

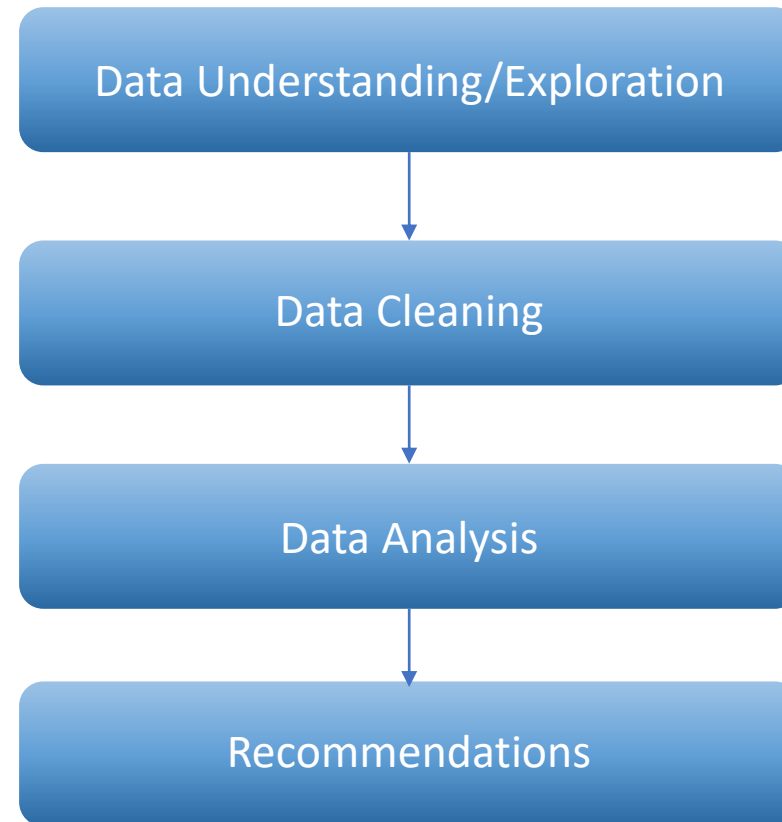
INVESTMENT ASSIGNMENT SUBMISSION

Name: R PRAVEEN

Objective

To Analyse the historic investment data and come up with suitable recommendations based on best sectors, countries, and a suitable investment type to aid Spark Funds in making investments.

Analysis Pipeline



Analysis on Funding Type

- Funding types that were of interest for the analysis:
 - Seed
 - Angel
 - Venture
 - Private Equity
- Analysed the spread of investments across each of the four funding types to identify the appropriate one.
- Considering the constraint (investment between 5 to 15 million USD) of Spark Funds, it turns out that funding type Venture appears to be a more suitable option for investing(refer table below).

	raised_amount_usd							
	count	mean	std	min	25%	50%	75%	max
funding_round_type								
ANGEL	4860.0	9.586945e+05	7.404397e+06	0.0	150000.00	400000.0	1000000.0	4.945120e+08
PRIVATE_EQUITY	1936.0	7.330859e+07	1.981135e+08	0.0	5000000.00	20000000.0	75000000.0	4.745460e+09
SEED	23603.0	7.198180e+05	2.221733e+06	0.0	55000.00	275000.0	1000000.0	2.000000e+08
VENTURE	50228.0	1.174895e+07	8.635207e+07	0.0	1600901.75	5000000.0	12000000.0	1.760000e+10

Analysis on Country

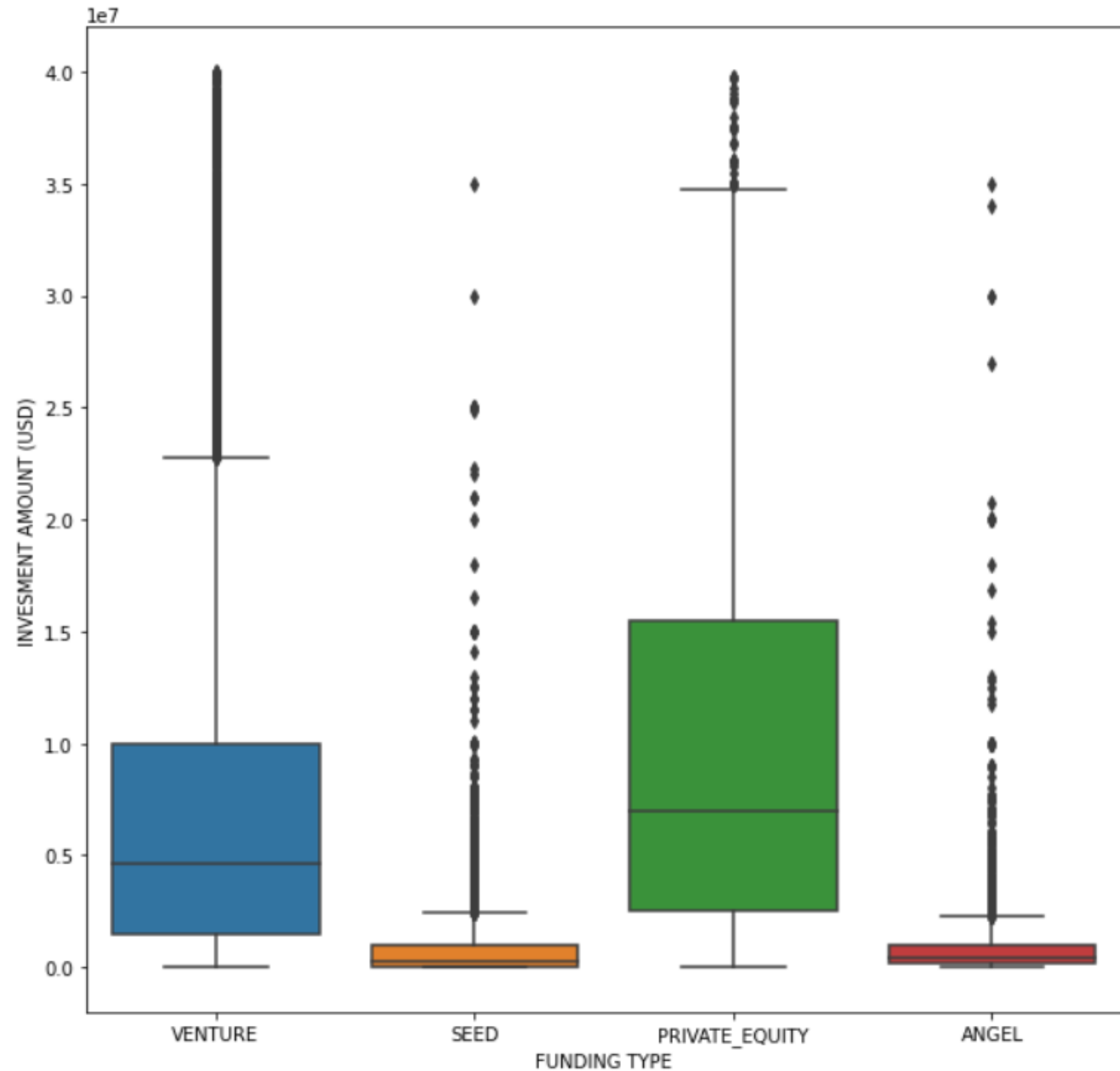
- For the Funding Type Venture, Which is of interest to us, Identified the top nine countries that received the highest total funding
- You can find the list of top 9 countries along with their total funding in the table below.
- As **SPARK FUNDS** prefer English speaking countries, the following three countries would be good suggestions for them to consider while making investments:
 - USA
 - GBR/UK
 - INDIA

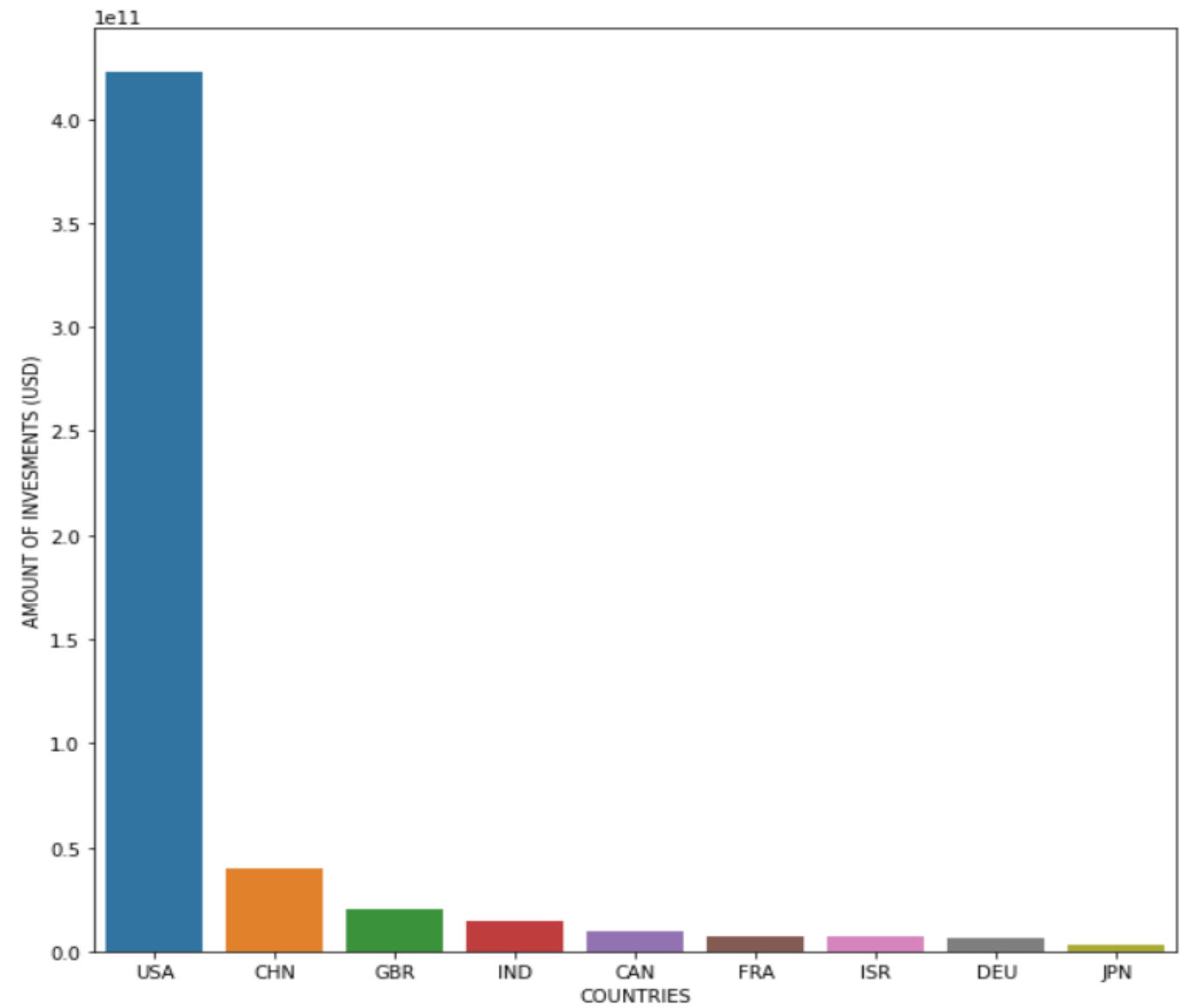
	Country Code	Total Funding (USD)
0	USA	4.225108e+11
1	CHN	3.983542e+10
2	GBR	2.024563e+10
3	IND	1.439186e+10
4	CAN	9.583332e+09
5	FRA	7.259537e+09
6	ISR	6.907515e+09
7	DEU	6.346960e+09
8	JPN	3.363677e+09

Analysis on Sector

- Primary Sectors were broadly categorised into 8 major sectors within which most of the companies would fit.
- For each of the three English speaking countries that are of interest to us, In accordance with Spark Funds criteria identified a list of top three sectors that had made most no of investments (investments between 5 to 15 million USD only)
- In each country, Identified the company with highest investment amount in each of the top 2 sectors.
- Among the eight main sectors, found the following sectors to be apt for making investments.
 - Others(USA, UK, IND)
 - Social, Finance, Analytics, Advertising(USA, UK, IND)
 - Cleantech/Semiconductors(USA,UK)
 - News, Search and Messaging(IND)

- The plot on right shows the spread in investment amounts, as well as representative amount of investment across each Funding Type.

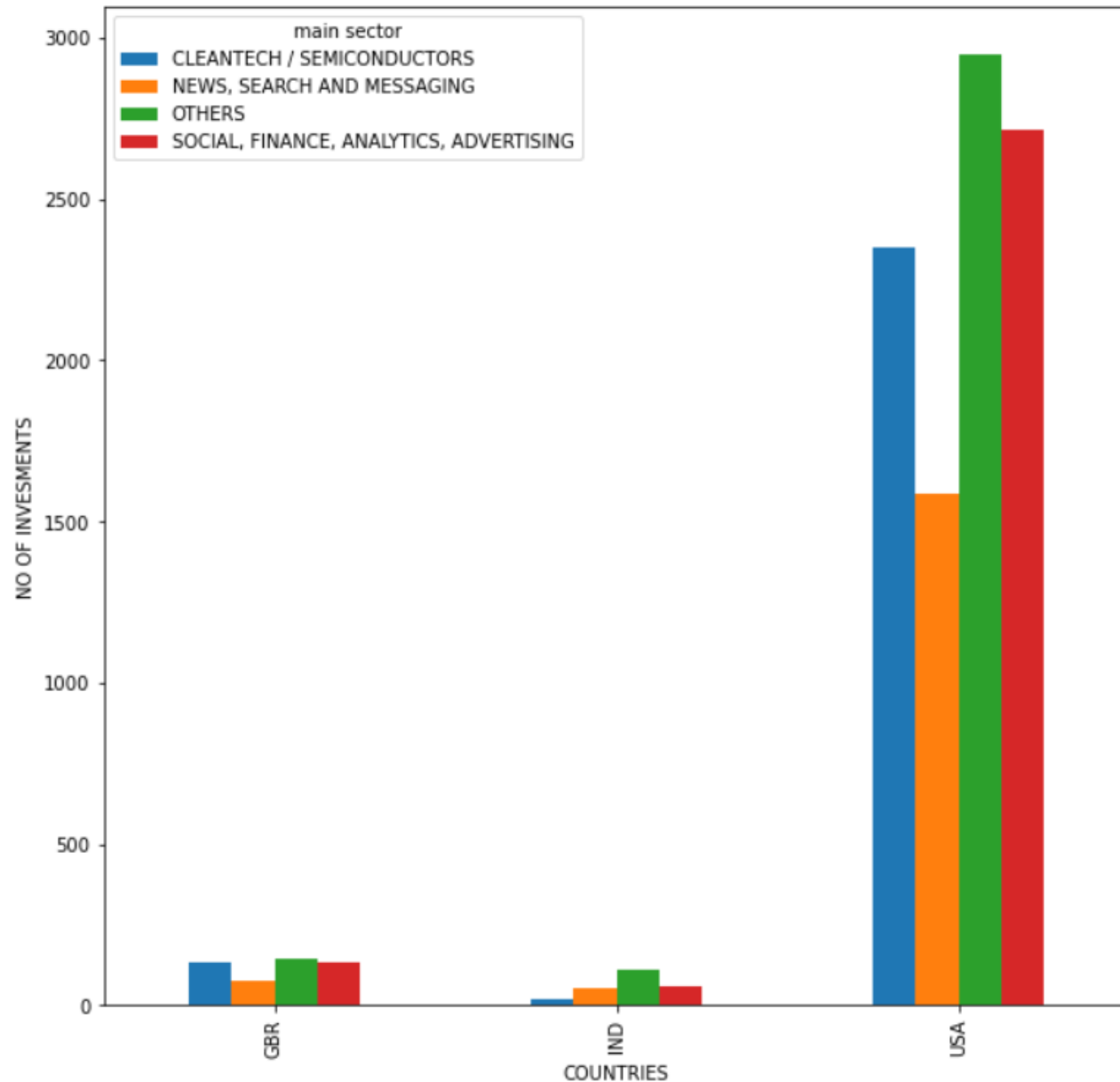




- The plot shows top 9 countries based on total amount of investments of funding type Venture.



Top sectors from top 3 Countries



- The plot shows the no of investments in top sectors of the top 3 countries.

- Based on our successive analysis, here are some of the best recommendations for SPARK FUNDS to invest in.
- The first choice would be to invest in USA as it has maximum no of investments. Some major sectors to consider are:
 - OTHERS
 - SOCIAL, FINANCE, ANALYTICS, ADVERTISING
 - CLEANTECH / SEMICONDUCTORS
- Second best choice would be GBR/UK and best sectors in UK includes
 - OTHERS
 - SOCIAL, FINANCE, ANALYTICS, ADVERTISING
 - CLEANTECH / SEMICONDUCTORS
- Third best choice is INDIA. The following sectors will be suitable for making investments:
 - OTHERS
 - SOCIAL, FINANCE, ANALYTICS, ADVERTISING
 - NEWS, SEARCH AND MESSAGING