

INVESTMENT ASSIGNMENT SUBMISSION

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Spark Funds-Business Understanding

Investment Planning Constraints

- ☐ Investments between **5 to 15 million USD** per round of investment
- ☐ Only wants to invest in English speaking countries where english is the official language

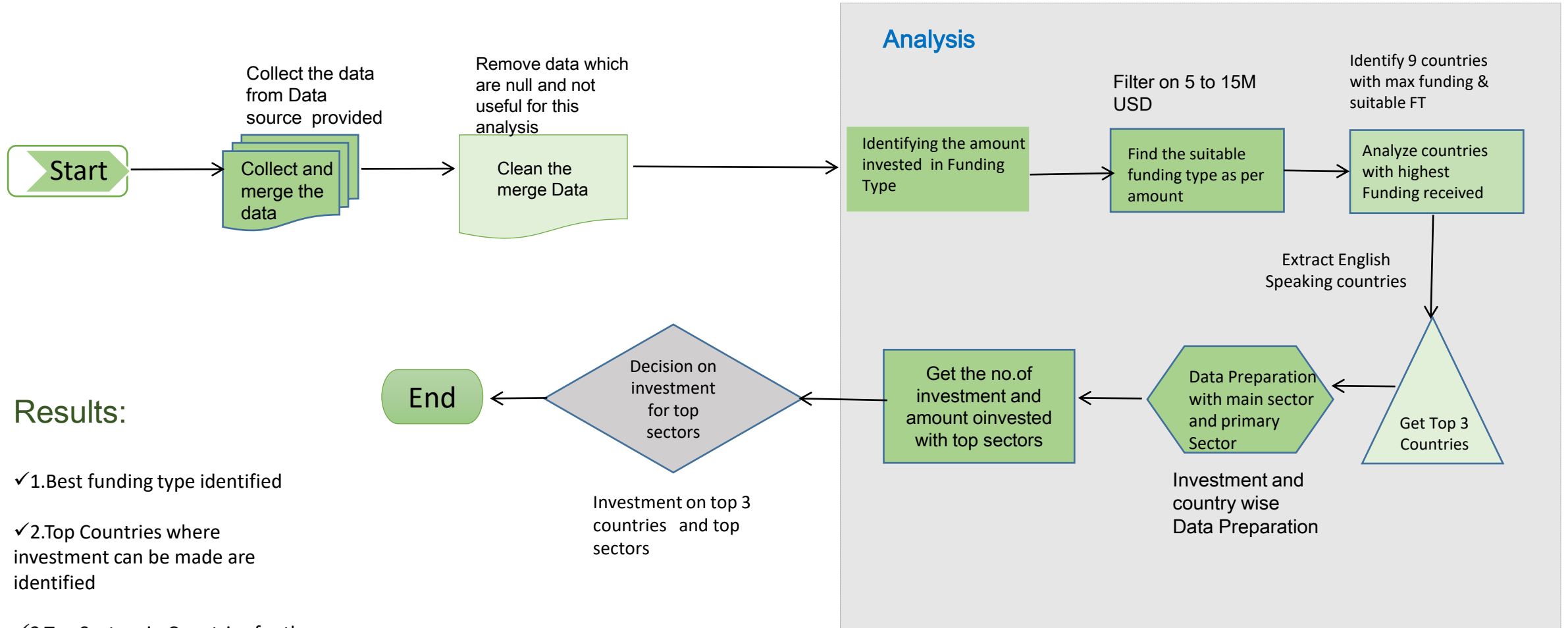
Buisness Objective

- ✓ Identify the best sectors , countries , and suitable investment type for making investment

Analysis Required

- On investment amount in venture , seed , angel and private equity with the amount between 5 to 15 million Dollars
- Identifying the countries where the English is the official language
- Identifying the sectors where Spark Funds can invest

Analysis Strategy



Results:

- ✓1.Best funding type identified
- ✓2.Top Countries where investment can be made are identified
- ✓3.Top Sectors in Countries for the investment is identified

Funding Analysis

S.No	Analysis	Results
1	Average funding amount of venture type	\$11,720,929.66
2	Average funding amount of angel type	\$959,636.43
3	Average funding amount of seed type	\$724,314.80
4	Average funding amount of private equity type	\$73,086,734.51
5	Considering that Spark Funds wants to invest between 5 to 15 million USD per investment round, which investment type is the most suitable for them?	Venture

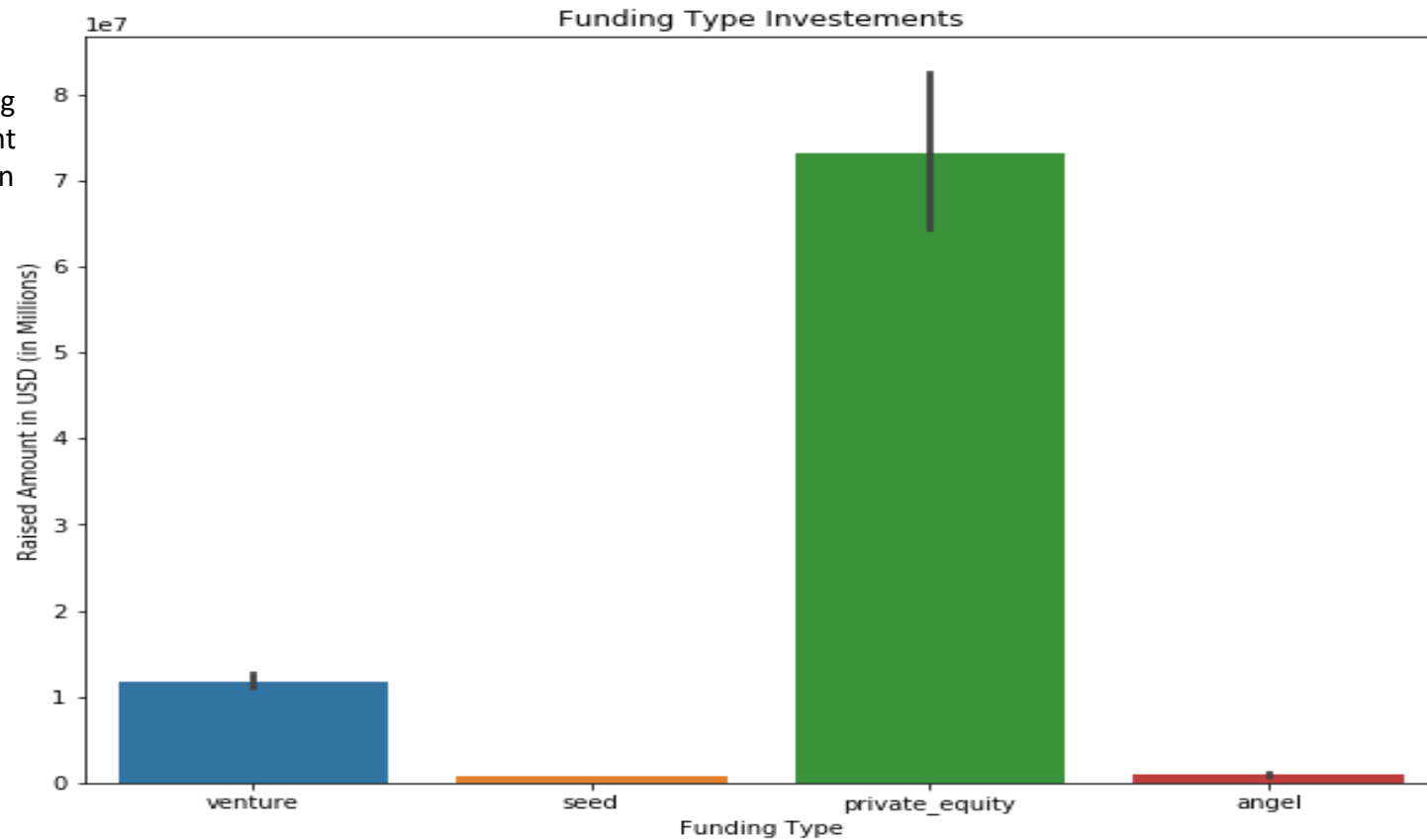
Comments:

After Cleaning Data , below are the observations:

- Average Funding amount identified for venture , seed , angel , private equity
- As per the given budget , suitable Funding Type (FT) is Venture

Funding Analysis Projection

The graph is plotted with Funding Type on X axis and Raised Amount in Y axis. The amount is the mean of values



The Graph clearly shows the Venture FT is most Suitable

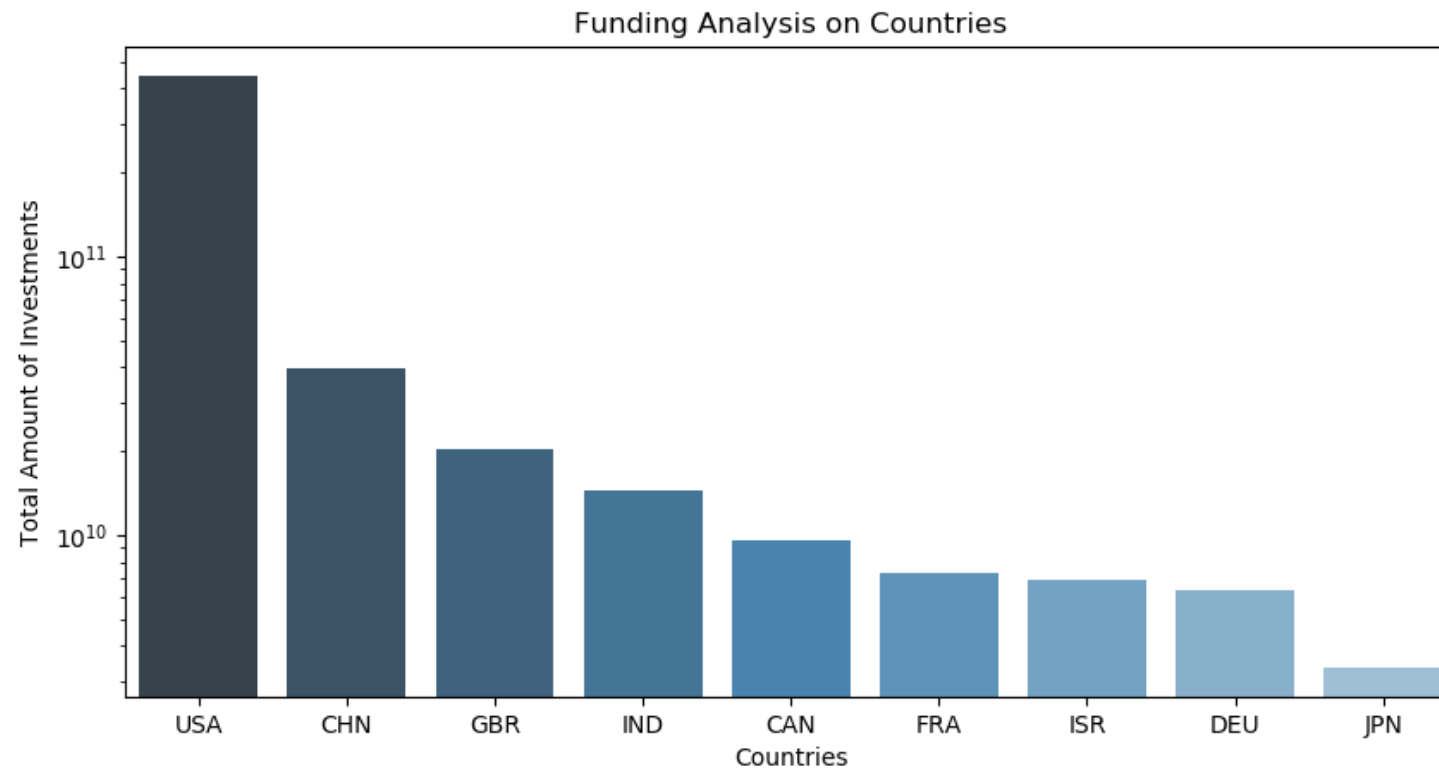
Country Analysis

Top Countries	Raised Fund (in Million Dollars)
USA	\$441,090,635,273.00
CHN	\$39,835,418,773.00
GBR	\$20,234,971,737.00
IND	\$14,391,858,718.00
CAN	\$9,583,332,317.00
FRA	\$7,259,536,732.00
ISR	\$6,905,014,579.00
DEU	\$6,346,959,822.00
JPN	\$3,363,676,611.00

Comments:

- Top 9 Countries are extracted with raised amount in descending order
- Highlighted Countries shows the Top 3 countries with English as their Official language

Country Analysis



The graph is plotted with countries in x axis and amount in Y axis.

Scale: Log

The graph clearly shows the Top 9 countries with total amount

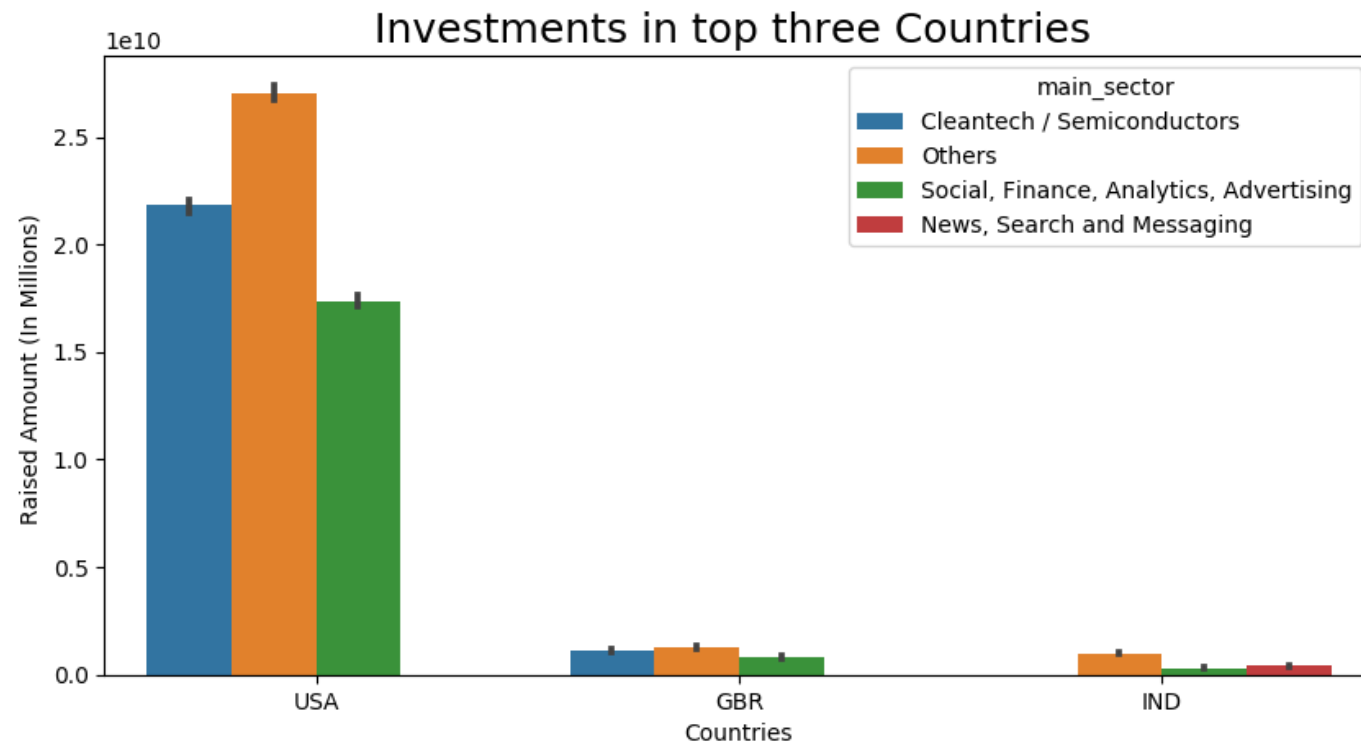
Sector Analysis

S.No	Sector Data	USA	GBR (Great Britain)	India
1	Total number of Investments (count)	11647	577	299
2	Total amount of investment (USD)	\$103,936,769,696.00	\$5,028,704,358.00	\$2,683,537,552.00
3	Top Sector name (no. of investment-wise)	Others	Others	Others
4	Second Sector name (no. of investment-wise)	Cleantech / Semiconductors	Cleantech / Semiconductors	News, Search and Messaging
5	Third Sector name (no. of investment-wise)	Social, Finance, Analytics, Advertising	Social, Finance, Analytics, Advertising	Entertainment
6	Number of investments in top sector (3)	3043	143	109
7	Number of investments in second sector (4)	2371	127	52
8	Number of investments in third sector (5)	1992	98	33
9	For point 3 (top sector count-wise), which company received the highest investment?	virtustream	electric cloud	firstcry.com
10	For point 4 (second best sector count-wise), which company received the highest investment?	biodesix	eusa pharma	gupshup

Comments:

- For USA , GBR and INDIA , identified the total number and amount invested.
- For all To 3 countries , top 3 sector identified where the investments are made
- Identified the sectors and companies which has received highest Funding

Sector Analysis



The graph is plotted with top3 countries in X axis and Raised amount in Y axis with main sectors in hue

The graph clearly shows the funding made for the top 3 Countries in their main sector

Conclusion

As per our Analysis below conclusions can be made for Spark Funds

- ✓The most desirable FT is venture
- ✓Top Countries which Spark funds can invest is USA , GBR , INDIA
- ✓Top Sectors for Each of these countries are identified
- ✓Companies which have received the most of the funding .

To Summarise

Countries	Sectors	Company(sector Wise)
USA	I. Others II. Cleantech / Semiconductors III. Social, Finance, Analytics, Advertising	Others → Virtustream Cleantech→ Biodesix
GBR	I. Others II. Cleantech / Semiconductors III. Social, Finance, Analytics, Advertising	Others→ Electric Cloud Cleantech:→ Eusa Pharma
INDIA	I. Others II. News, Search and Messaging III. Entertainment	Others→FirstCry.com Messaging:→GupShup