

INVESTMENT ASSIGNMENT

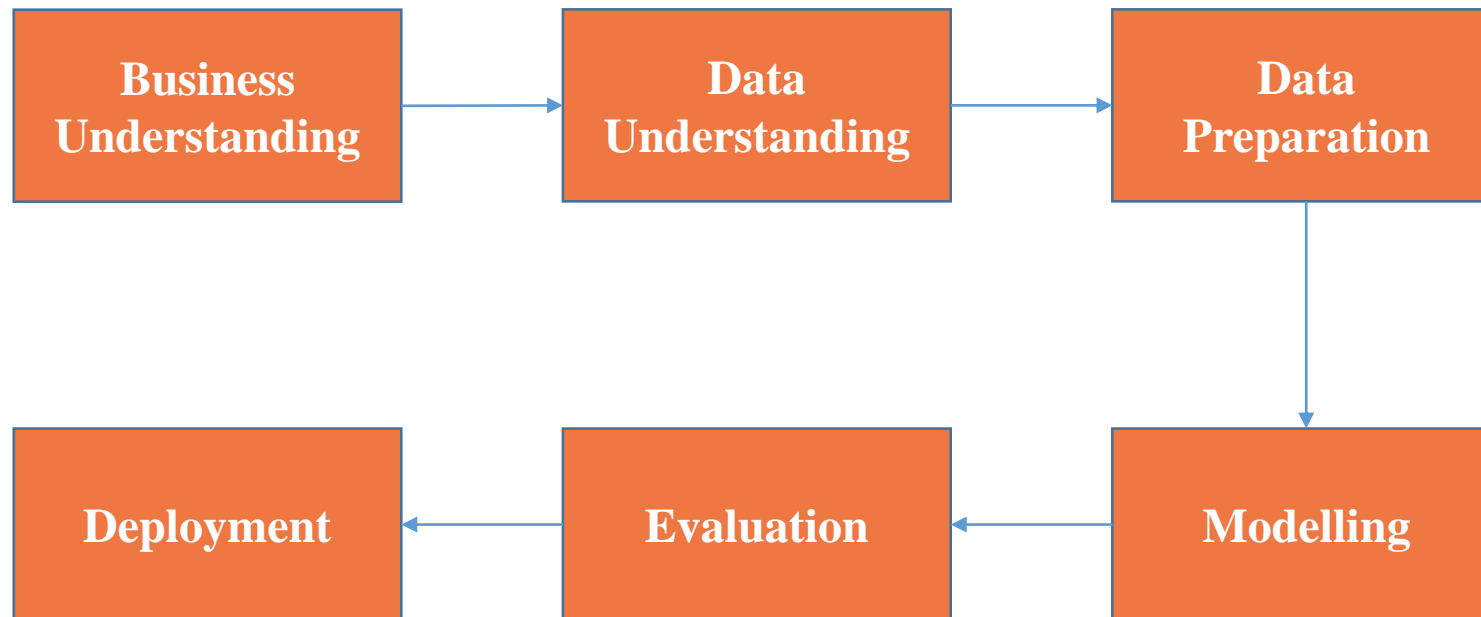
SUBMISSION

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Spark Funds Investment Case Study

- Spark Funds wants to make investments in a few companies.
- Spark Funds wants to understand the global trends in investments so that she can take the investment decisions effectively.
- Spark Funds wants to invest where most other investors are investing. This pattern is often observed among early stage start-up investors.

Methodology – CRISP-DM Framework



Business and Data Understanding

Spark Funds 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

Goals:

- Identification of best investment types from the types provided within data.
- Identification of best countries to invest where English is one of the official languages from historical investments data.
- Identification of best sectors within the best countries from within main 8 sectors based on the number of investments made in the past.

Analysis

This analysis starts with cleaning of the data where out of the 114949 rows, 31672 rows were removed which included null values and unnecessary data.

This case study has following analysis:

Funding Type Analysis

- Found Private Equity, Seed, Others and Venture Types to be prominent in our analysis.
- Private Equity has the highest average amount of investment i.e. \$75.80 Million USD.
- Venture, seems to be the best funding type as it has avg. investments of 11.9 Million Dollars.

Country Analysis

- The Country Analysis is done on Venture Type Funding.
- China was among the top 3 heavily invested countries, but being a non English speaking country, it was excluded and will not be considered

Analysis

Sector Analysis

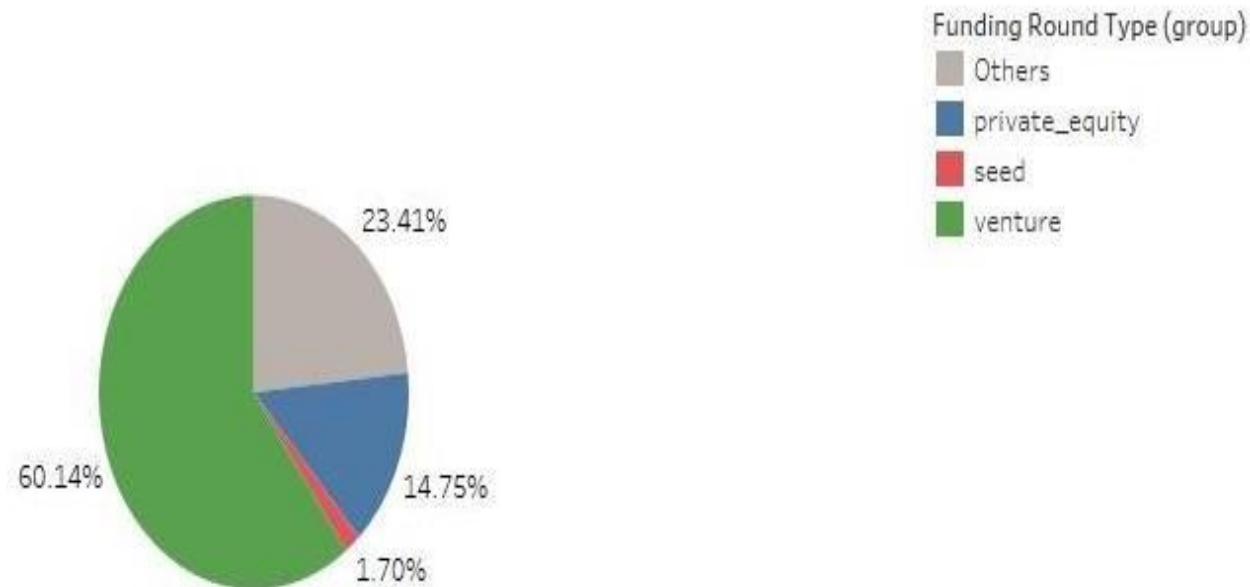
- Top 3 sectors for the top 3 countries were identified in this study.

Following are the best suited sectors for investment

- **Others**
- **Cleantech / Semiconductors**
- **Social/Finance/Analytics/Advertising**
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Fraction of Total Investments (Globally)

Fraction of Investment



Average Amount of Investment

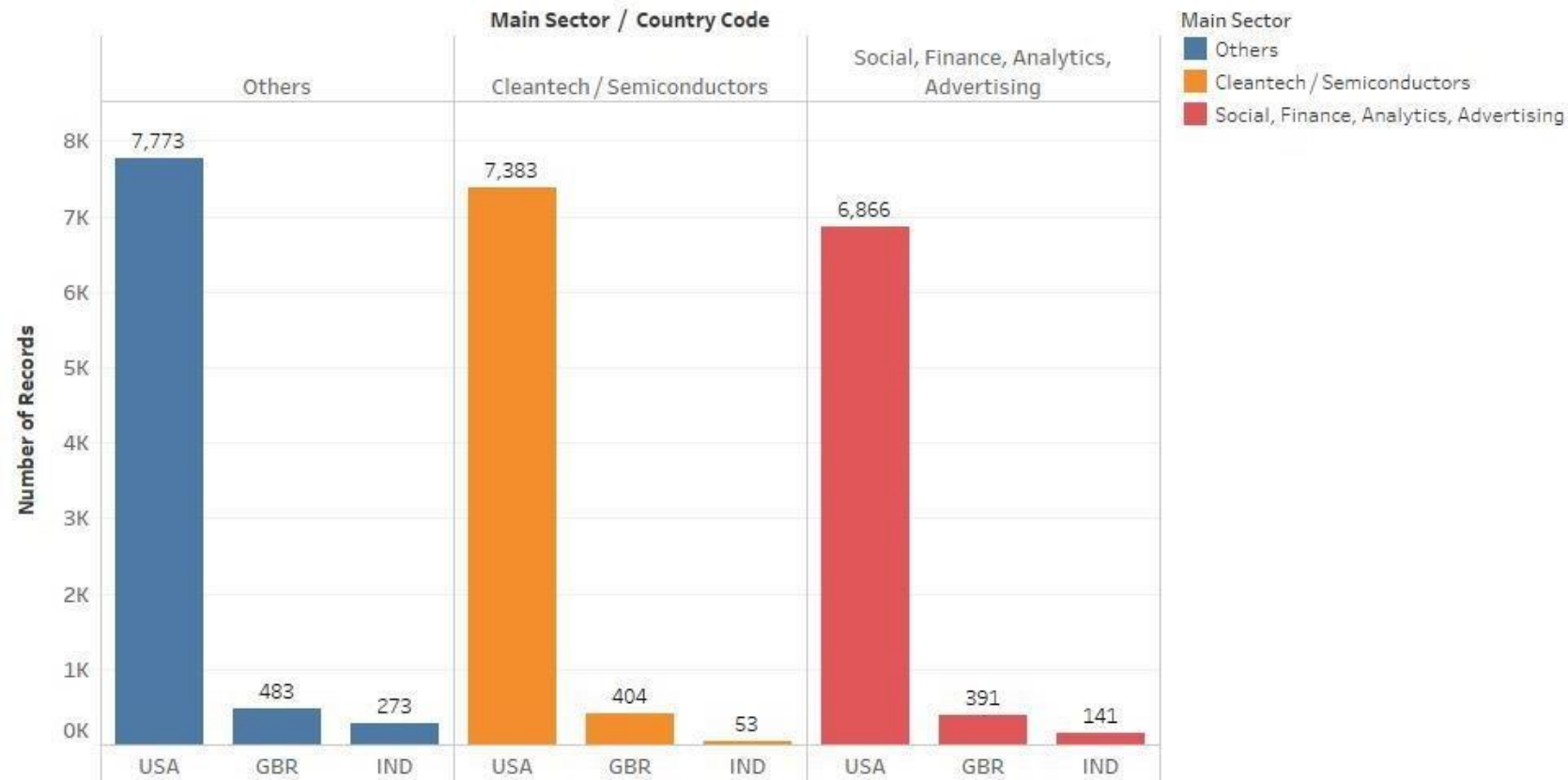


Top 9 Countries against the Investments



Investments in the top 3 Sectors by Country

Top 3 Sectors in top 3 Countries(English Speaking)



Conclusion

Best investment type with an average size of investment in the 5-15 M USD range is:

- **Venture Capital.**

Top 3 English Speaking Countries receiving the highest investment:

- **USA**
- **Great Britain**
- **India**

The most suitable sectors for funding in the above three countries are:

- **Others**
- **Cleantech/Semiconductors**
- **Social/Finance/Analytics/Advertising**