



SPARK FUNDS INVESTMENT ANALYSIS

-(INVESTMENT ASSIGNMENT SUBMISSION)



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STRATEGY AND BUSINESS OBJECTIVES

- Business Objective
- o Identify the most suitable funding type, countries and sectors for investments for Spark Funds
- Strategy
- Spark Funds wants to invest where most other investors are investing
- Constraints
- o Spark funds wants to invest between 5 and 15 million USD per round of investment
- o It wants to invest only in English-speaking countries because of ease of communication





PROBLEM SOLVING METHODOLOGY

Import



Data Cleaning



Data Transform



Analysis



Plot

Data Consolidation from different file formats

- Companies.txt
- Rounds2.csv
- Mapping.csv

 Handling missing values ,nulls, typos etc. Creating Master data frame used for analysis and plots

Data analysis –
Question the data to perform

- Investment Type analysis.
- Country analysis
- Sector Analysis

Using matplotlib and seaborn created graph to help in decision making



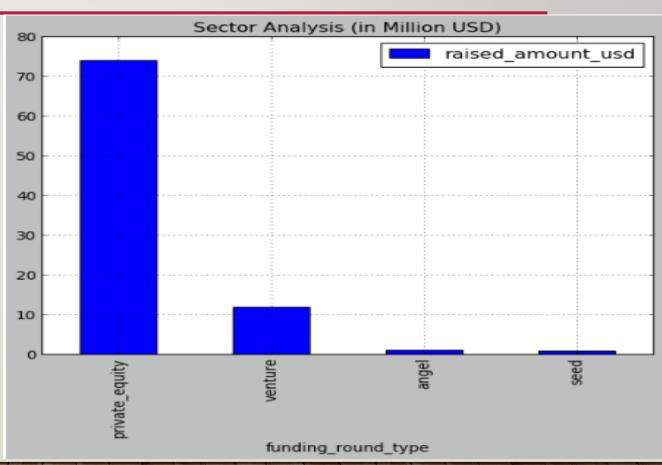


INVESTMENT TYPE ANALYSIS

➤ Spark funds wants to invest

between 5 and 15 million USD

- Venture is the most suitable type for investment
- between 5M I5M USD
- Average investment is approx. IOM
 USD



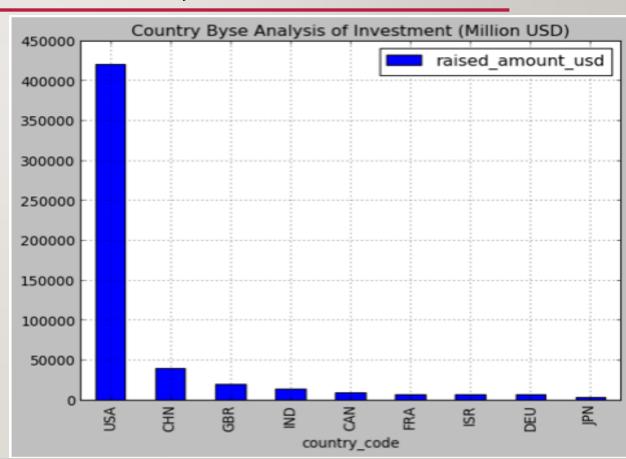




TOP VENTURE COUNTRIES - USA, GBR AND INDIA

- Spark funds wants to invest only in **English-speaking countries** because of ease of communication.
- USA has seen the highest total investments in venture capital, followed by the Great Britain and India

Note:-China is not an English speaking country

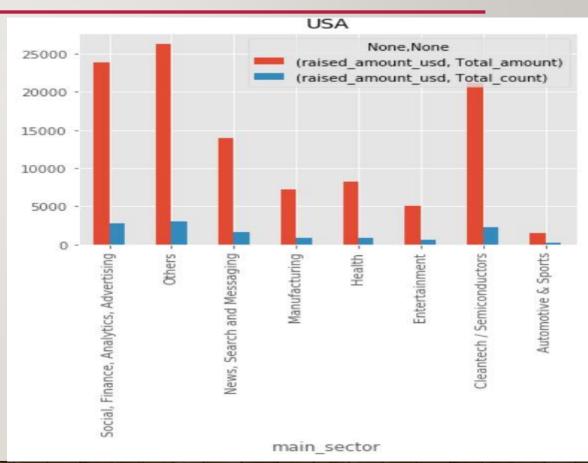






BEST SECTOR FOR INVESTMENT - USA

- > Based on count and Amount of investment
- o USA
 - Others
 - Social, Finance, Analytics and Advertising
 - Cleaning & Semiconductor





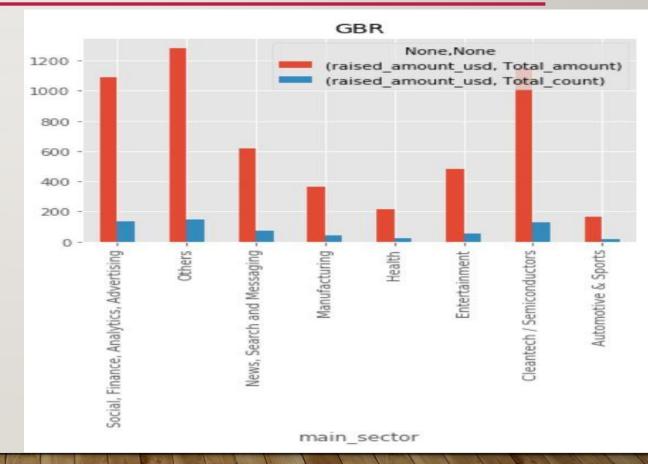


BEST SECTOR FOR INVESTMENT – GREAT BRITAIN

Based on count and Amount of investment

O GBR

- Others
- Social, Finance, Analytics and Advertising
- Cleaning & Semiconductor

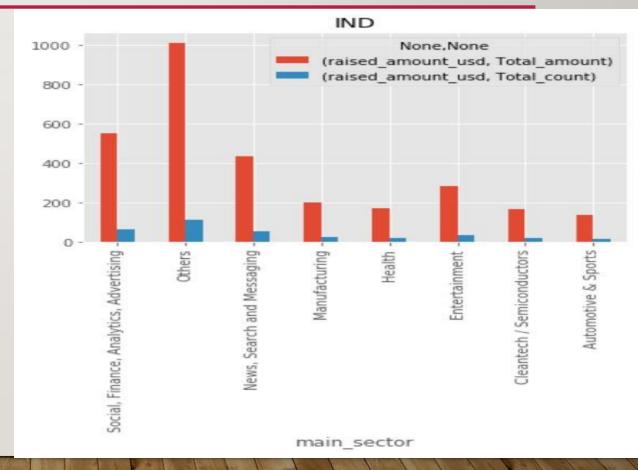






BEST SECTOR FOR INVESTMENT - INDIA

- ➤ Based on count and Amount of investment
- IND
 - Others
 - Social, Finance, Analytics and Advertising
 - News, Search and Messaging







CONCLUSION

- > Venture capital is the most suited funding type
- The USA, the Great Britain and India are the most heavily (venture capital) funded countries
- The top two (venture capital) sectors in the respective countries are

Sector	USA	GBR	IND
Top Sector	Others	Others	Others
Second Best Sector	Social, Finance, Analytics and Advertising	Social, Finance, Analytics and Advertising	Social, Finance, Analytics and Advertising
Third Best Sector	Cleaning & Semiconductor	Cleaning & Semiconductor	News, Search and Messaging