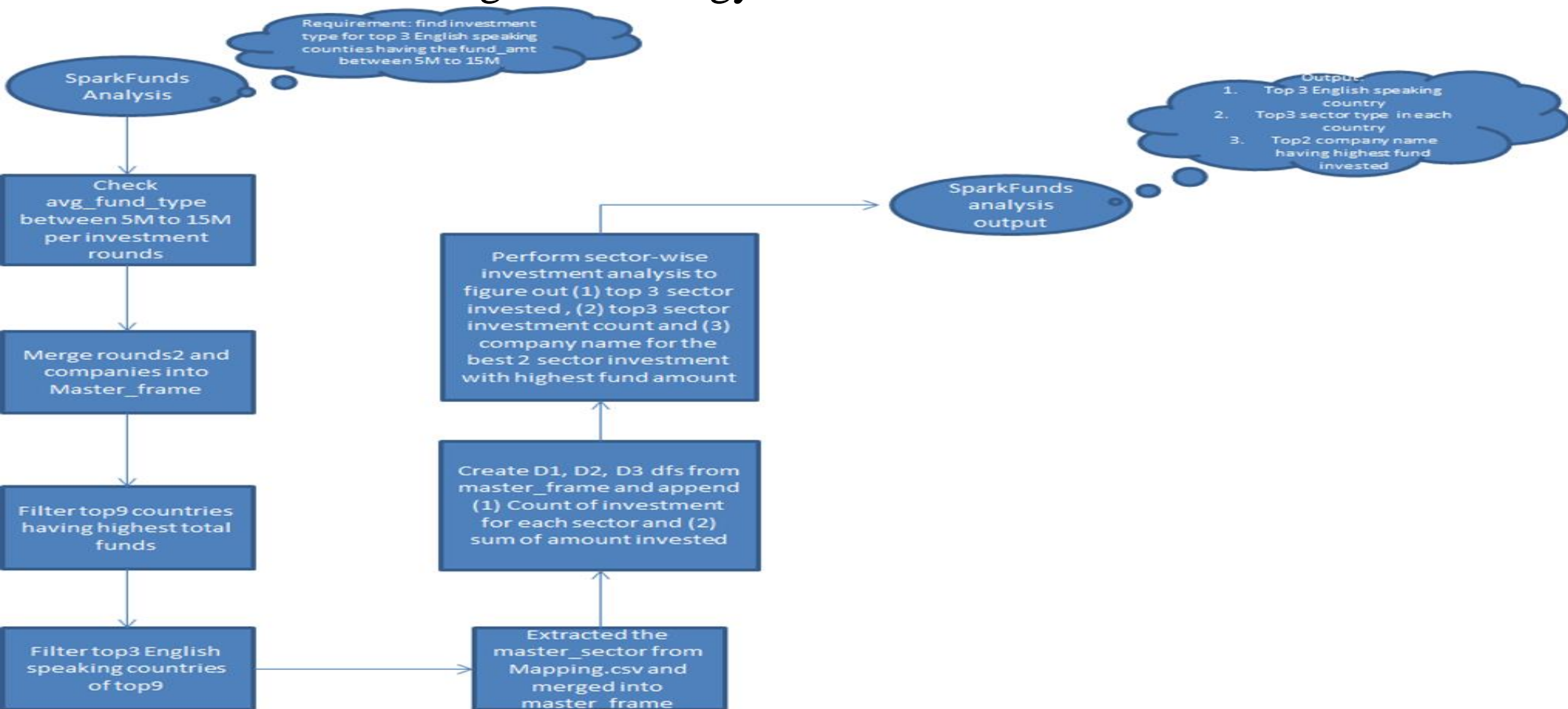
Entire Analysis of the given data is divided into 3 sub-parts:

- **Investment type analysis:** Identify the best type of investment from the different types, so that we can further drill down to find suitable investment area.

- **Country analysis**: From the huge data provided, establish the best country the client could choose based on the investments trend into each country.

- **Sector analysis**: Finally from the 8 main sectors, choosing the best sector which has the highest amount of investments.

- **Detailed Analysis:**

- **Data Cleaning:**

- Initial step is to cleanup the given data. We loaded the data into individual data frames. Modified the attributes accordingly.

<Analysis>

Investment type analysis:

To understand the data, we did few initial analysis such as finding the unique number of companies. Later we merged both the data frames and started working on a Master frame.

As there are multiple funding types, stages, and the amount of funding received, we need to find the investment type that is best suitable for our client. Also, not to forget, we took into consideration the constraints put forward to us. Depending on the average values of investments for each funding type, we found that "**VENTURE**" type is more suitable for our client.

Country analysis:

Once the funding type if identified, we are looking to narrow down the countries we could invest in. As the first step we looked into the 9 countries who stood at the top according to the investment received. From this list, we drilled down to the **TOP 3 ENGLISH SPEAKING** countries.

<Analysis>

Sector analysis: Lastly, we wanted to identify the sector which is best suitable for investments. We have 8 main sectors provided. To simplify the process we separated the **Main sector** from the categories provided to us. Then we mapped the **primary sector** with the main sector.

We pushed all the data of the top 3 countries(we identified earlier) into individual data frames, also considering the multiple constraints. Here we reached the final part of the analysis. We identified the total number of investments, total amount of investments per each main sector.

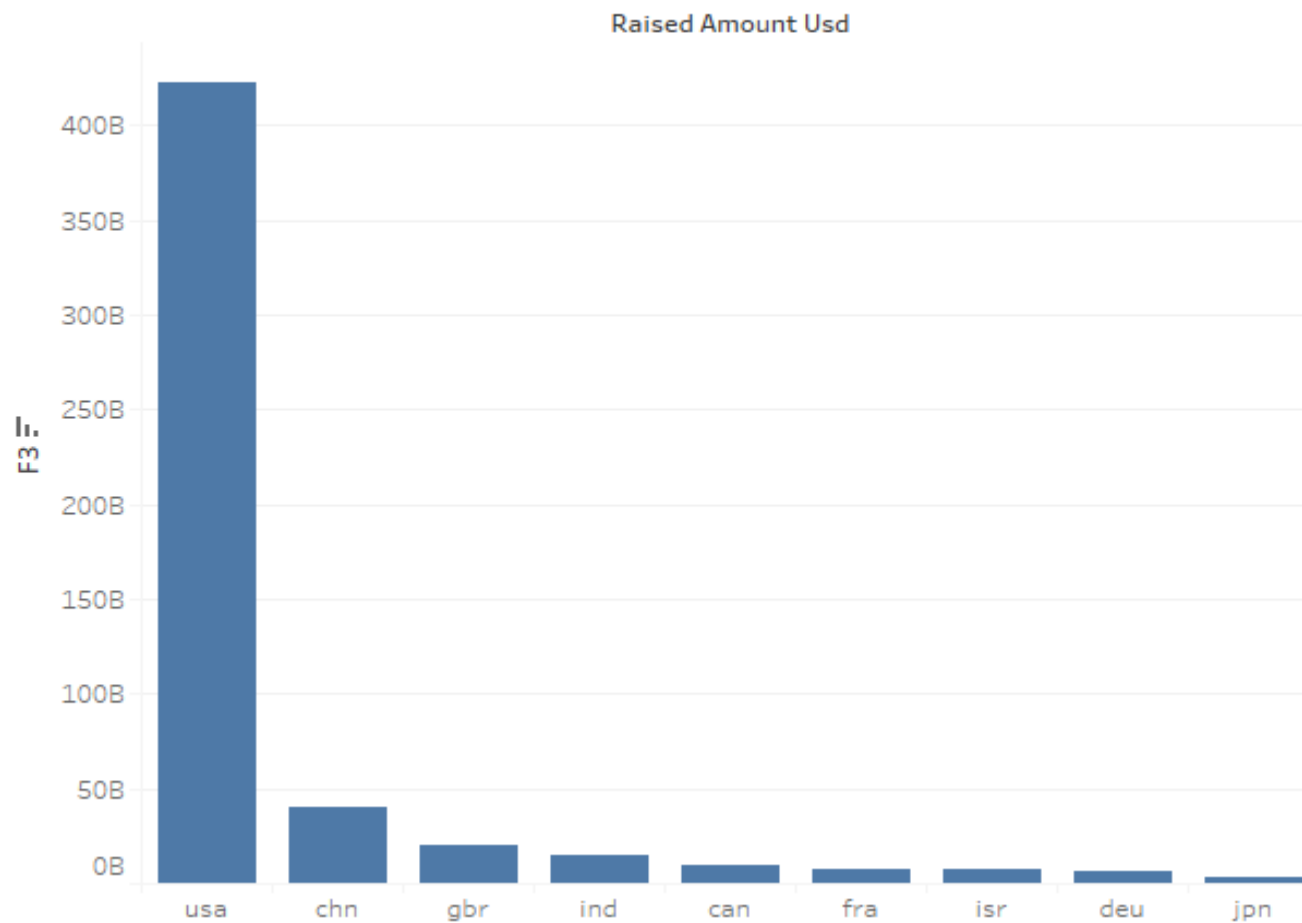To get the full picture, we merged the data from the sector analysis with the master frame.
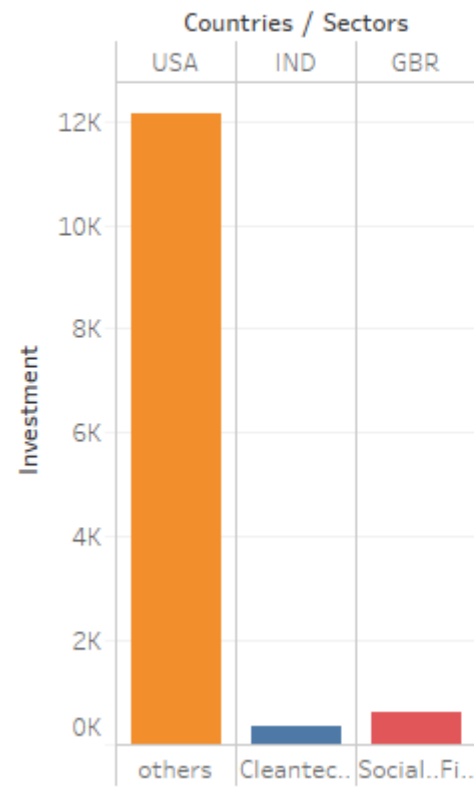
<Results>

<Results>
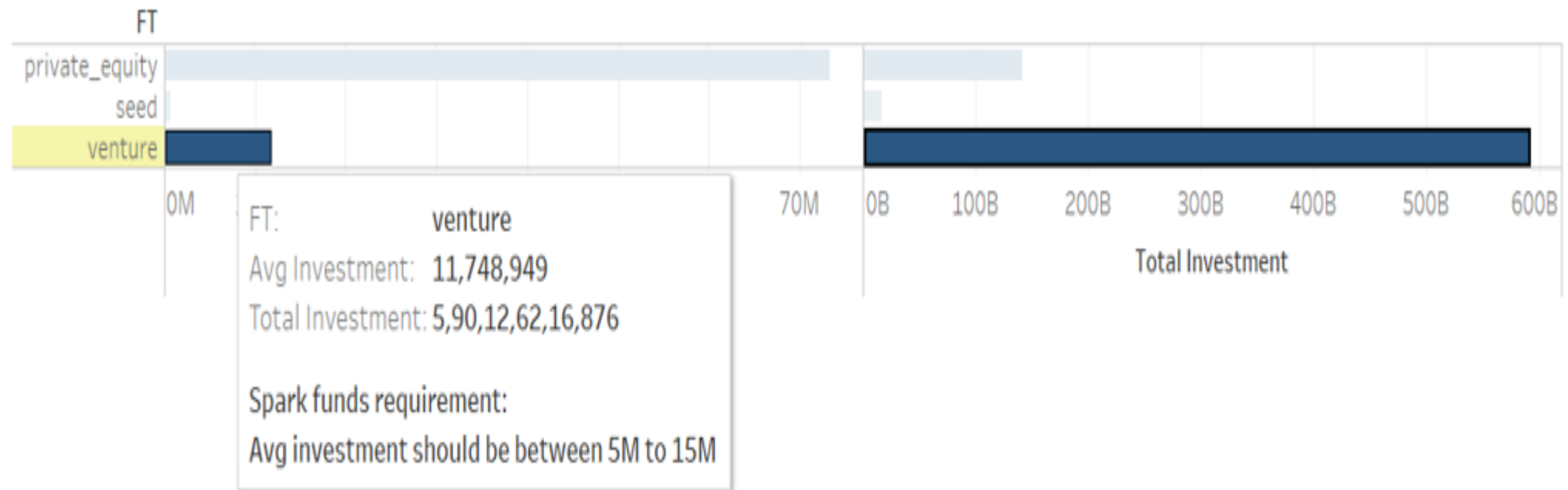
Plot 2

Top9 Countries by Investment

Raised Amount Usd

<Results>

Investment by sector

<Conclusions>

- Venture is the most potential investment type for Spark Funds.   As from the analysis, USA , GBR and India are the three most investment – friendly countries. In the sector analysis , we were able to group the category list , extract the primary sector and map it to the other main sectors.

- Finally, we were able to make comparison for the investment into the top-most sectors across the three countries and zero it down to 2 companies as well.