

# INVESTMENT ASSIGNMENT SUBMISSION

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# ANALYSIS

Spark Funds, is an asset management company .Spark Funds wants to make investments in a few companies.

We need to understand the global trends in investments so that we can take the investment decisions effectively.

They are certain limitations to do this.They are

- It wants to invest between **5 to 15 million USD** per round of investment
- It wants to invest only in **English-speaking countries** because of the ease of communication with the companies it would invest in
- For your analysis, consider a country to be English speaking only if English is one of the official languages in that country

## **Business objective:**

The objective is to identify the best sectors, countries, and a suitable investment type for making investments.

The overall strategy is to invest where others are investing, implying that the 'best' sectors and countries are the ones 'where most investors are investing'.

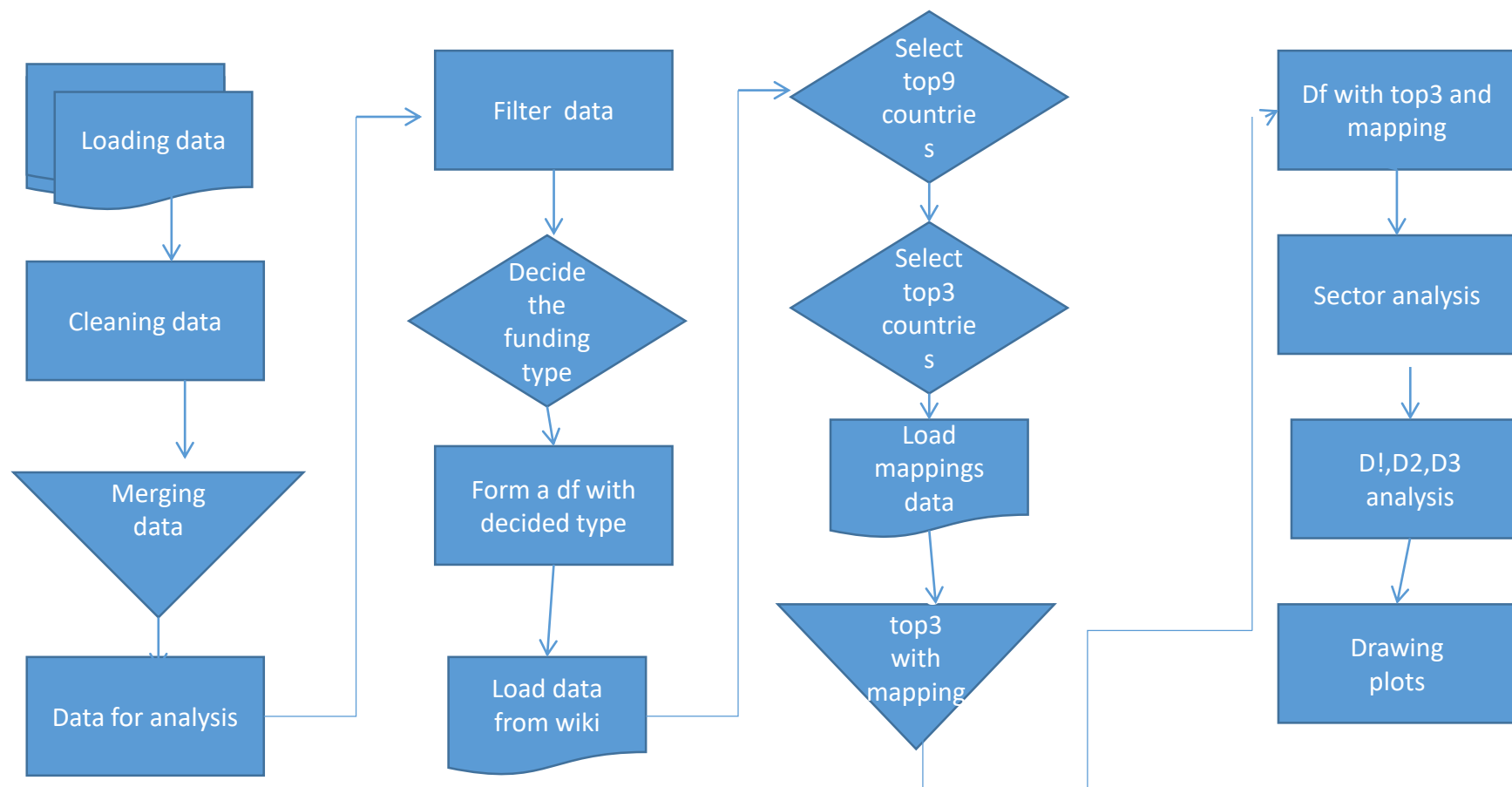
## **Our goal:**

**Investment type analysis**

**Country analysis**

**Sector analysis**

# FLOW CHART



# Problem Analysis

## 1. Understanding the data

Companies:

companies data contains columns names as permalink, name, home url etc

Rounds2:

It contains company\_permalink, raised amount used as their columns

## 2. Data cleaning

removing null values, unnecessary data from two data frames

## 3. Merging the two data frames by using inner join

By merging we created master data frame

## 3. Finding the most suitable funding type

This can be done by finding the mean of funding types.

Finally got venture as the most suitable type

And formed venture\_mf

# Problem Analysis2

## **4.Country analysis**

loaded the data from wikipedia

Merged the data

And find the top9 counties with venture

Then top3 countries are formed

## **5.Sector analysis:**

Sector analysis are done using mapping data frame

In that there are main sectors

By merging the top3 counties with mappings we formed a dataframe which contains 3 top countries which have official language as english

In this we used melting function

Based on the analysis of the sectors, we found the main sectors and countries recommend Spark Funds to invest in..

# analysis

## 6.plots

- 1.A plot showing the fraction of total investments (globally) in venture, seed, and private equity, and the average amount of investment in each funding type
2. A plot showing the top 9 countries against the total amount of investments of funding type FT. This should make the top 3 countries
3. plotting the sector wise investment count of the top 3 sectors of the top3 countries

Here we used different libabaries

Matplot lib for plot

Seaborn for plots

For cleaning

The functions used are isnull()

Remove

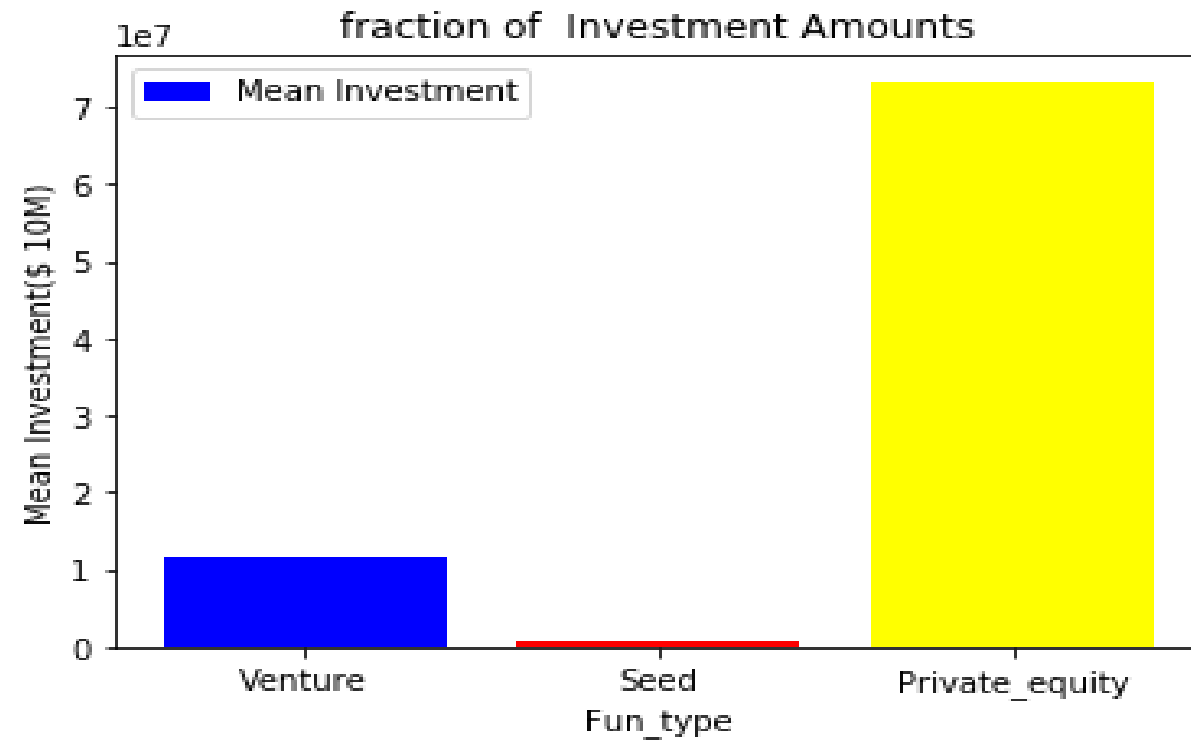
Delete

Rename functions

Pandas,numpy to caluculate the data and cleaning and different operations o data

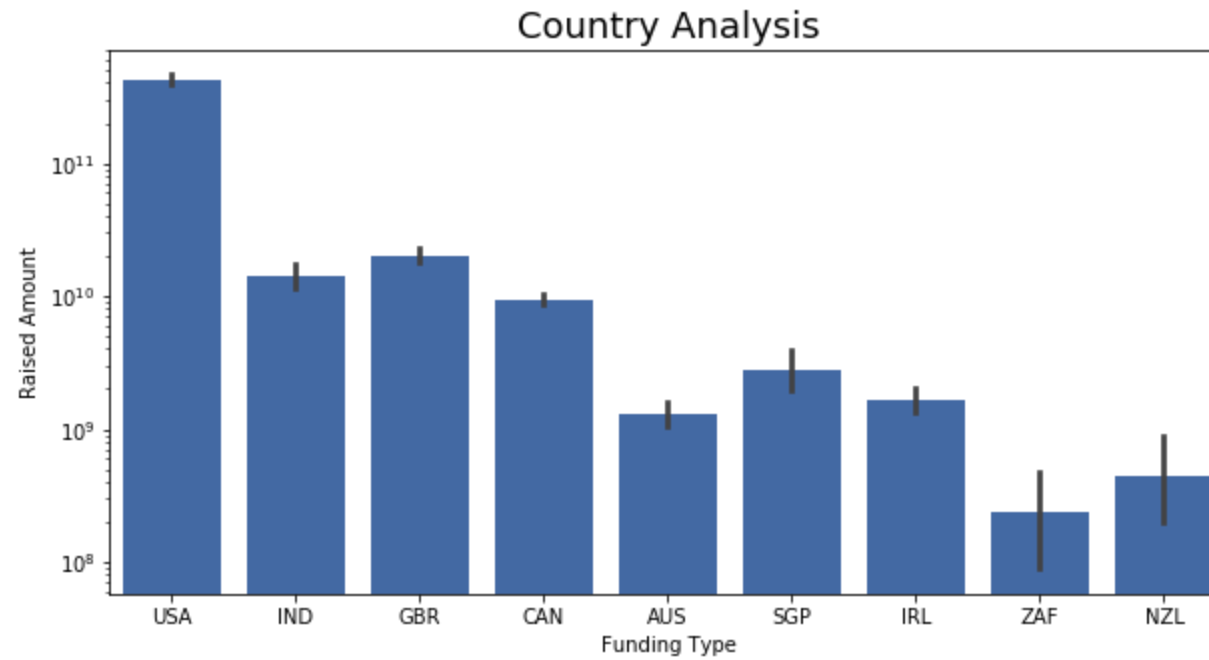
# fraction of Investment Amounts

Plot 1



# Country Analysis

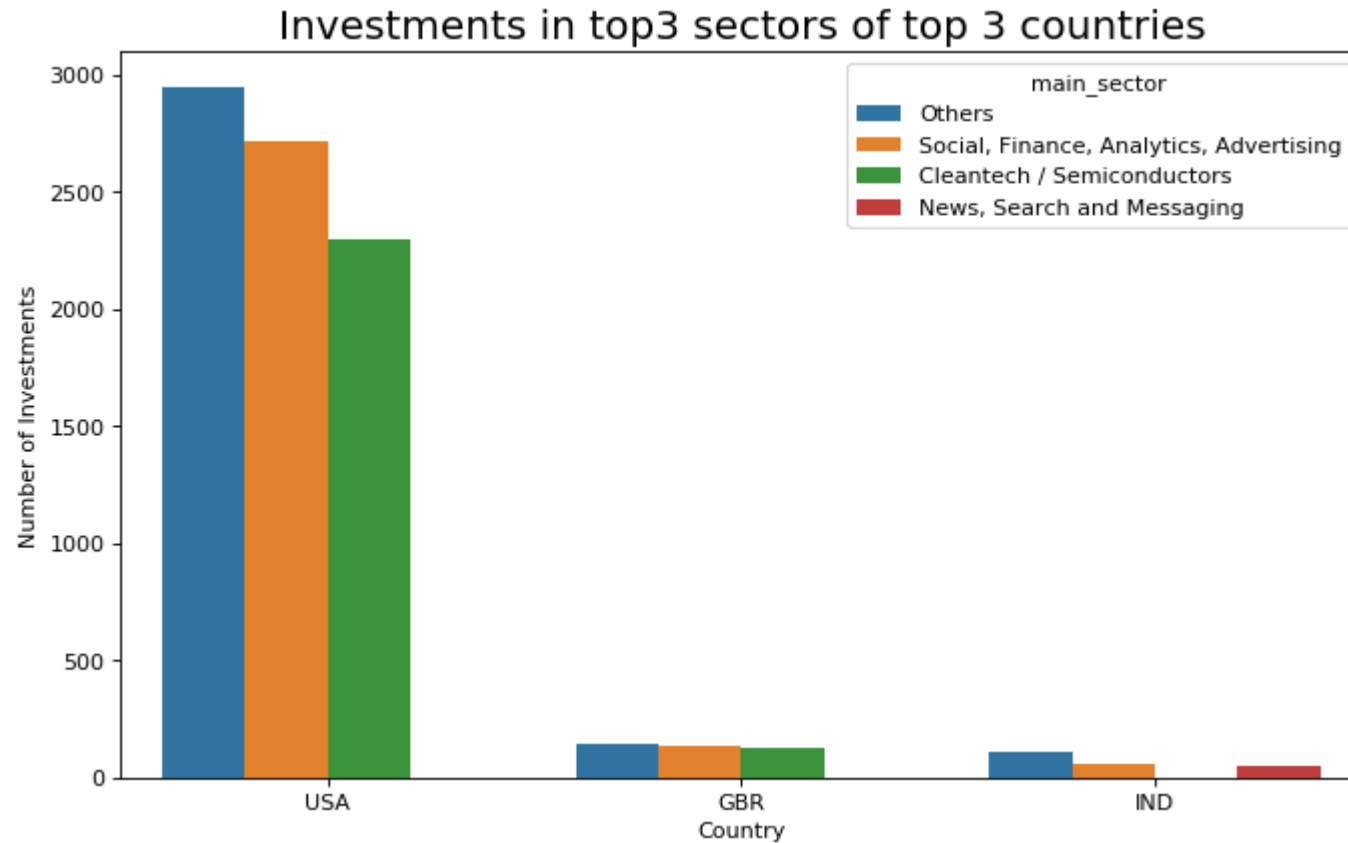
Plot 2





# Investments in top3 sectors of top 3 countries

Plot 3



# Results

Top3 Investment Counties	Investment sectors
USA	1.Others 2.Social,Finance,Analytics,Advertising 3.Cleantech,semiconductor
GBR	1.Others 2.Social,Finance,Analytics,Advertising 3.Cleantech,semiconductor
IND	1.Others 2.Social,Finance,Analytics,Advertising 3.News,Search & Messaging