INVESTMENT ASSIGNMENT

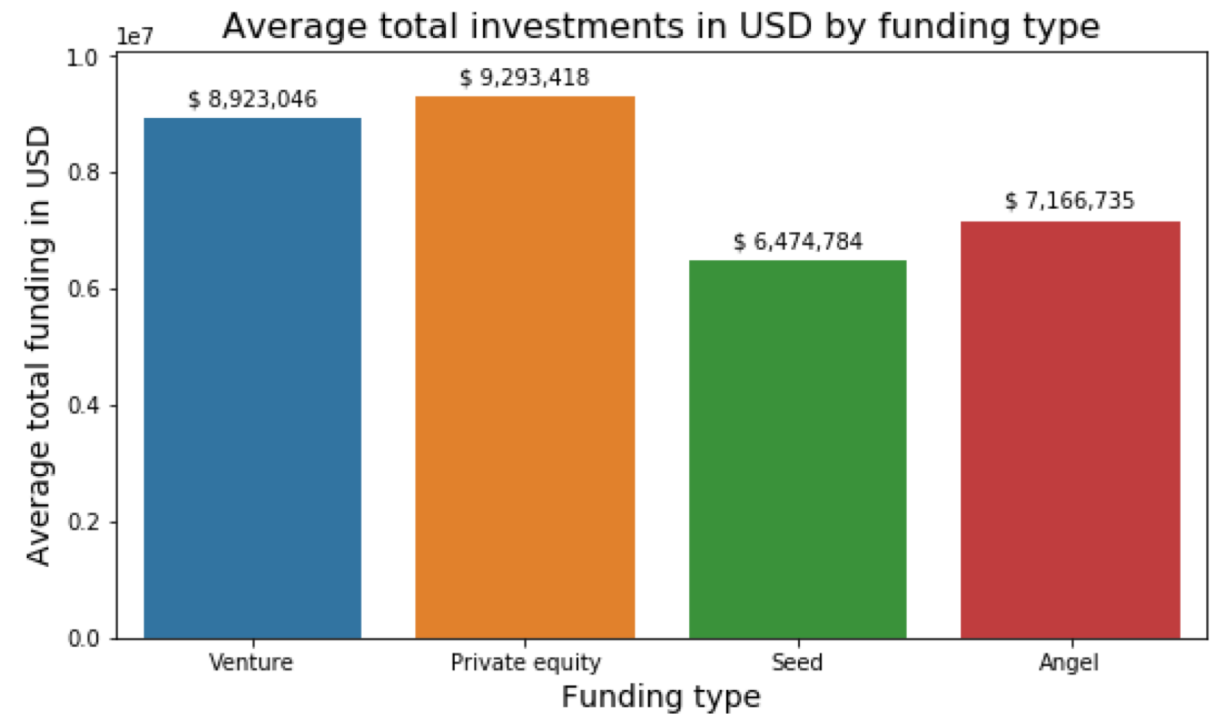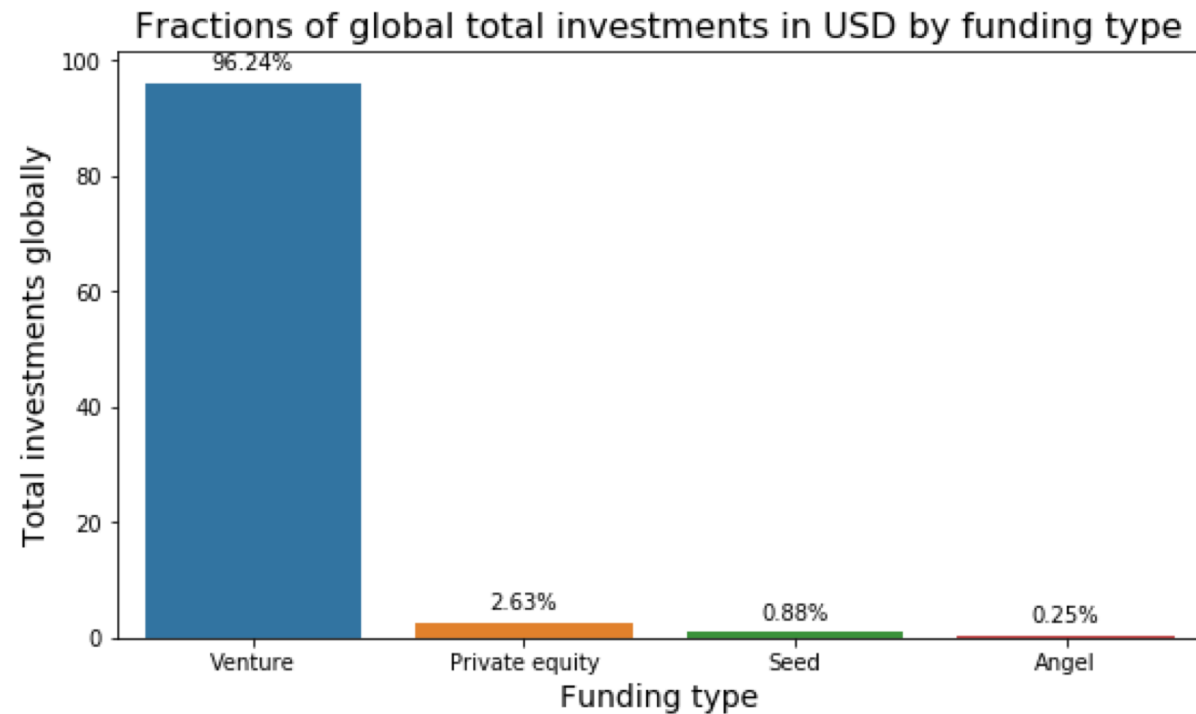# SUBMISSION

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Spark Funds Investment Objectives and Strategy

- Finding the best funding type.
- Finding the top 3 countries for investing.
- Finding top 3 sectors for investing
- Invest where most other investors are investing.

Finding the best funding type(Criteria)

- We are limiting funding types to **venture**, **private equity**, **seed** and **angel**.
- **Higher the fraction of investment** of a type, **higher the number of investors can be assumed.**
- **Higher the average amount** of investment in a type, **higher the number of investors can be assumed.**

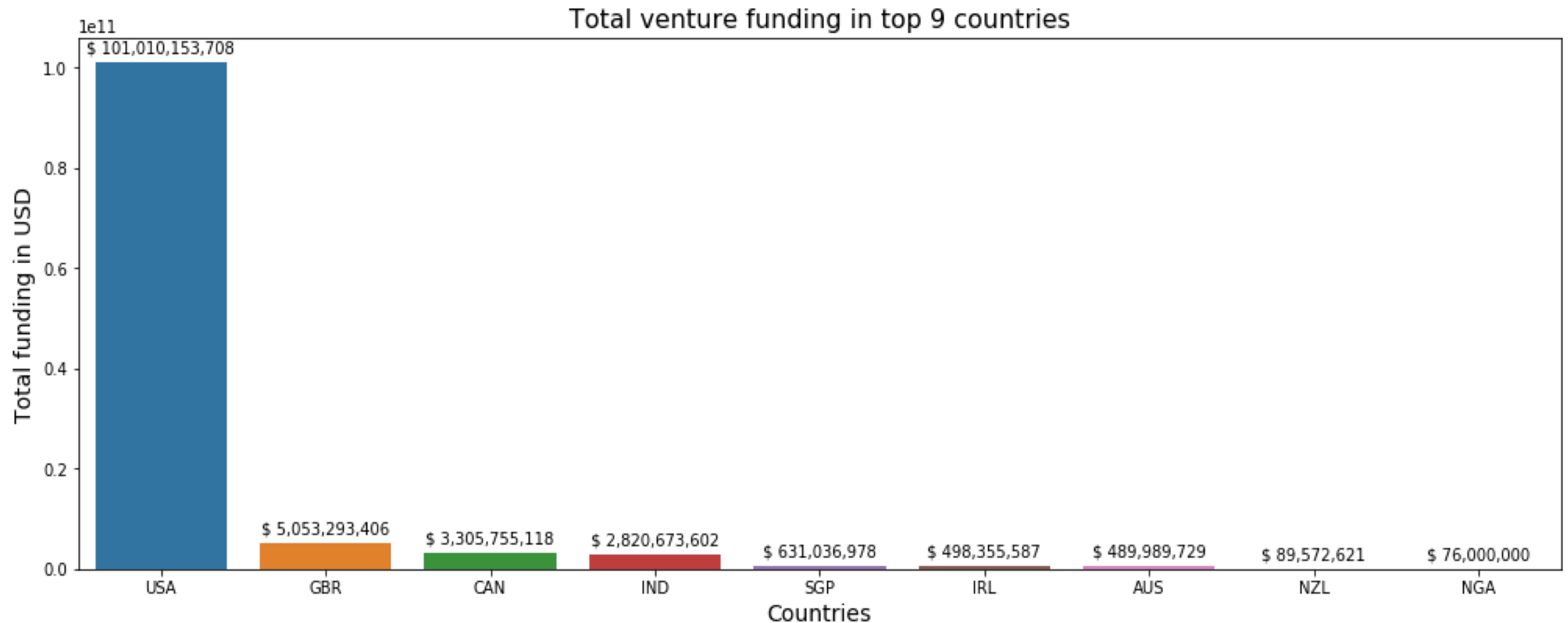# Finding the best funding type(Analysis)

Finding the best funding type(Conclusion)

- **Venture** funding has a very high fraction of **96.24%** in the total investments globally.
- The average total investments are high in **Venture** and **Private equity**.
- Venture and Private equity have roughly $ 89,00,000 and $ 92,00,000 investments.
- Considering the factors of **fraction of investments** and **average amount,** we can confirm the fact that **Venture has the highest number of investors**.
- Best funding type: **Venture**

Finding the top 3 countries for investing(Criteria)

- The country should be **English-Speaking**.
- The **total venture funding** for **investments between the range 5-15 million USD should be high.**

Finding the top 3 countries for investing(Analysis)

Total venture funding in top 9 countries

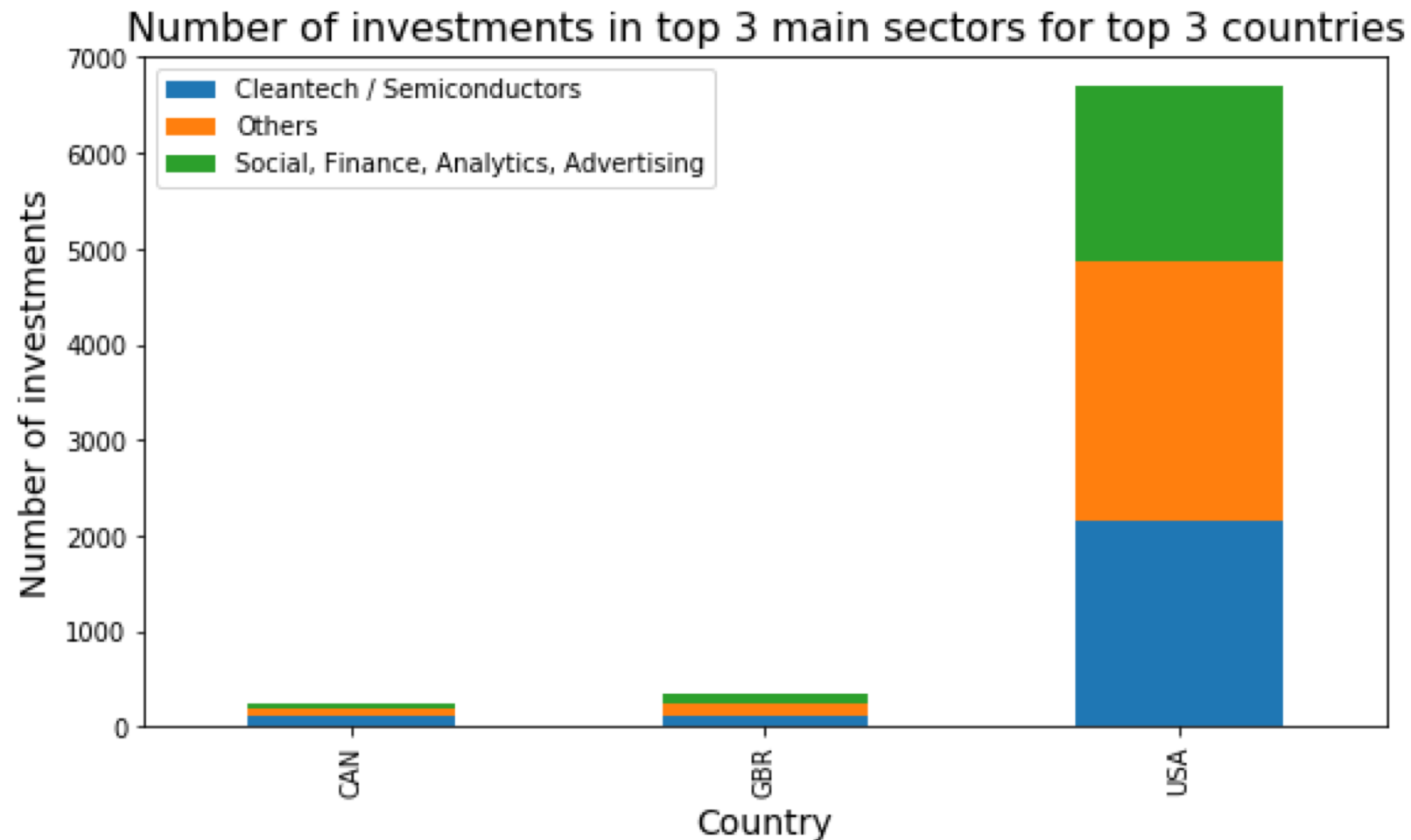# Finding the top 3 countries for investing(Conclusion)

- The plot shows **English-Speaking** countries for **total venture funding** for **investments between the range 5-15 million USD** should be high.

- Top 3 countries for venture investing based on total venture funding:
    1. **United States: $ 101,010,000,000**
    2. **United Kingdom: $ 5,053,293,406**
    3. **Canada: $ 3,305,755,118**

Finding top 3 sectors for investing(Criteria/Analysis)

- The **number of investments** should be high for the sectors.
- The table below shows the number of investments in 8 different sectors.

main_sector	Others	Cleantech / Semiconductors	Social, Finance, Analytics, Advertising	News, Search and Messaging	Health	Manufacturing	Entertainment	Automotive & Sports
country_code								
CAN	99.0	99.0	50.0	44.0	17.0	30.0	20.0	2.0
GBR	137.0	114.0	95.0	66.0	23.0	40.0	51.0	16.0
USA	2732.0	2145.0	1813.0	1445.0	853.0	739.0	520.0	157.0

Finding top 3 sectors for investing(Analysis)

Finding top 3 sectors for investing(Conclusion)

- The top 3 sectors for investing can be determined from the table and plot, with respect to number of investments in the top 3 countries:
    1. **Others**
    2. **Cleantech / Semiconductors**
    3. **Social, Finance, Analytics, Advertising**

Spark Funds Investment Objectives and Strategy

Conclusions:

- Finding the best funding type: **Venture**
- Finding the top 3 countries for investing:
  1. **United States**
  2. **United Kingdom**
  3. **Canada**
- Finding top 3 sectors for investing
  1. **Others**
  2. **Cleantech / Semiconductors**
  3. **Social, Finance, Analytics, Advertising**