

# INVESTMENT ASSIGNMENT SUBMISSION

Name: Somya Rai

## Objective/Goal

### Business Problem

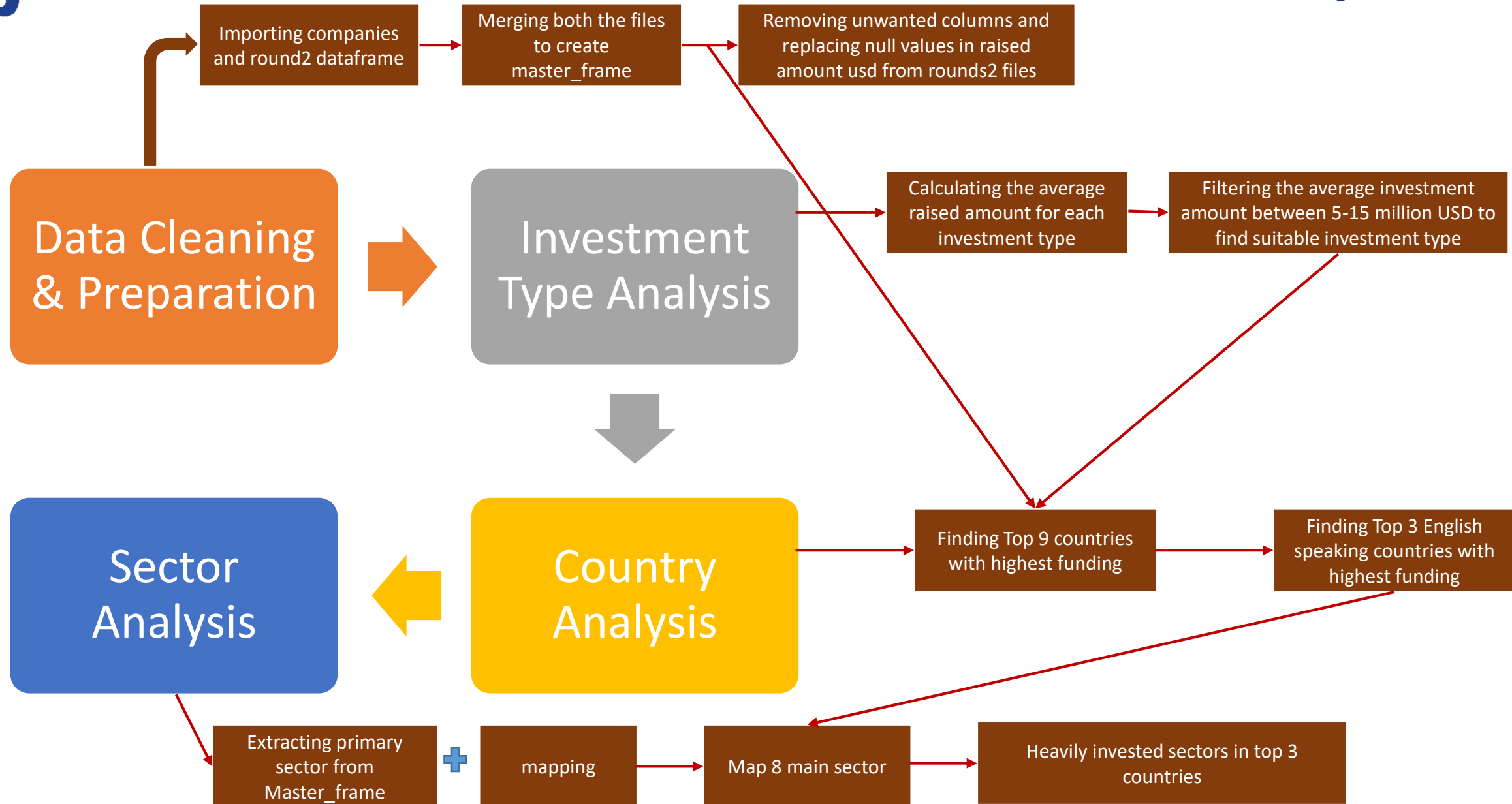
- Identify suitable global trends in investment across sectors and countries

### Strategy

- To invest where others are investing, implying that the 'best' sectors and countries are the ones 'where most investors are investing'

### Goal 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
- **Sector analysis:** Understanding the distribution of investments across the eight main sector



# Investment Type Analysis

## Goal

- To choose one of these four investment types for each potential investment Spark Fund will make

## Assumption

- There are missing values for raised\_amount\_usd(funding amount) in rounds2 but the date is present corresponding to each missing values
- Assuming the missing values with the dates as 0 amount invested
- Total missing count : 1990
- Therefore replacing the missing values as 0

## Analysis

- Calculated the average amount of the investments for each funding type

## Conclusion

- Considering the suitable type of investment for Spark fund only between 5 to 15 million USD therefore per analysis **VENTURE INVESTMENT TYPE** is most suitable

# Country Analysis

## Goal

- For the venture type investment identify the countries with heavy investments

## Assumption

- N/A

## Analysis

- Identified top 9 English speaking countries i.e. the total amount of investments made in Venture Type
- Countries are: USA, GBR,IND,CAN,NLD, SGP,IRL,AUS,NZL

## Conclusion

- Identified top 3 English speaking countries with heavy investment in venture type fund
- **USA, GBR and IND**

# Sector Analysis

## Goal

- Analysis of the investments across 8 main sectors

## Assumption

- category\_list column of mapping dataframe has discrepancy, as in many values 'na' is replaced with 0
- For e.g. 'Analytics' is written as 'A0lytics'
- So converting 0 with 'na', for updating the correct spelling used further in merging

## Analysis

- Extracted primary category from each category\_list in master\_frame dataframe
- Merged mapping file with the master\_frame to map each primary category with the main sectors

## Conclusion

- Identified the most heavily invested main sectors in each of three countries for funding type venture and investment range 5-15 million USD

Sector-wise Investment Analysis				
Sl.no	Questions	C1	C2	C3
1	Total number of Investments (count)	38372	2303	992
2	Total amount of investment (USD)	422510842796.00	20245627416	14391858718
3	Top Sector name (no. of investment-wise)	Others	Others	Others
4	Second Sector name (no. of investment-wise)	Cleantech...Semiconductors	Social..Finance..Analytics..Advertising	Social..Finance..Analytics..Advertising
5	Third Sector name (no. of investment-wise)	Social..Finance..Analytics..Advertising	Cleantech...Semiconductors	News..Search.and.Messaging

## Funding type suited for investment- venture

venture  
1,06,34,054  
78.78%

private\_equity  
6,21,11,788  
18.95%

seed  
5,56,606

SUM(Raised Amount U...

5,56,606 6,21,11,788

### Summary

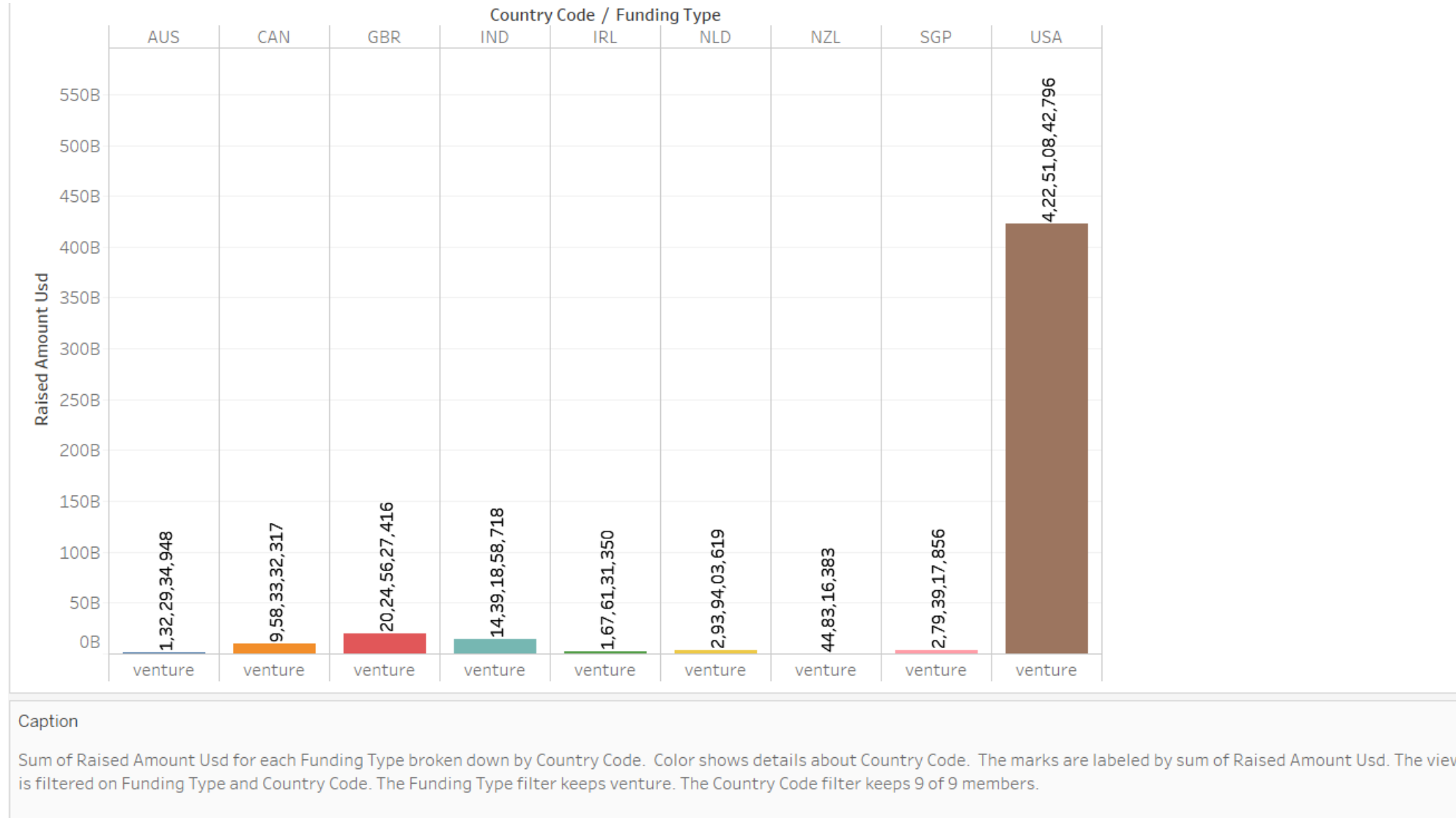
Count:	3
% of Total SUM(Raised ...	
Sum:	100.00%
Average:	33.33%
Minimum:	2.27%
Maximum:	78.78%
Median:	18.95%

SUM(Raised Amount Us...

Sum:	73,302,448
Average:	24,434,149...
Minimum:	556,606
Maximum:	62,111,788
Median:	10,634,054...

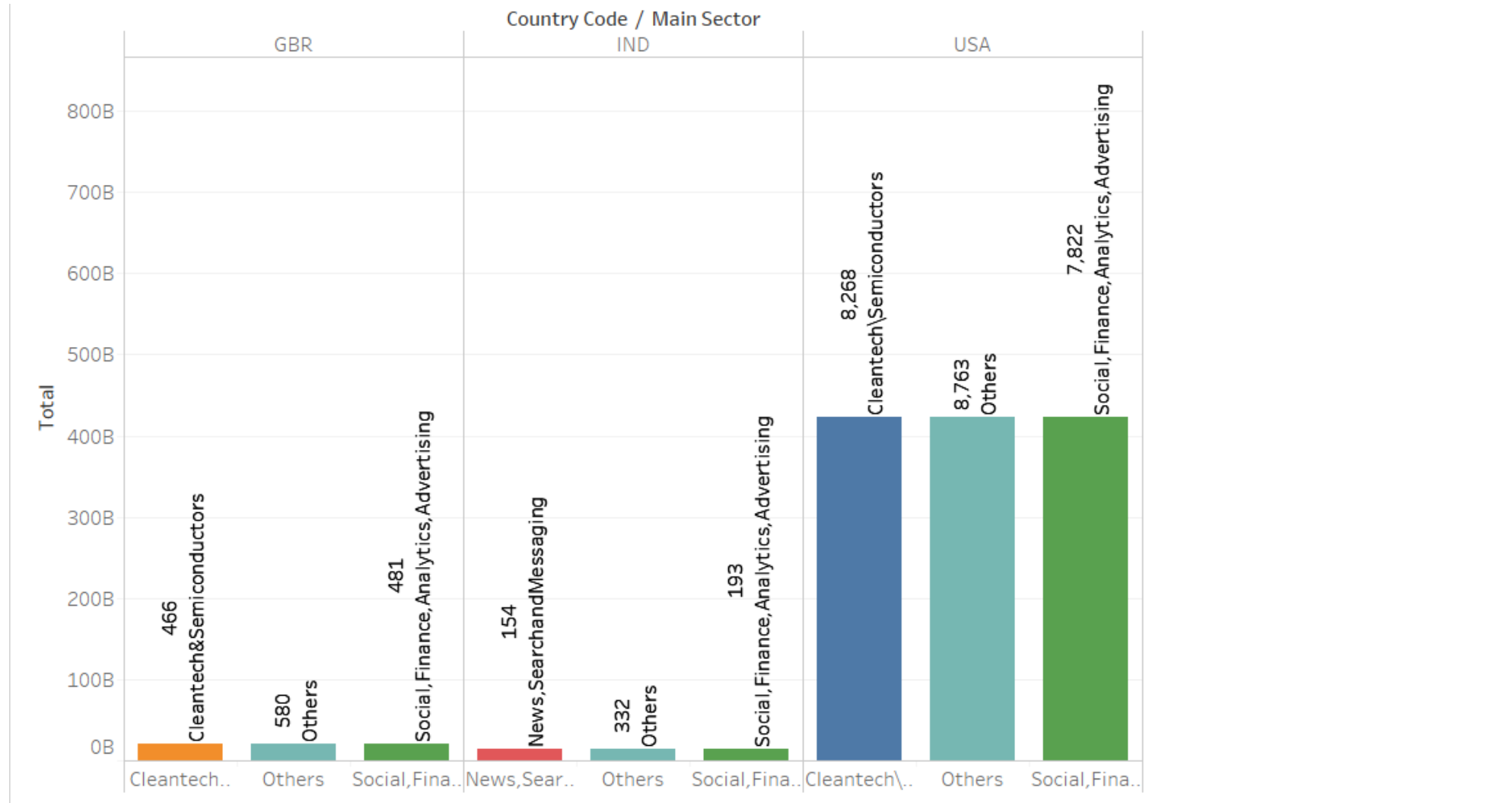
### Caption

Funding Round Type, sum of Raised Amount Usd Avg and % of Total Raised Amount Usd Sum. Color shows sum of Raised Amount Usd Avg. Size shows % of Total Raised Amount Usd Sum. The marks are labeled by Funding Round Type, sum of Raised Amount Usd Avg and % of Total Raised Amount Usd Sum. The view is filtered on Funding Round Type, which keeps private\_equity, seed and venture.





## Investments in the top 3 sectors of the top 3 countries for investment type-VENTURE



### Caption

Sum of Total for each Main Sector broken down by Country Code. Color shows details about Main Sector. The marks are labeled by sum of Raised Amount Usd and Main Sector.

## Conclusion

- Identified the best sectors , countries, and suitable type of investment
- These are subject to assumption made while doing the analysis
- Summary:
  - Venture-most suitable investment type
  - USA, GBR, and IND are most suitable countries for the investment
  - Other is most suitable main sector for the investment for the countries USA, GBR, and IND