

INVESTMENT ASSIGNMENT SUBMISSION

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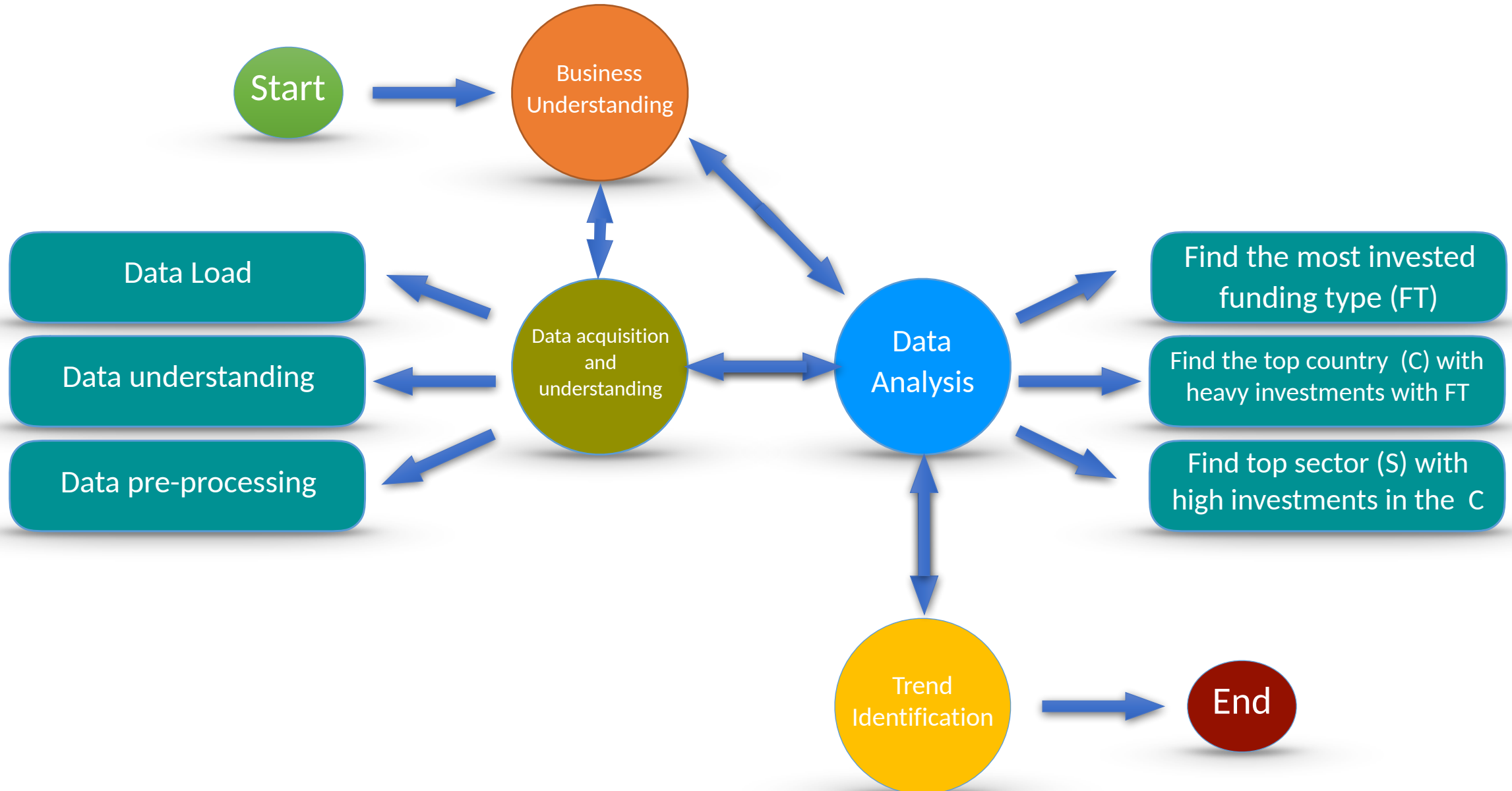
Application ID : APFE20N00110

Spark Funds (an asset management company) wants to make investments in a few companies. The goal of this assignment is to understand the global trends in investments to take effective decisions.

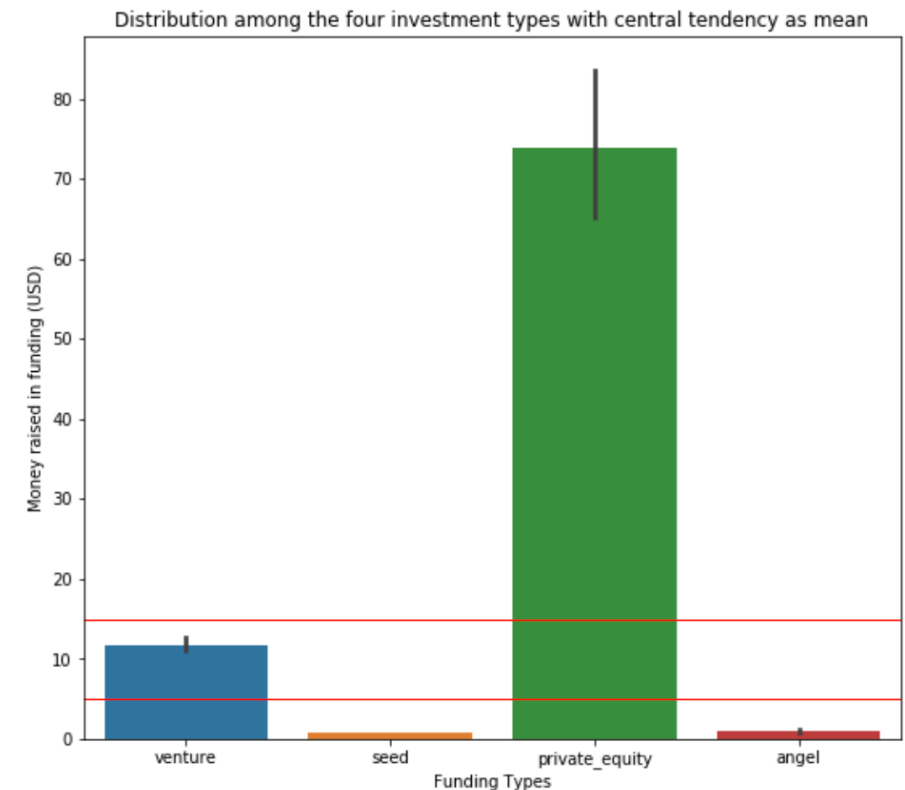
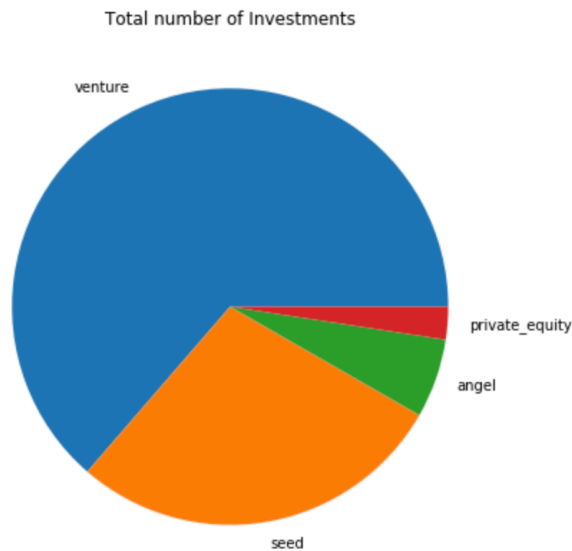
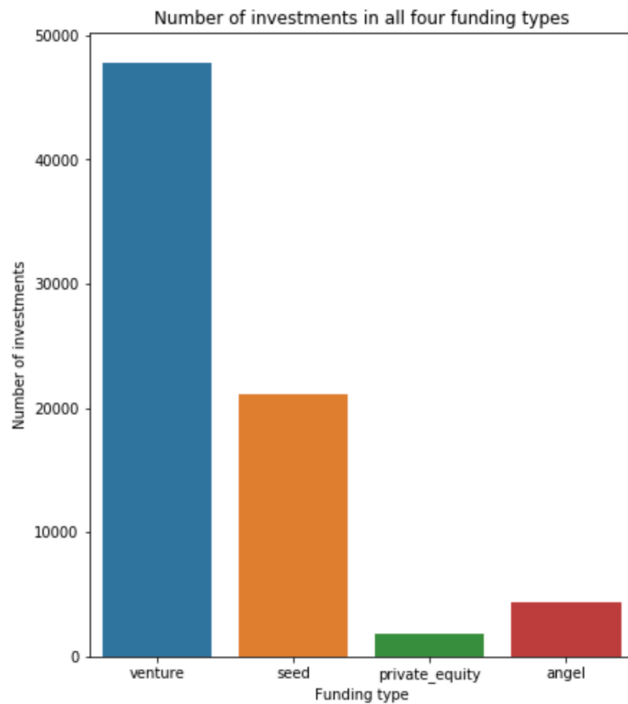
Business objective : The objective is to identify the best **sectors**, **countries**, and a suitable **investment type** for making investments. The overall strategy is to invest where others are investing, implying that the 'best' sectors and countries are the ones 'where most investors are investing'.

Constraints : Spark Funds has two minor constraints for their investments:

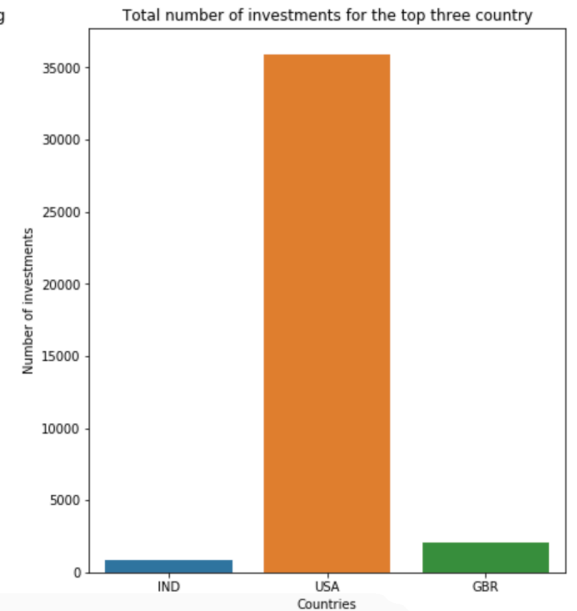
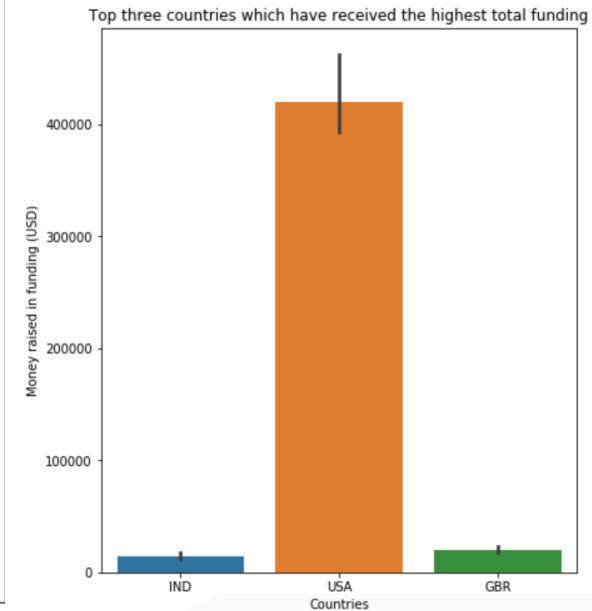
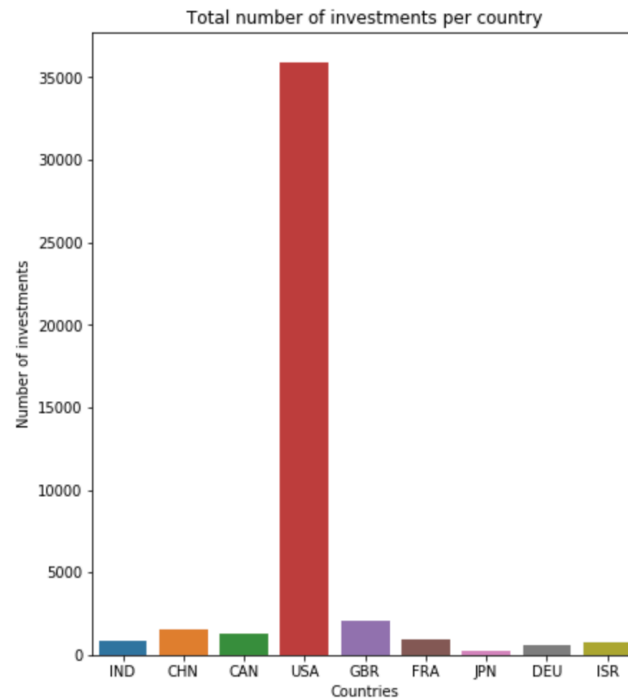
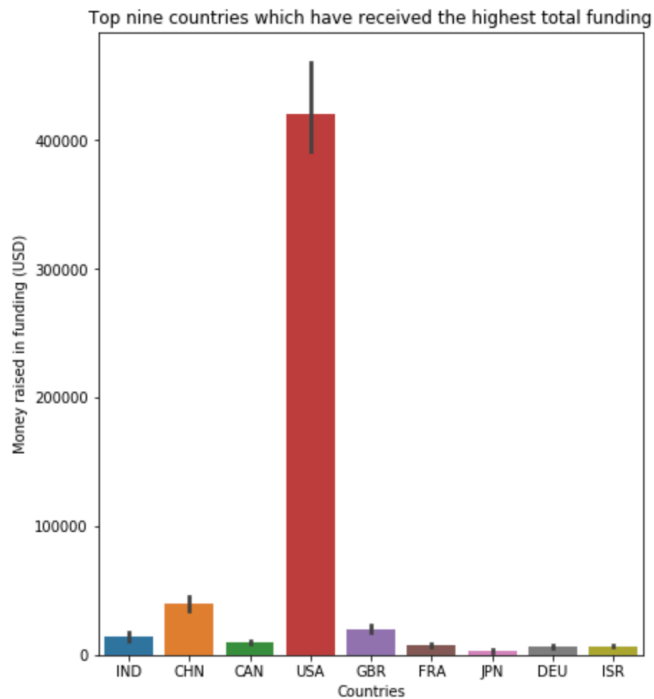
- It wants to invest between **5 to 15 million USD** per round of investment.
- It wants to invest only in **English-speaking** countries because of the ease of communication with the companies it would invest in.

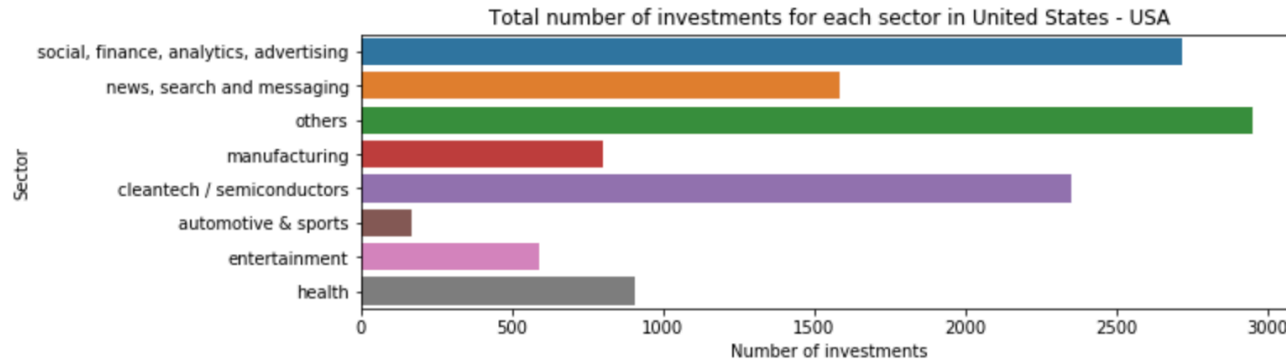


- “*Venture*” funding type is the most common investment type among all the investments world wide.
- The investment amount of “Venture” funding type on an average falls under the range of 5 to 15 million USD.

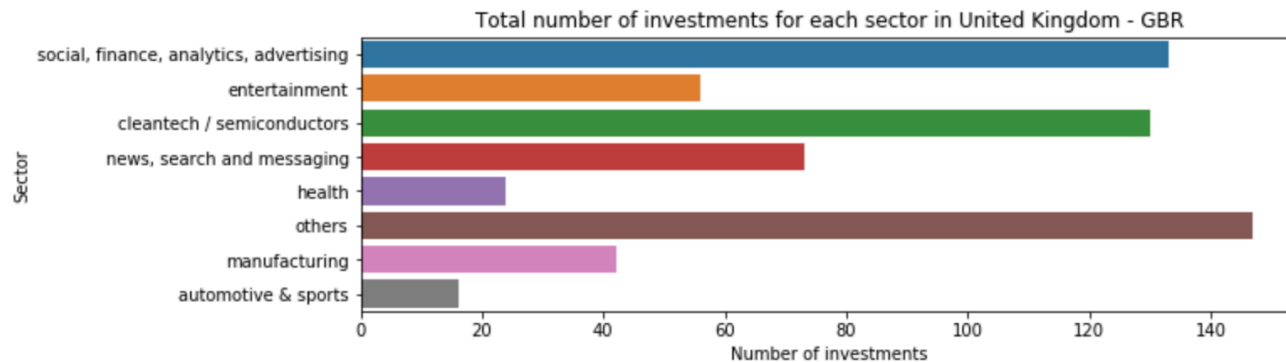


- United States of America, United Kingdom and India are the three top English-speaking countries which have received the highest total funding.
- **USA** tops the list with very huge investments and funding amount when compared to the other countries.

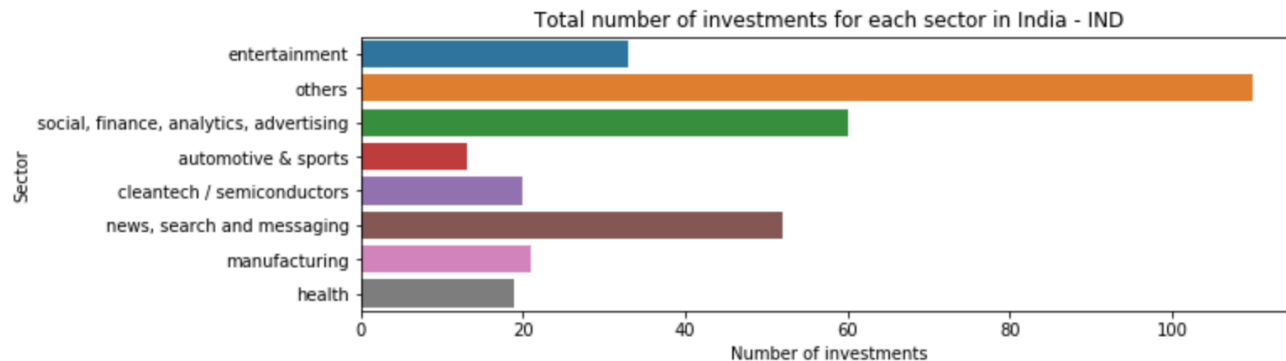




“Others” and “*Social, Finance, Analytics, Advertising*”, “Cleantech / Semiconductors” are the top three sectors with booming investments in United States.

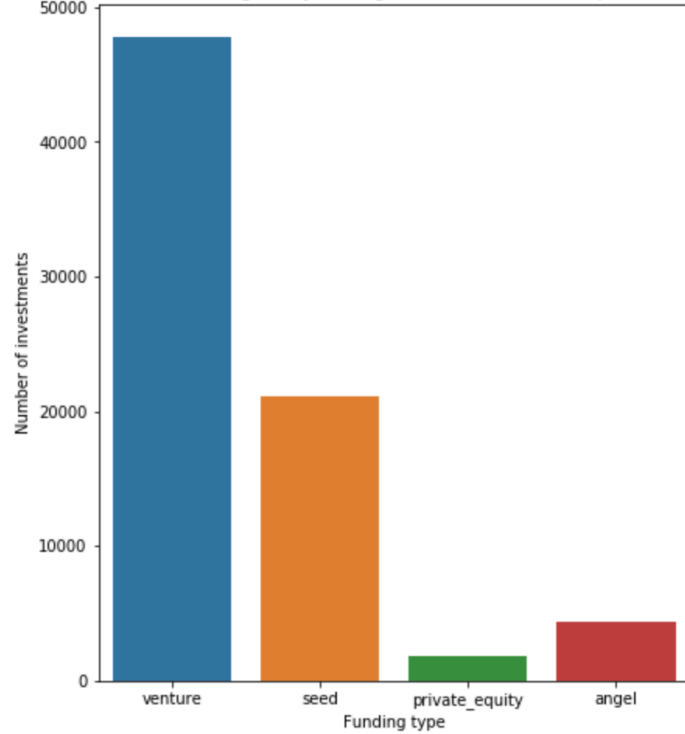


Similar to the trend in USA, “Others” and “*Social, Finance, Analytics, Advertising*”, “Cleantech / Semiconductors” are also the top three sectors with booming investments in United Kingdom.

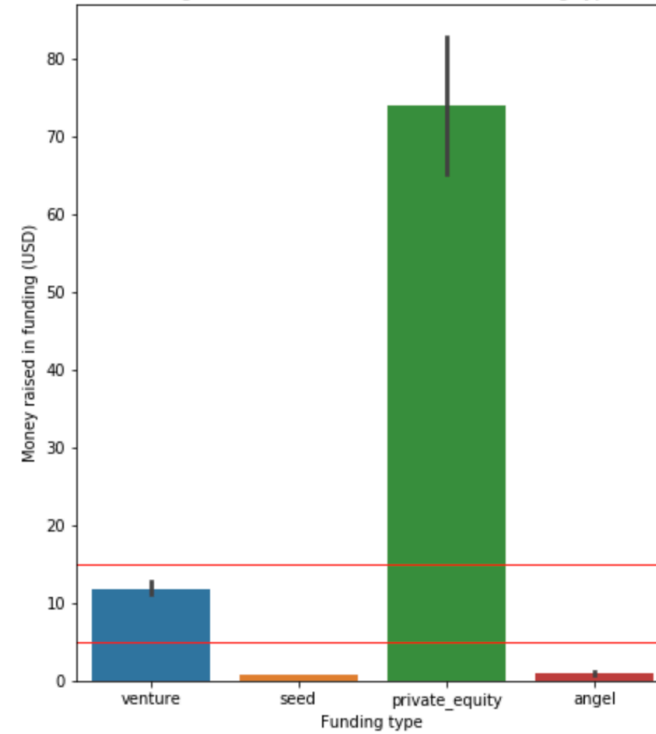


“Others” and “*Social, Finance, Analytics, Advertising*”, “News, Search and Messaging” are the top three sectors with booming investments in India.

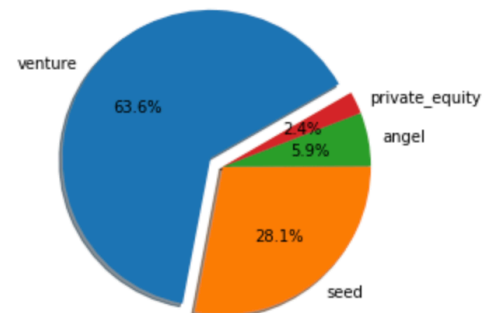
Total investments (globally) in angel, venture, seed, and private equity

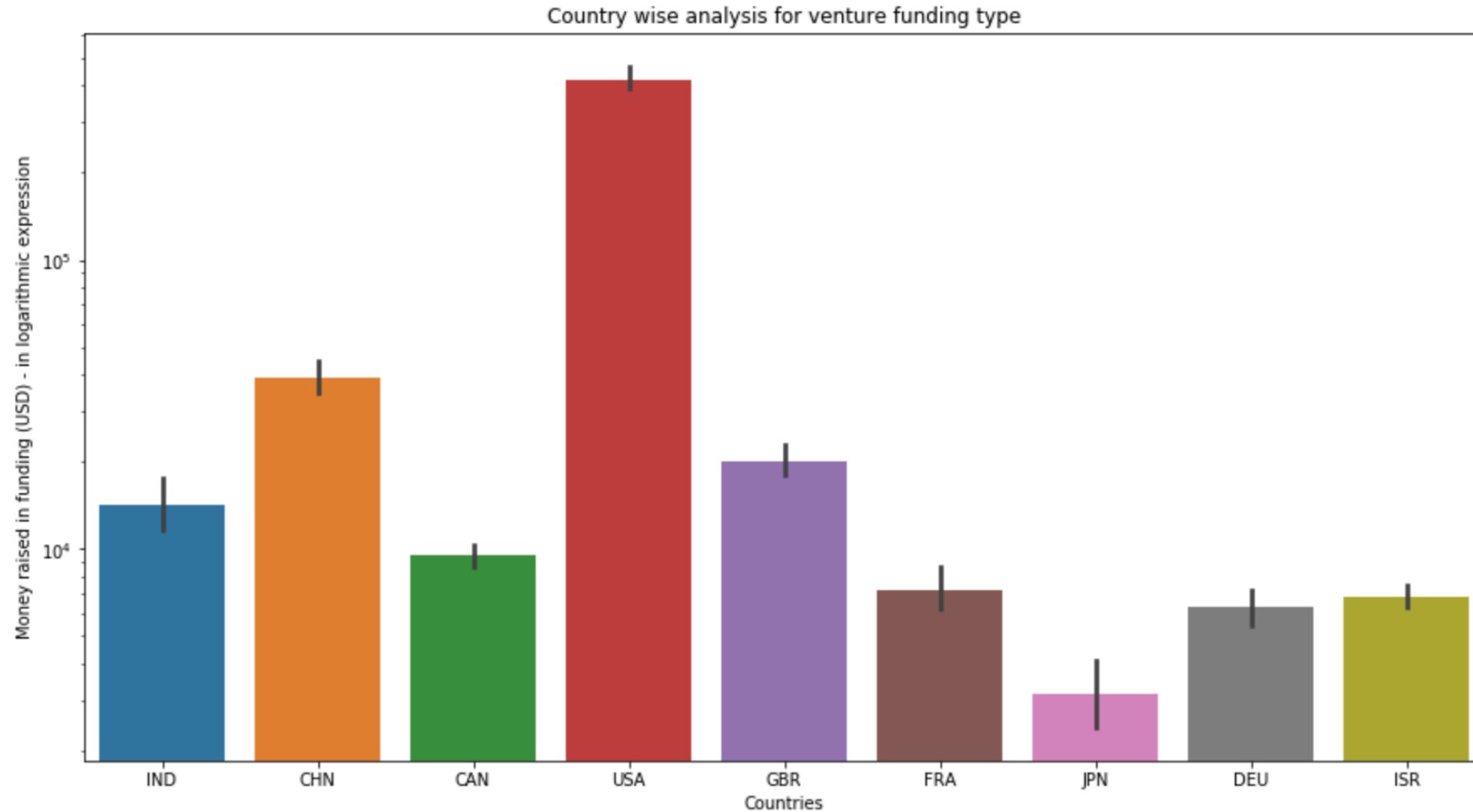


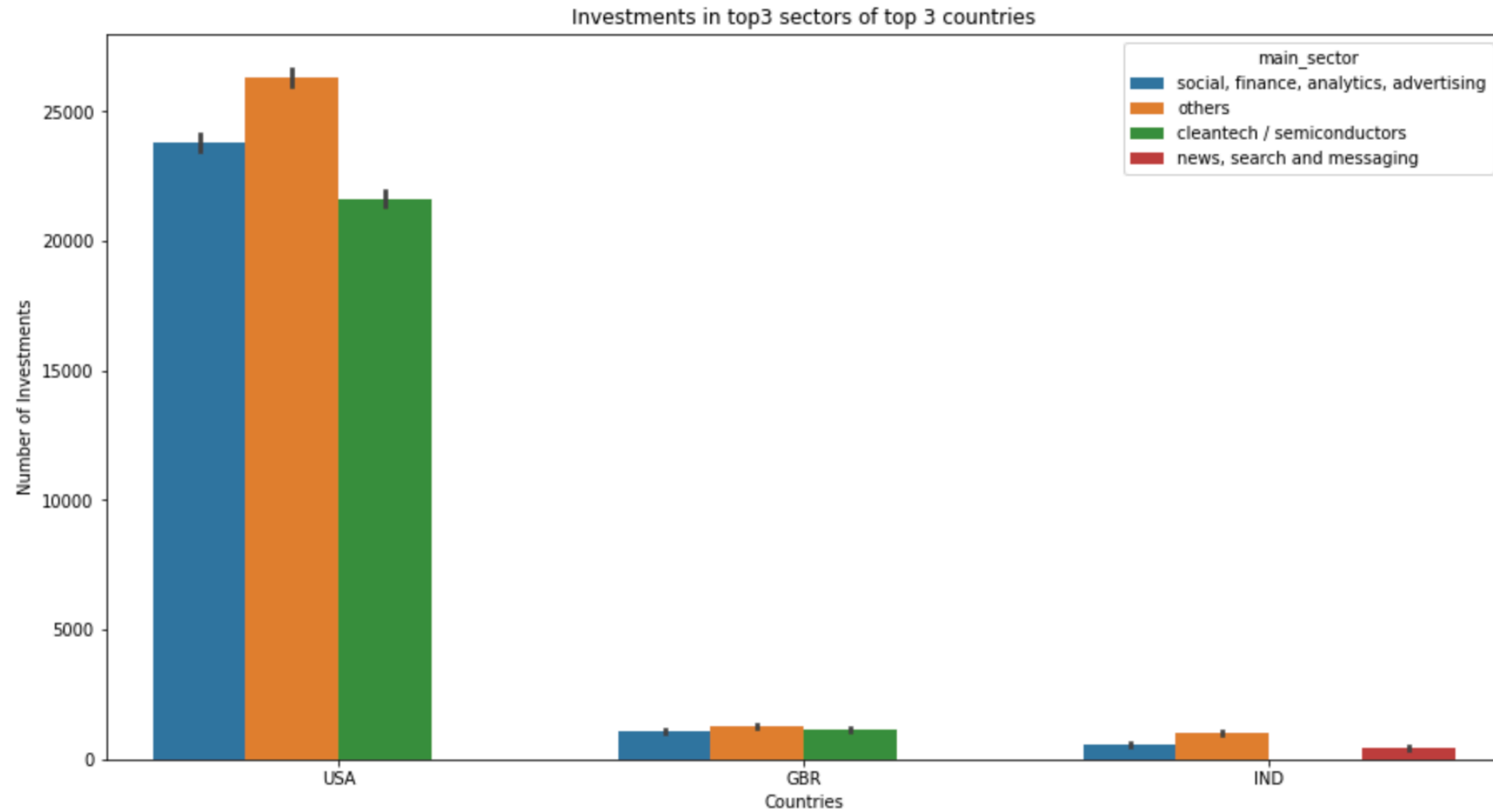
Average amount of investment in each funding type



Fraction of total investments (globally) in angel, venture, seed, and private equity







Spark Funds investing in a company in **United States of America (USA)** in the **Social, Finance, Analytics, Advertising** sector with **Venture** as the funding type is beneficial.

