# INVESTMENT ASSIGNMENT

# SUBMISSION

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# Objective

- The objective is to identify:-
  - the best sectors,
  - Countries
  - 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

- **Investment type analysis**: Comparing the typical investment amounts in the venture, seed, angel, private equity etc. so that Spark Funds can choose the type that is best suited for their strategy.

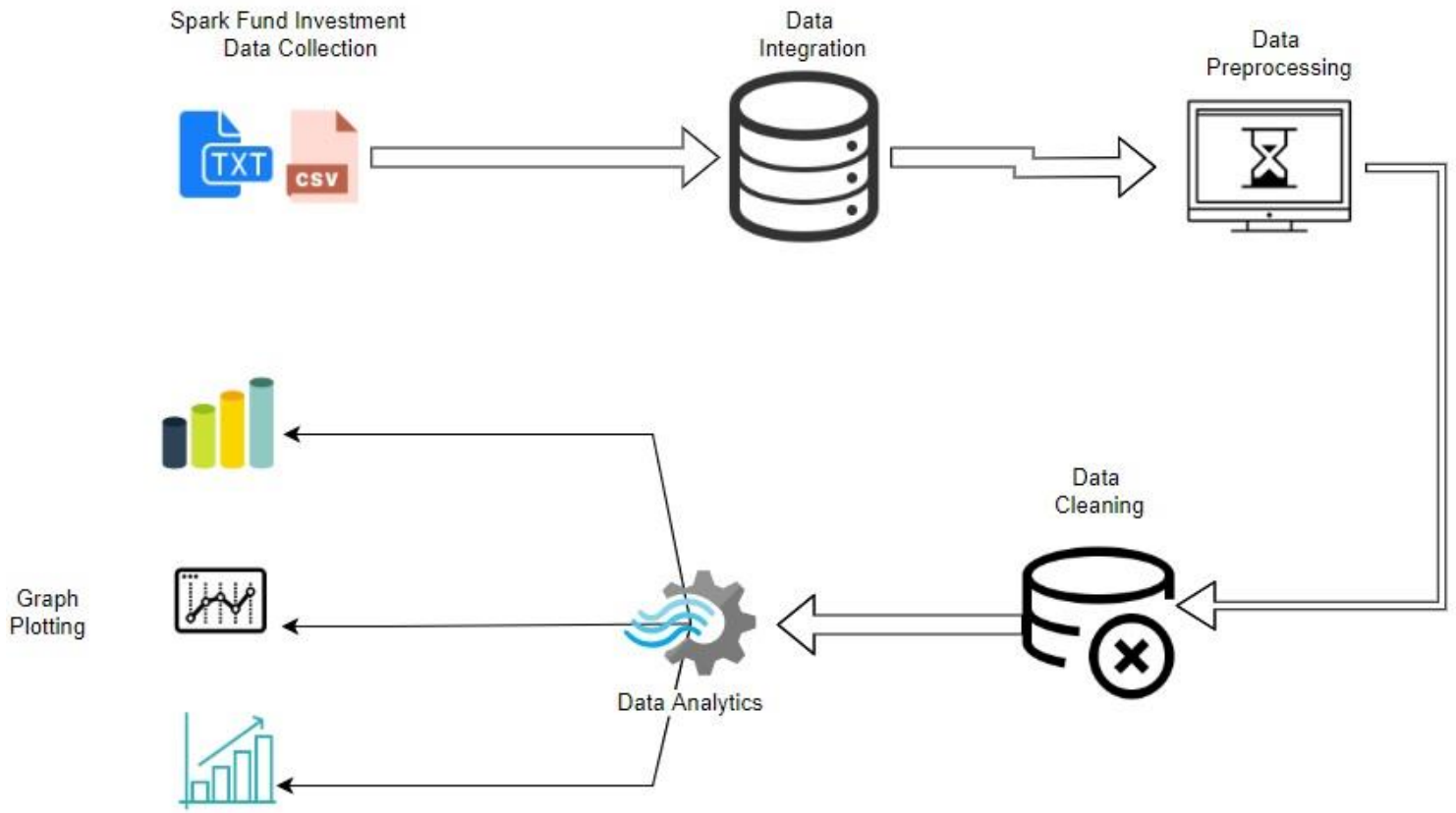
- **Country analysis:** Identifying the countries which have been the most heavily invested in the past. These will be Spark Funds' favorites as well.

- **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; hence, you will need to map each sub-sector to its main sector.)

# Steps

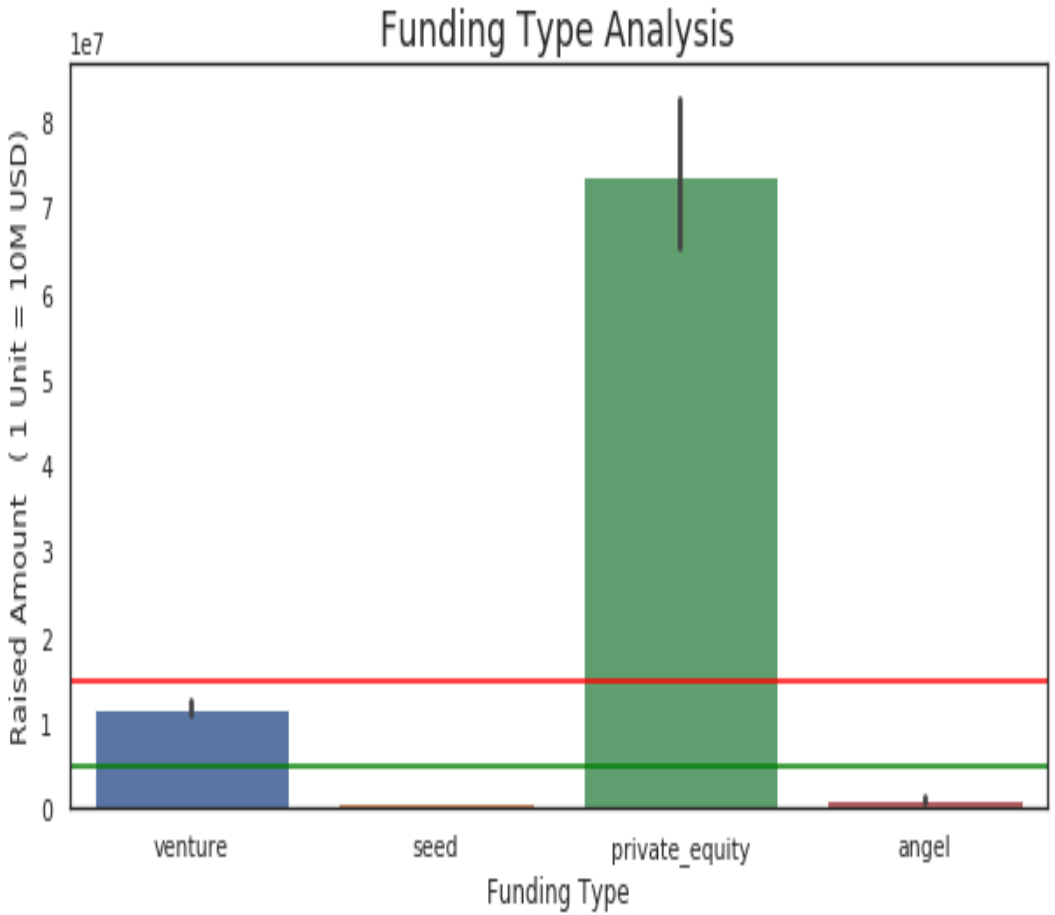
1
Data Collection
2
Data Preprocessing
3
Data Integration
4
Data Cleaning
5
Data Analysis
6
Data Presentation

# Process Diagram



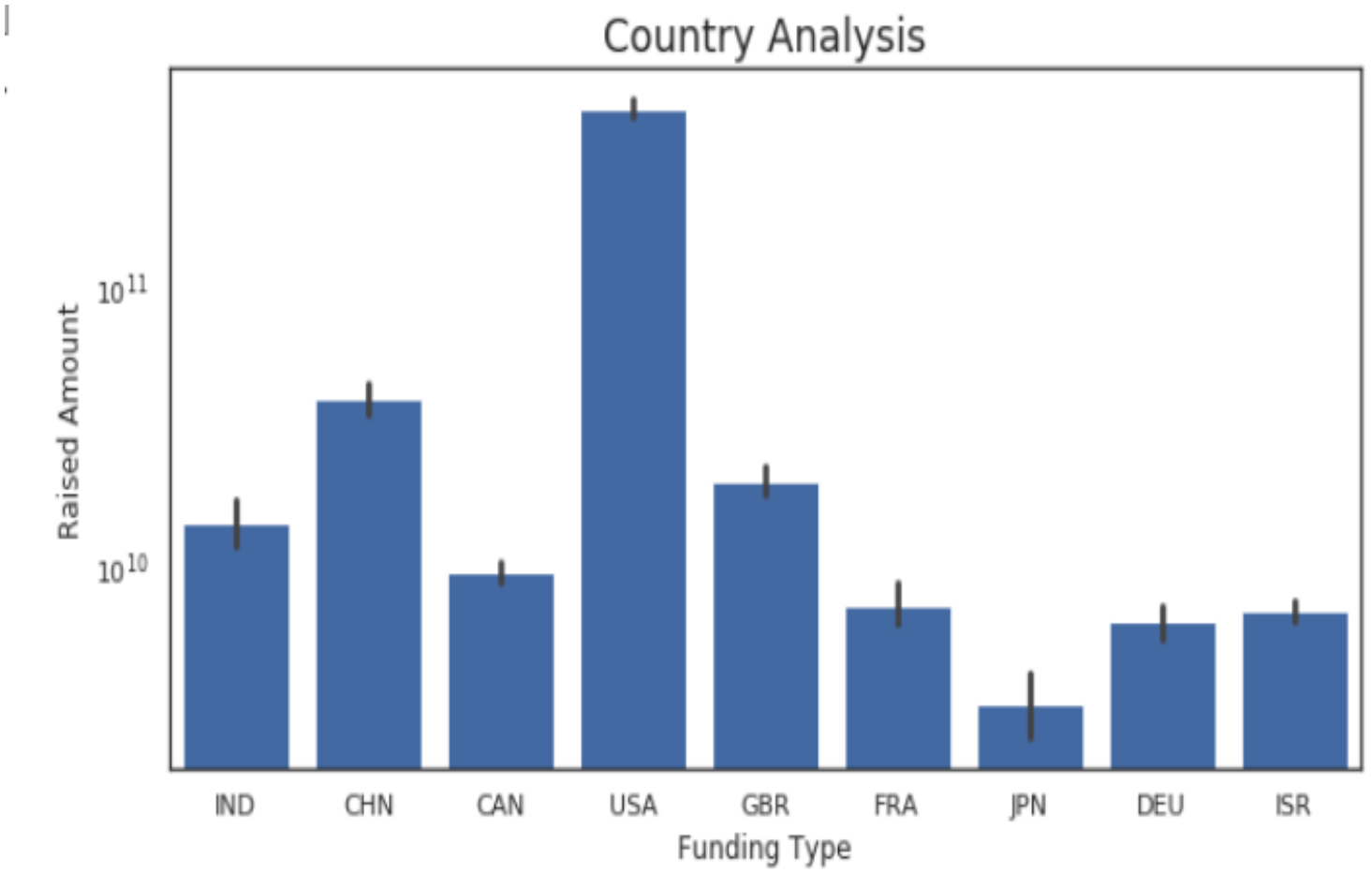
# Funding Type analysis

- private_equity =7.393849e+07
- Venture=1.172422e+07
- Angel= 9.715739e+05
- Seed= 7.477937e+05



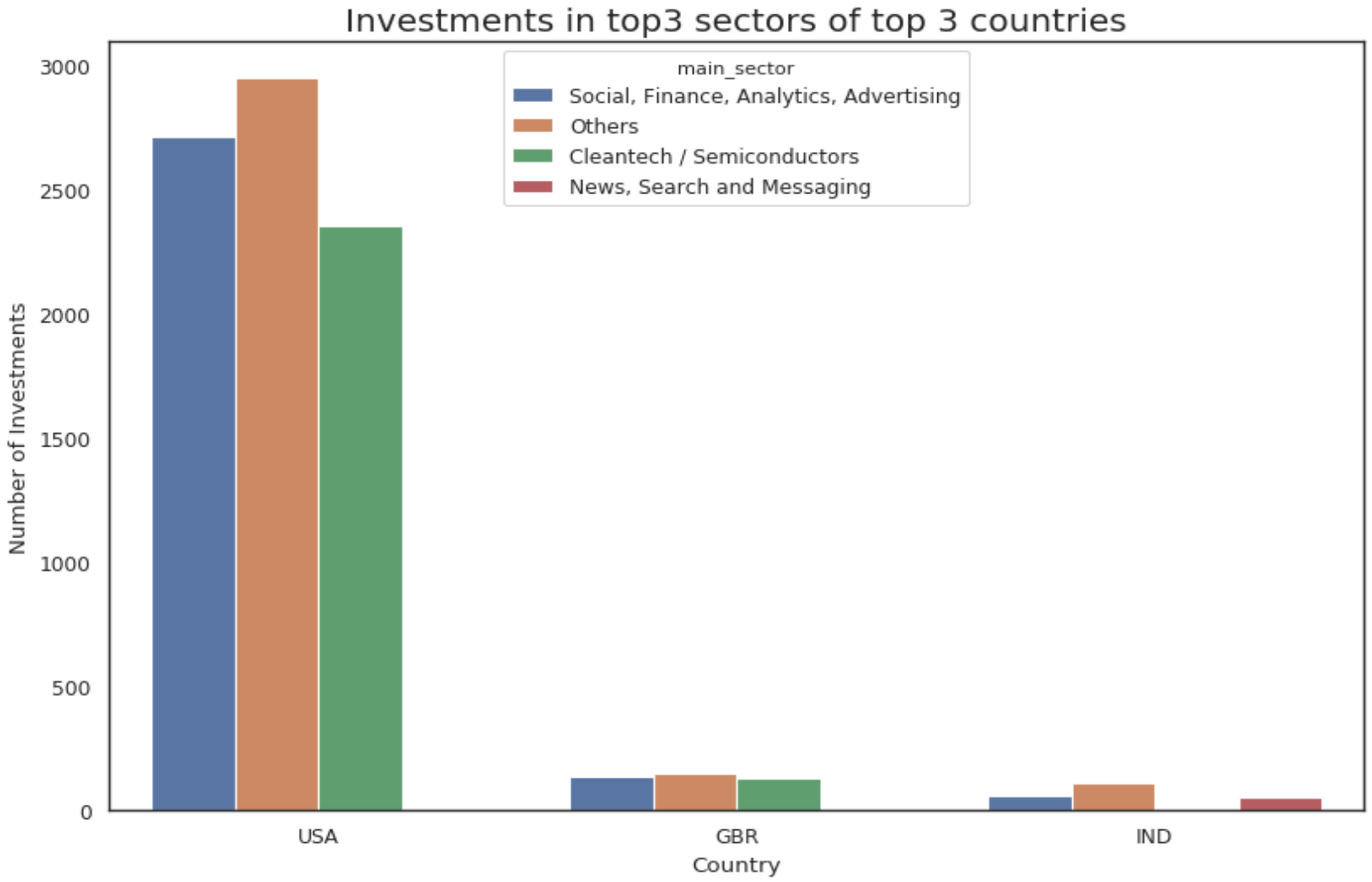
# Country analysis

```
Top 9 country
USA 4.200680e+11
CHN 3.933892e+10
GBR 2.007281e+10
IND 1.426151e+10
CAN 9.482218e+09
FRA 7.226851e+09
ISR 6.854350e+09
DEU 6.306922e+09
JPN 3.167647e+09
```



# Investment in top 3 sectors in top 3 countries

```
Top 3 country
USA 4.200680e+11
GBR 2.007281e+10
IND 1.426151e+10
```



# USA Sector Analysis

| Top sectors | Number of Investors |
|---|---|
| • Others | 2950 |
| • Social, Finance, Analytics, Advertising | 2714 |
| • Cleantech / Semiconductors | 2350 |
| • News, Search and Messaging | 1583 |
| • Health | 909 |

# GBR Sector Analysis

| Top Sectors | Number of Investor |
|---|---|
| • Others | 147 |
| • Social, Finance, Analytics, Advertising | 133 |
| • Cleantech / Semiconductors | 130 |
| • News, Search and Messaging | 73 |
| • Entertainment | 56 |

# Ind Sector Analysis

| Top sectors | Number of Investors |
|---|---|
| • Others | 110 |
| • Social, Finance, Analytics, Advertising | 60 |
| • News, Search and Messaging | 52 |
| • Entertainment | 33 |
| • Manufacturing | 21 |
| • Cleantech / Semiconductors | 20 |
| • Health | 19 |
| • Automotive & Sports | 13 |

# Conclusions

Based on the investment analysis:-

- Top 3 English countries for investments are USA, GBR and IND.
- Top sectors in USA for investments are others, Social-Finance-Analytics – Advertising and Cleantech / Semiconductors.
- Top sectors in GBR for investments are others, Social-Finance-Analytics – Advertising and Cleantech / Semiconductors.
- Top sectors in IND for investments are others, Social-Finance-Analytics – Advertising and News- Search and Messaging