



# INVESTMENT ASSIGNMENT SUBMISSION

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## Spark Funds – Investment Analysis

Spark Funds, an asset management company, is looking for investment. The overall strategy is to invest where others are investing, implying that the 'best' sectors, countries and investment type where most investors are investing.

**Business constraints:**

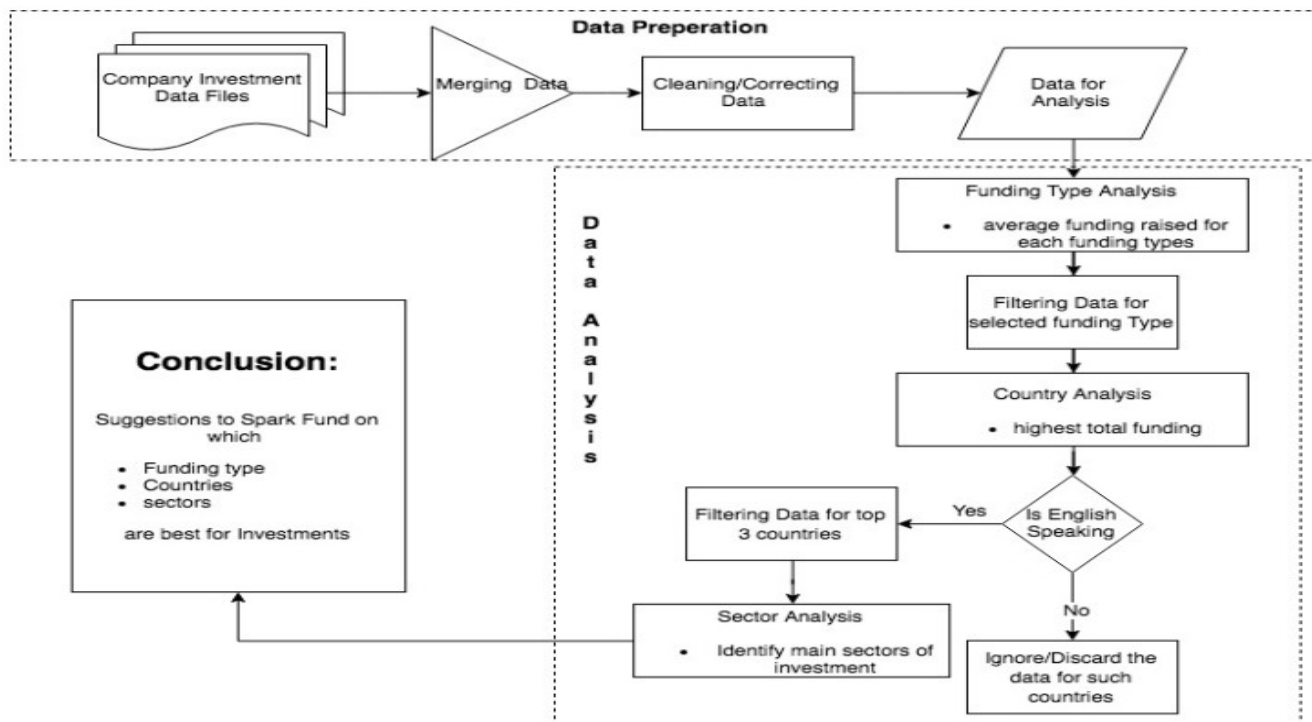
- It wants to invest between **5 to 15 million USD** per round of investment
- It wants to invest only in **English-speaking countries**

**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

## Flow Chart





## Data For Analysis

Source of Data for analysis is real investment data from **crunchbase.com**.

1. Company Data, A file with basic data of companies
2. Investment Rounds Data, companies past investment round details
3. Mapping File, category to main sector mapping
4. English-speaking countries reference document.

### **Assumptions:**

All the information provided within the 3 files is a trusted source for analysis.

### **Data cleaning performed:**

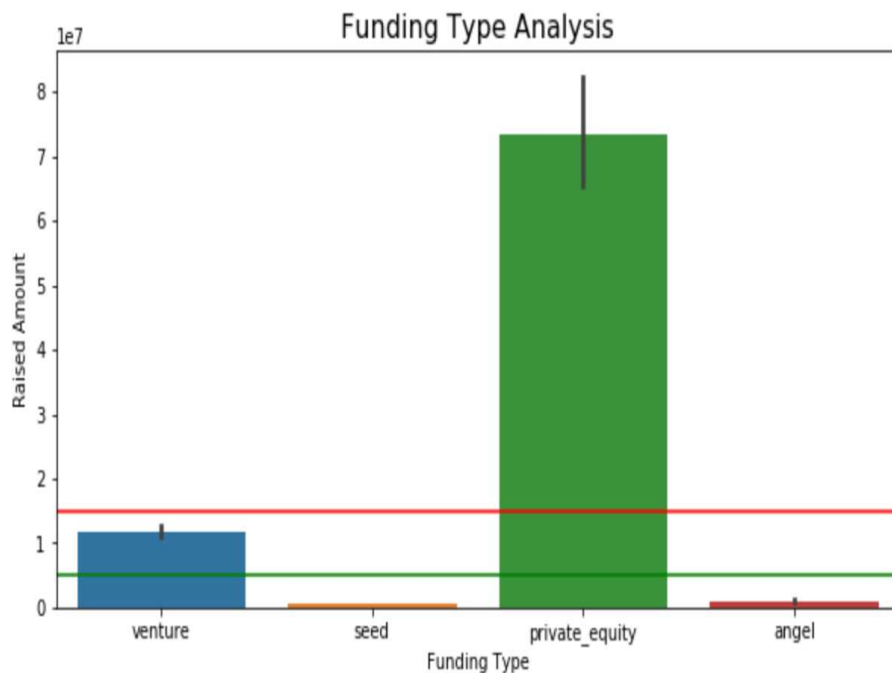
Removing columns having null values which are not required for the current analysis.

Removing unnecessary columns

Removing rows having null value in the required analysis fields.

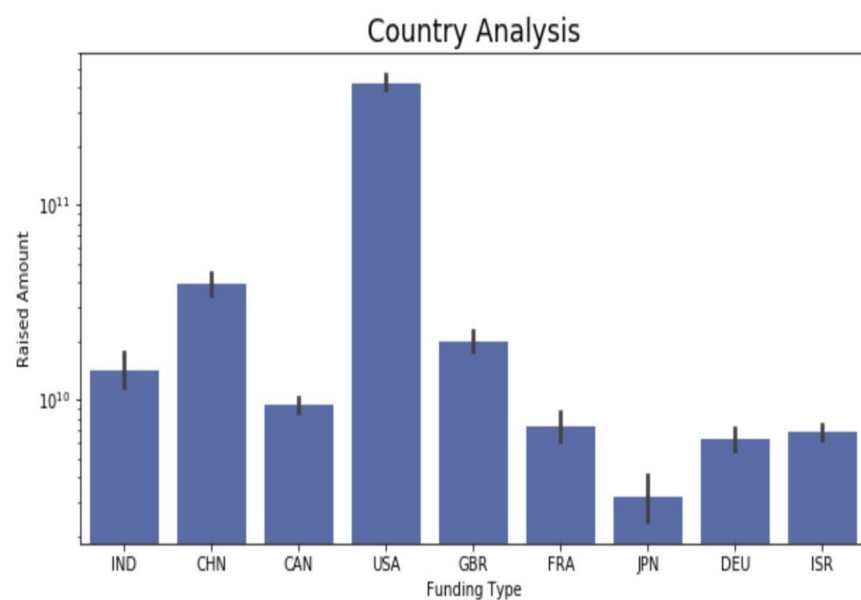
Correcting incorrect or missing data wherever required to make data clean for analysis.

## Funding Type Analysis



1. There were 14 different funding types present in the dataset.
2. **Venture** type is the only funding type which satisfy the Sparks Fund constraint which is the investment should be between 5 to 15 million USD.
3. Seed and Angel funding type didn't qualify the criteria of the Sparks Fund.
4. Private Equity has average amount invested more than 15 million USD which crosses the limit.

## Country Type Analysis

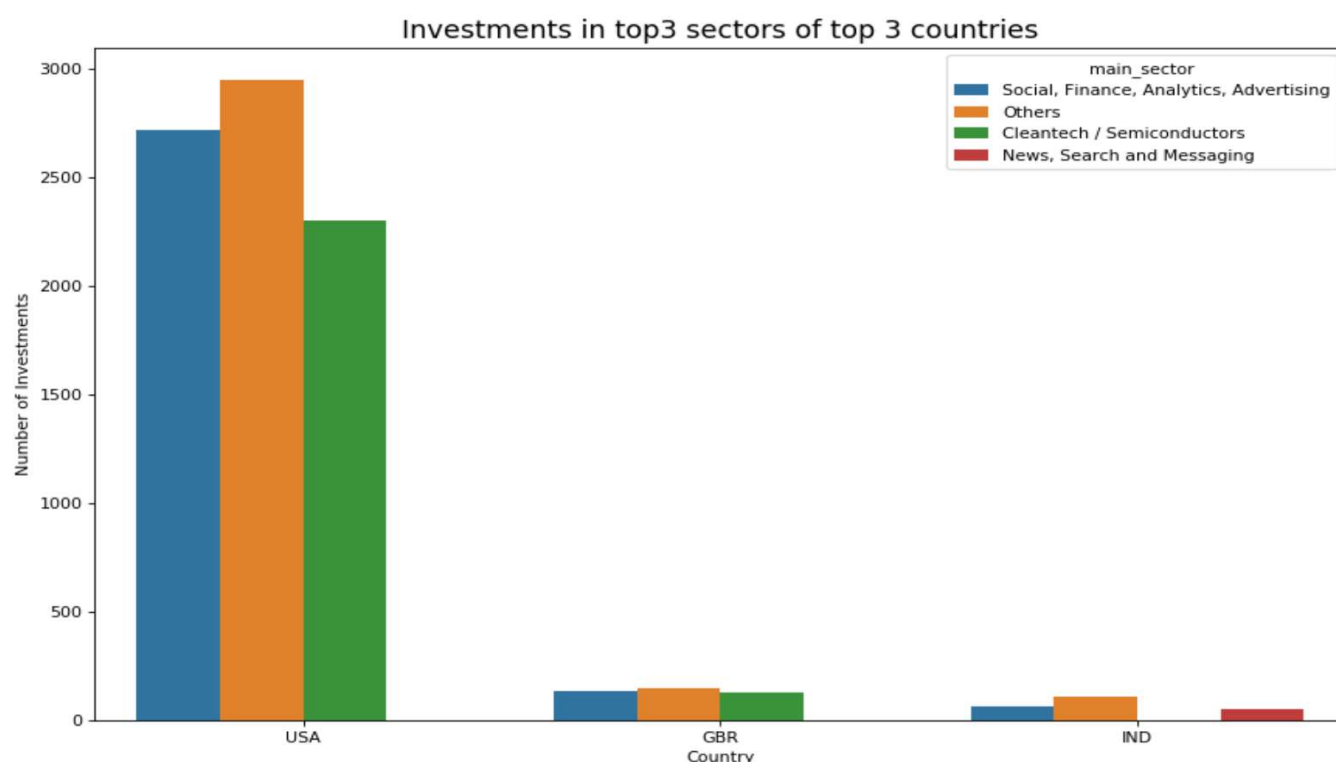


Country	Total Amount Invested (USD)
USA	4,22,51,08,00,000
CHN	39,83,54,20,000
GBR	20,24,56,30,000
IND	14,39,18,60,000
CAN	9,58,33,32,000
FRA	7,25,95,37,000
ISR	6,90,75,15,000
DEU	6,34,69,60,000
JPN	3,36,36,77,000

### Country Type Analysis :

1. The top three English speaking countries to invest in venture funding type are USA, GBR, and IND
2. USA receives the highest investment amount (approx. 422k Million USD)
3. Canada, France, Germany, Israel and Japan are other among the top 9 invested countries.
4. China follows USA, but is **NOT** a English speaking country

## Sector Type Analysis





Country Name	Top 3 sectors	Count of Investments	Best Company Name(Highest Amount)
USA	Others	2950	virtustream
	Social, Finance, Analytics, Advertising	2714	shotspotter
	Cleantech / Semiconductors	2350	biodesix
GBR (United Kingdom)	Others	147	electric-cloud
	Social, Finance, Analytics, Advertising	133	celltick-technologies
	Cleantech / Semiconductors	130	eusa-pharma
IND	Others	110	firstcry-com
	Social, Finance, Analytics, Advertising	60	manthan-systems
	News, Search and Messaging	52	gupshup-technology-india-pvt-ltd



## Conclusions

Based on the analysis, Spark Fund consider investing in the following countries.

**Funding type:** Venture

Country to Invest	Investing Sector
USA	<ul style="list-style-type: none"><li>• Others</li><li>• Social, Finance, Analytics, Advertising</li><li>• Cleantech / Semiconductors</li></ul>
GBR (United Kingdom)	<ul style="list-style-type: none"><li>• Others</li><li>• Social, Finance, Analytics, Advertising</li><li>• Cleantech / Semiconductors</li></ul>
IND	<ul style="list-style-type: none"><li>• Others</li><li>• Social, Finance, Analytics, Advertising</li></ul>