

INVESTMENT ASSIGNMENT SUBMISSION

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Investment Case Study – Premise and Objective

Spark Funds – Investment Analysis

Spark Funds, an asset management company, is looking for investment.

The overall strategy is to invest where major investors are investing, By looking at the best country, investment type and sector.

Business constraints:

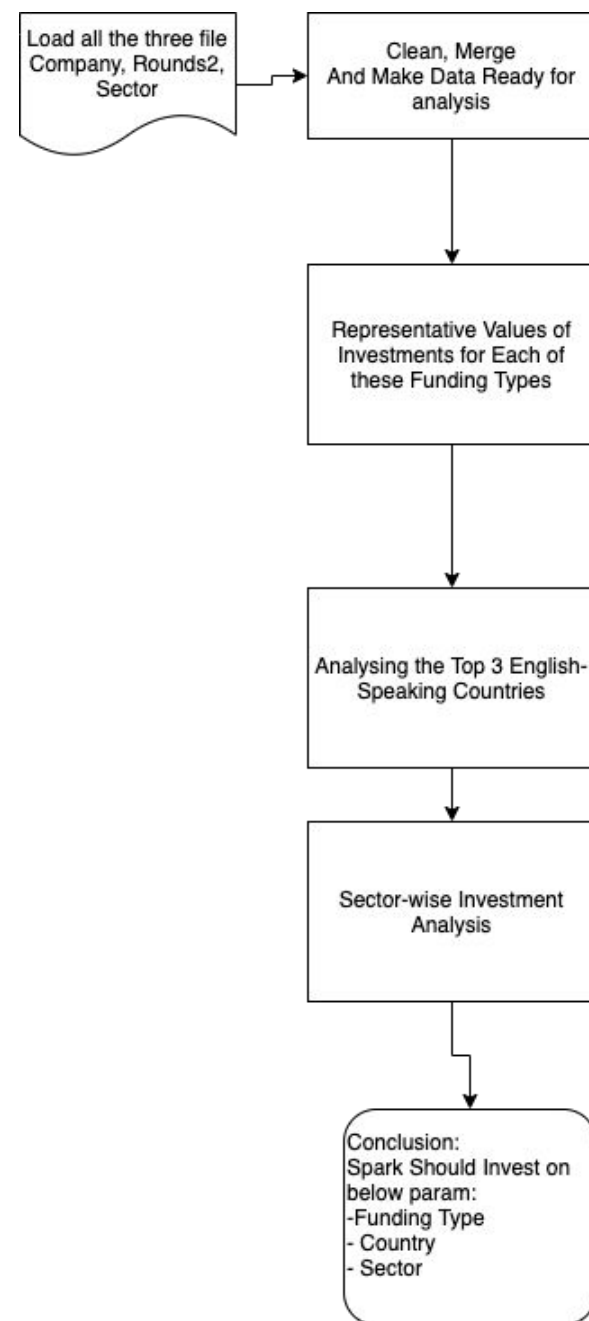
- It wants to invest between 5 to 15 million USD per round of investment
- It wants to invest only in English-speaking countries

Business objective: To identify the best sectors, countries, and a suitable investment type for making investments.

Goals of data analysis:

- Investment type analysis
- Country analysis
- Sector analysis

Problem solving methodology



Data Clean, merge and ready for analysis

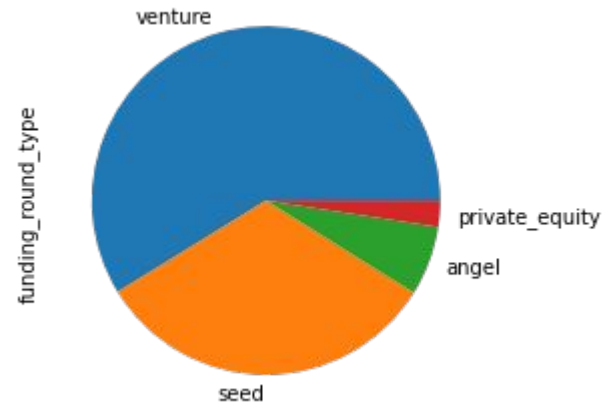
- Downloaded the files from upgrade session
- Open in python using Pandas
- Founds some issues like encoding, spaces
- Refactor the file using python
- Found the primary key in both file Company and Rounds2 as permalink and funding_round_permalink respectively
- Made them primary key index and merge on basis of that and Created new dataset master_frame

Representative Values of Investments for Each of these Funding Types

Below Step we performed:-

- We took the business call for this. As per the investor they only wanted to invest among seed, venture, Private equity and angel.
- So we filter the data accordingly took the group by on investment type and show the count of each type as below:-

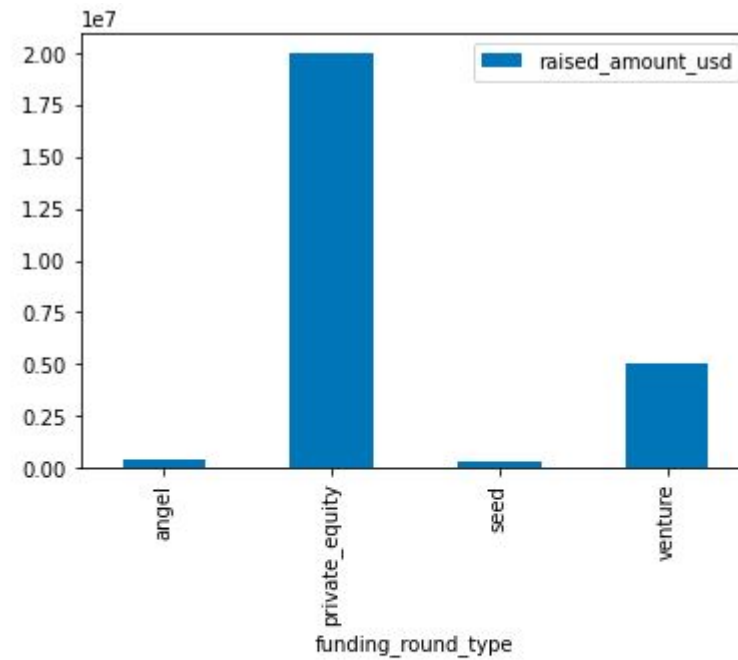
venture	55494
seed	30524
angel	6094
private_equity	2285



Choosing the Best funding type:-

- As per investor they only wanted to invest between 5-15 Million
- So we check the data group by funding type and check the box plot we figured out there are some Outliner and removing them may give wrong analysis further.
- So because of outliner we took median value.
- As per median we found Venture is best suited of investor.
- Then we group by country with choose investment type and plot the countries and choose three countries USA, GBR, IND
- Then we merge Sector file with main_fram and started analysis on sector
- Then We check for each sector in all three country and choose for top three please check next slide for graphical view of our findings.

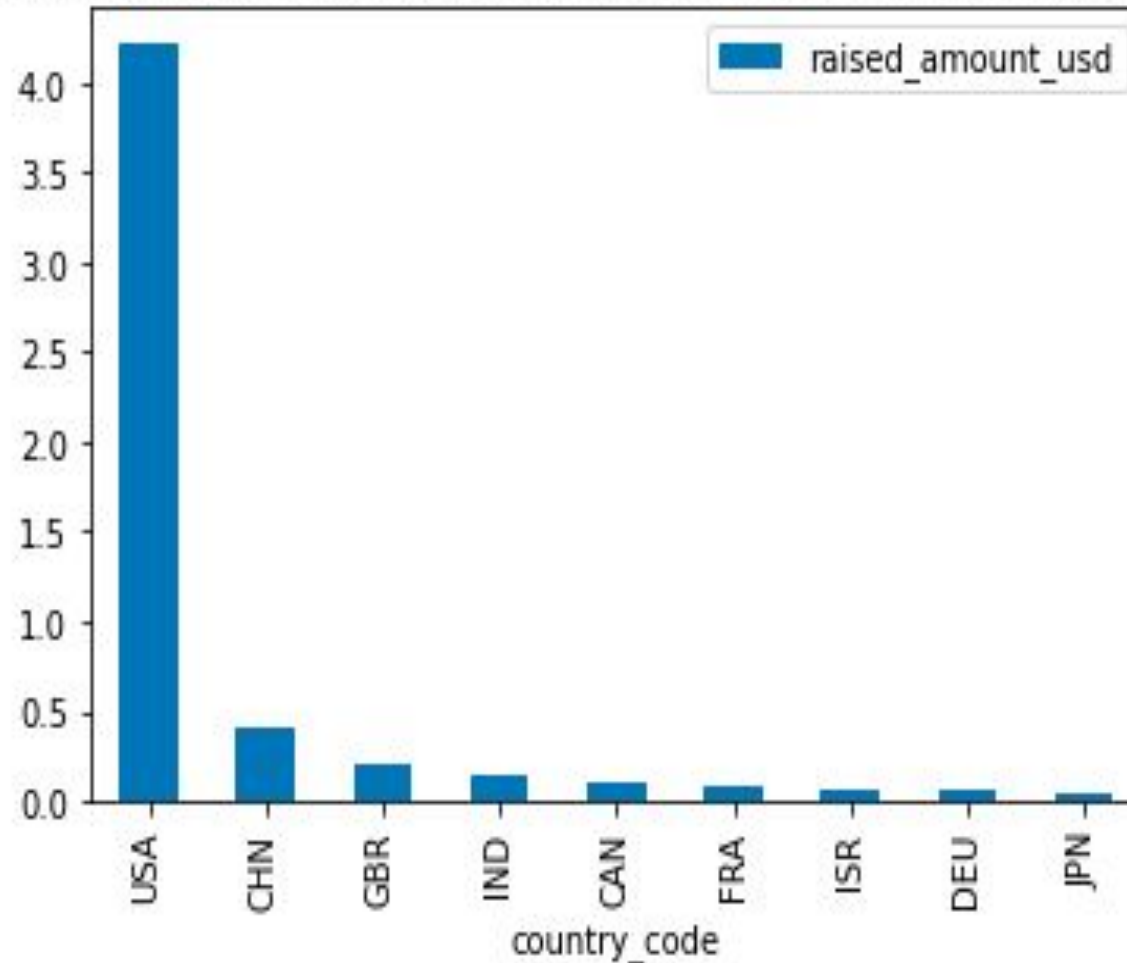
The representative amount of investment



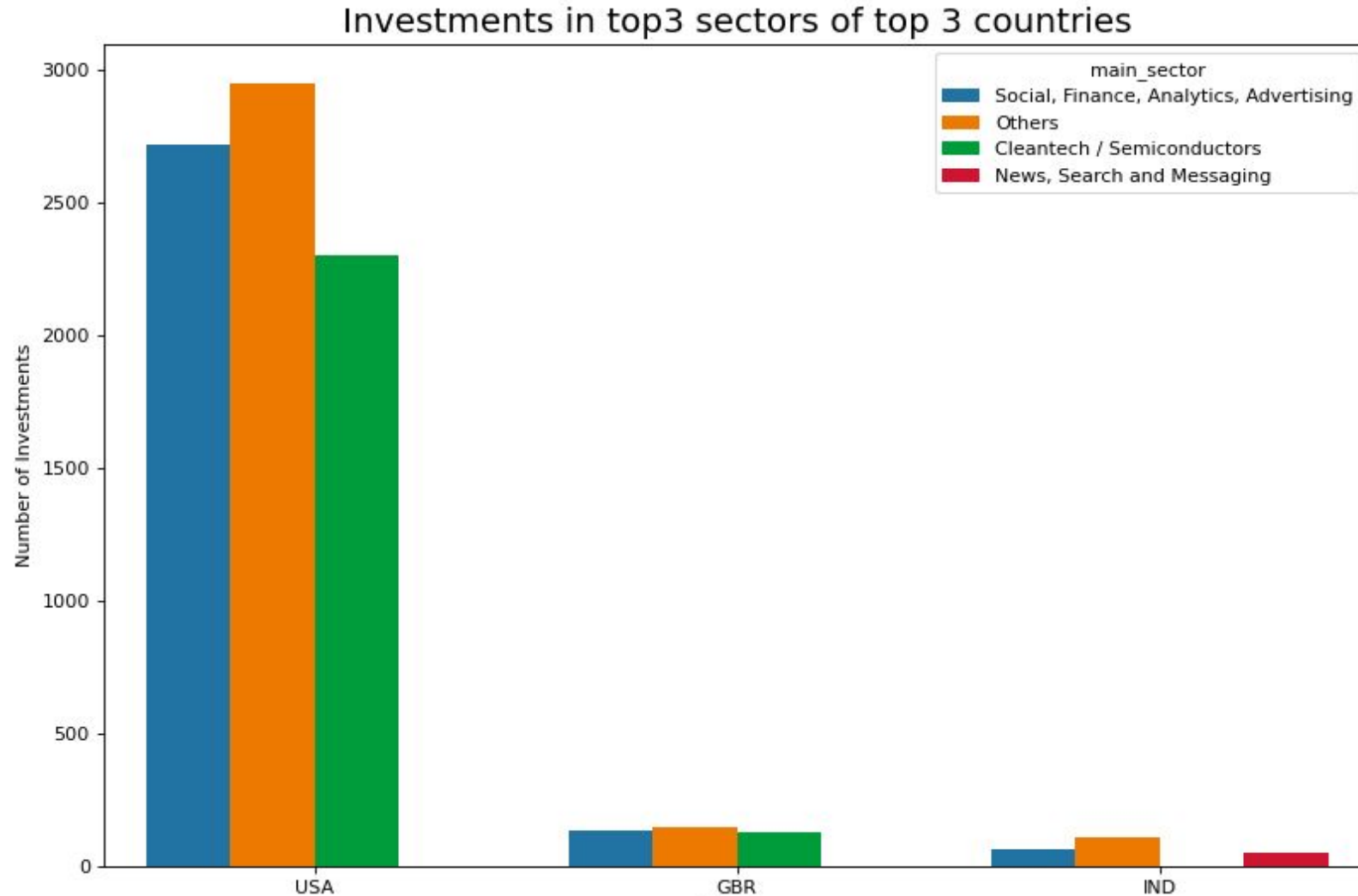
funding_round_type	raised_amount_usd
angel	400000.0
private_equity	20000000.0
seed	275000.0
venture	5000000.0

A plot showing the top 9 countries against the total amount of investments of funding type FT

top 9 countries against the total amount of investments of funding type FT



A plot showing the number of investments in the top 3 sectors of the top 3 countries



Conclusions

On the Basis of Our findings below is our observation:

Country	Sector
USA	<ul style="list-style-type: none">• Others• Social, Finance, Analytics, Advertising• Cleantech / Semiconductors
GBR	<ul style="list-style-type: none">• Others• Social, Finance, Analytics, Advertising• Cleantech / Semiconductors
IND	<ul style="list-style-type: none">• Others• Social, Finance, Analytics, Advertising• News, Search and Messaging