

# Project Brief

Your client want to make investments in a few companies. The CEO of company want to understand the global trends in investments so that the client can take the investment decisions effectively.

## Business and Data Understanding

Client Company has two minor constraints for investments:

- 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

### 1. What is the strategy?

Client want to invest where most **other investors are investing**.

- **What is the business objective?**

The business objectives and goals of data analysis are pretty straightforward.

- **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'.
- **Goals of data analysis:** Goals are divided into three sub-goals:
  - **Investment type analysis:** Comparing the typical investment amounts in the venture, seed, angel, private equity etc. so that client can choose the type that is best suited for their strategy.
  - **Country analysis:** Identifying the countries which have been the most heavily invested in the past.
  - **Sector analysis:** Understanding the distribution of investments across the eight main sectors. (Note that we are interested in the eight 'main sectors' provided in the **mapping file**. The two files — **companies and rounds2** — have numerous sub-sector names.

## 1. Company details

**companies:** A table with basic data of companies

## 2. Sector Classification:

**mapping.csv:** This file maps the numerous **category names** in the companies table (such 3D printing, aerospace, agriculture, etc.) to eight broad **sector names**. The

purpose is to simplify the analysis into eight sector buckets, rather than trying to analyse hundreds of them.