

# Spark Funds – Investment Analysis

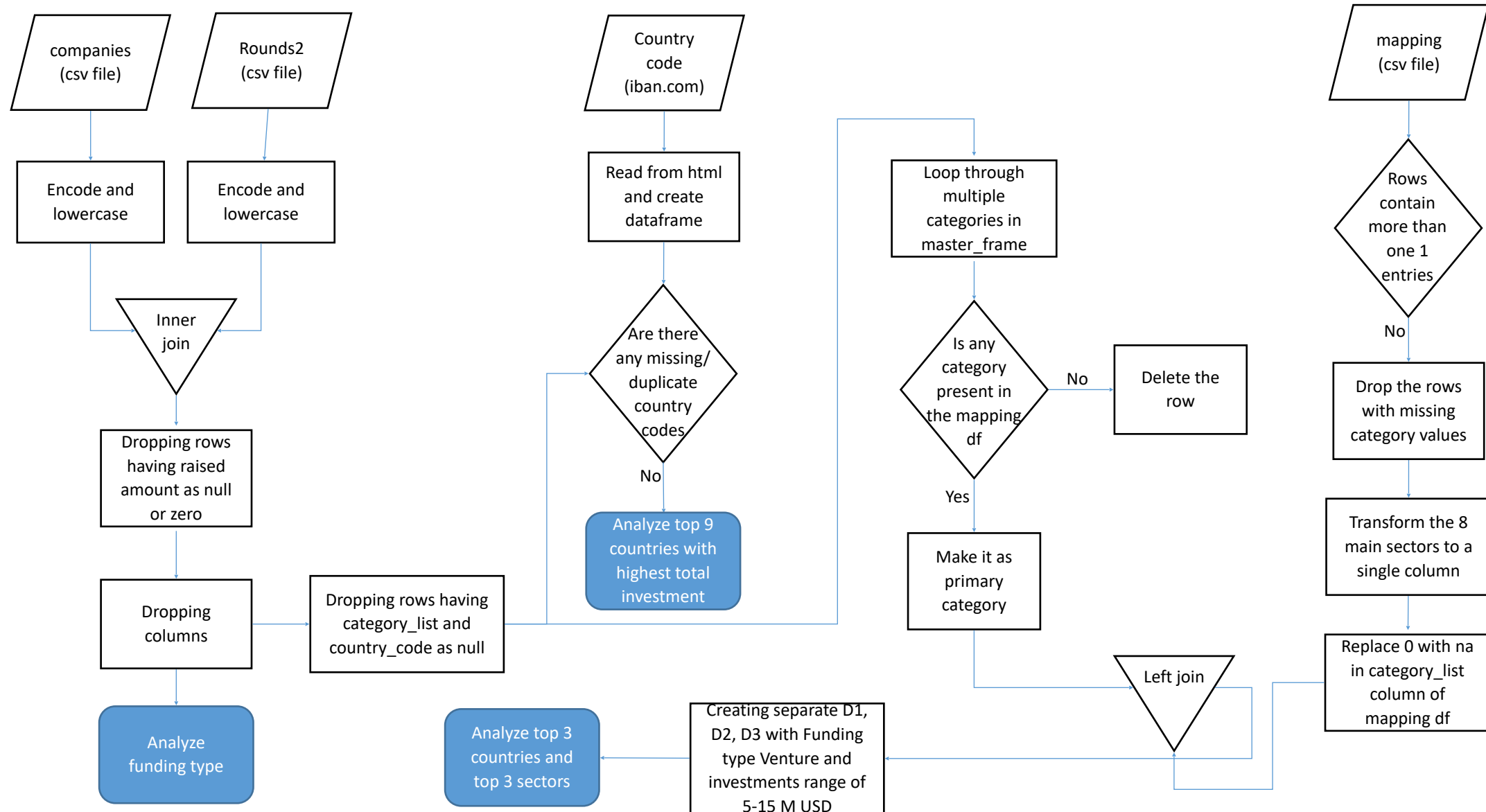
Spark Funds wants to make investments in a few companies.

**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'.

Spark Funds has two minor constraints for investments:

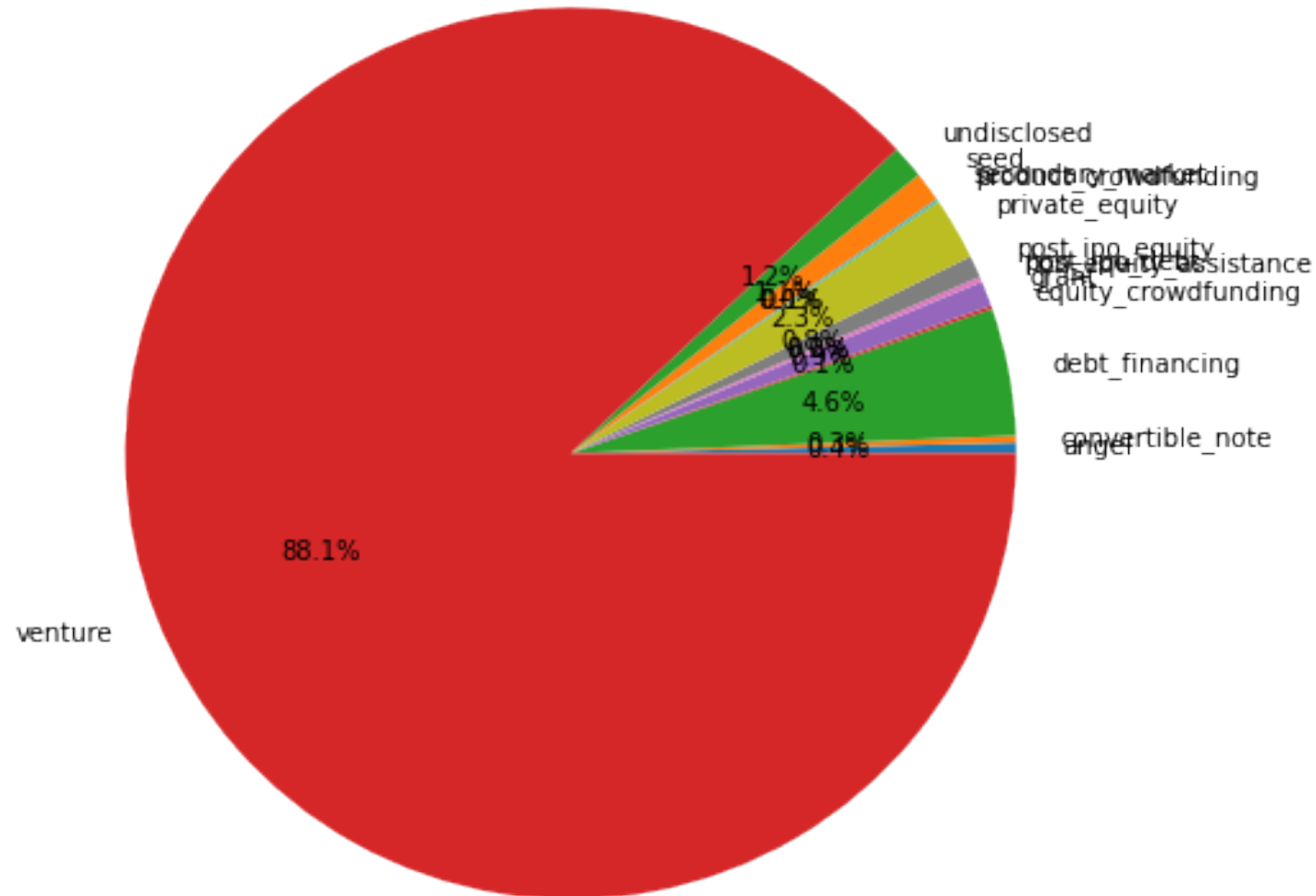
- It wants to invest between **5 to 15 million USD** per round of investment
- It wants to invest only in **English-speaking countries** because of the ease of communication with the companies it would invest in

# Problem solving methodology



# Number of investments within \$5-15M for each funding type

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We see that majority of investments have been done with funding type as venture

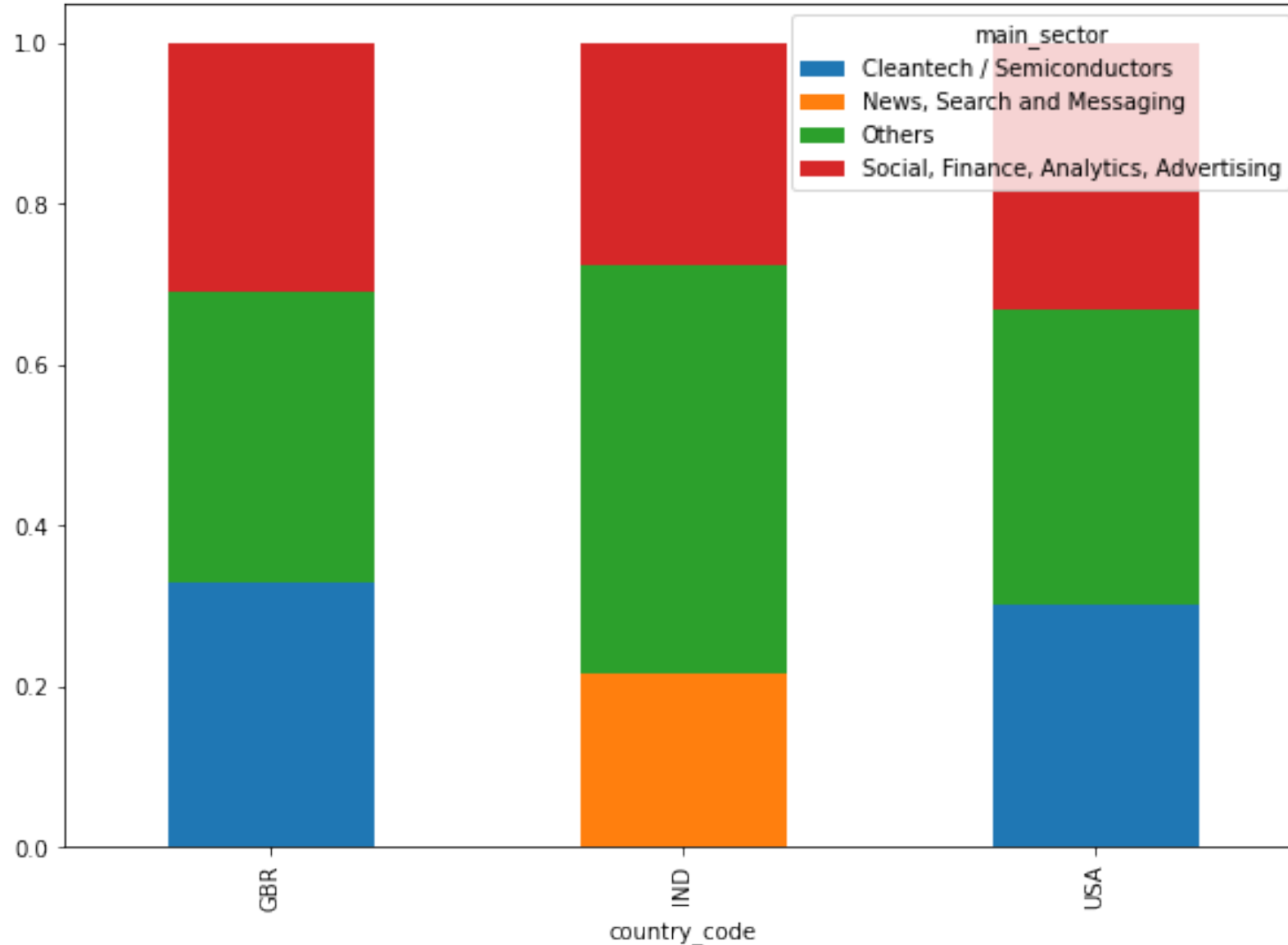
## Top 9 countries with total investment amount

Country	Total investment amount
USA	420068029342.00
CHN	39338918773.00
GBR	20072813004.00
IND	14261508718.00
CAN	9482217668.00
FRA	7226851352.00
ISR	6854350477.00
DEU	6306921981.00
JPN	3167647127.00

\* Only for venture funding type

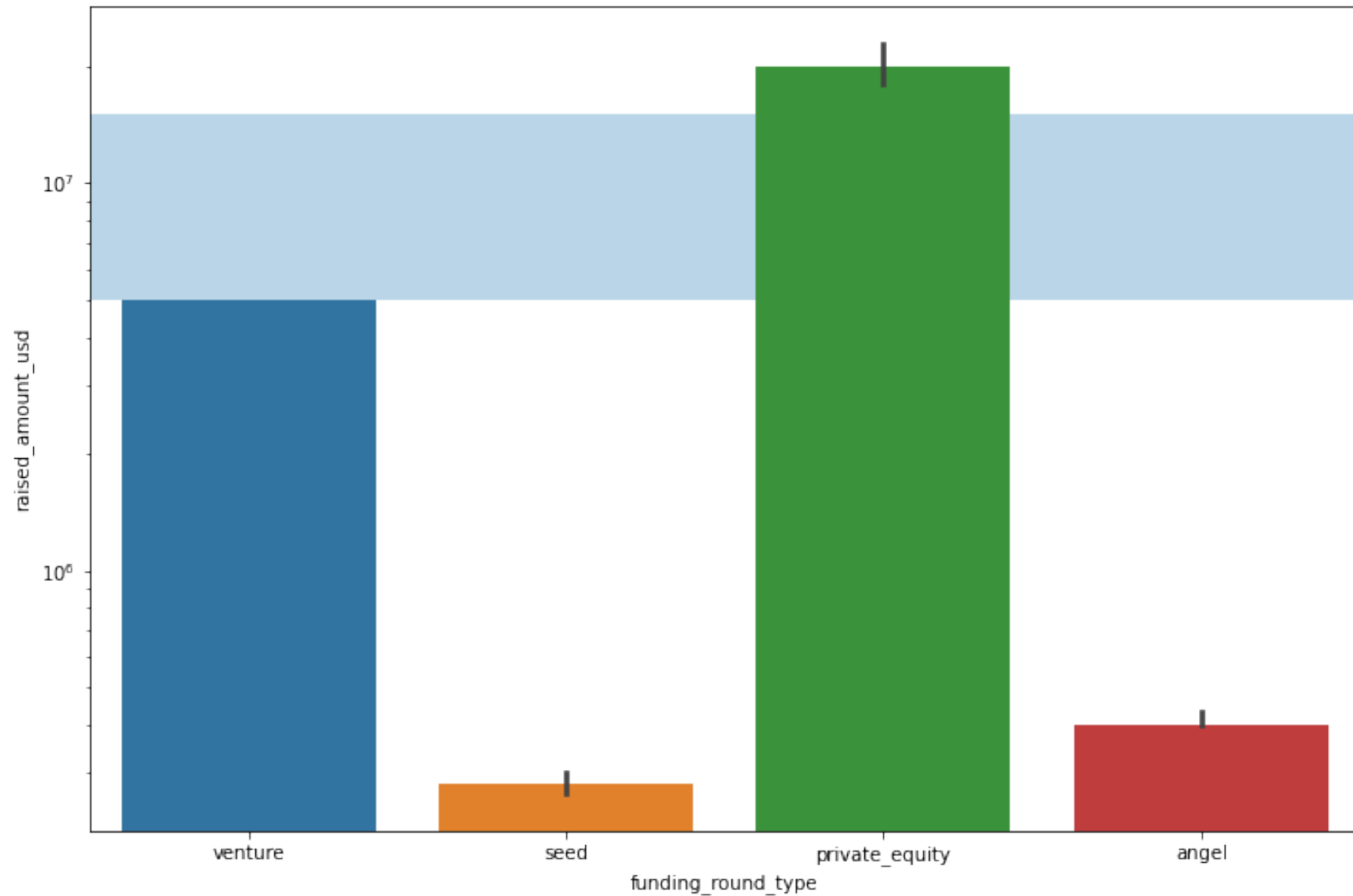
- USA has the highest total investment
- Top 3 English speaking countries with highest total investment are:
  - USA (United States)
  - GBR (United Kingdom)
  - IND (India)

## Sector wise distribution of total investments in top 3 countries



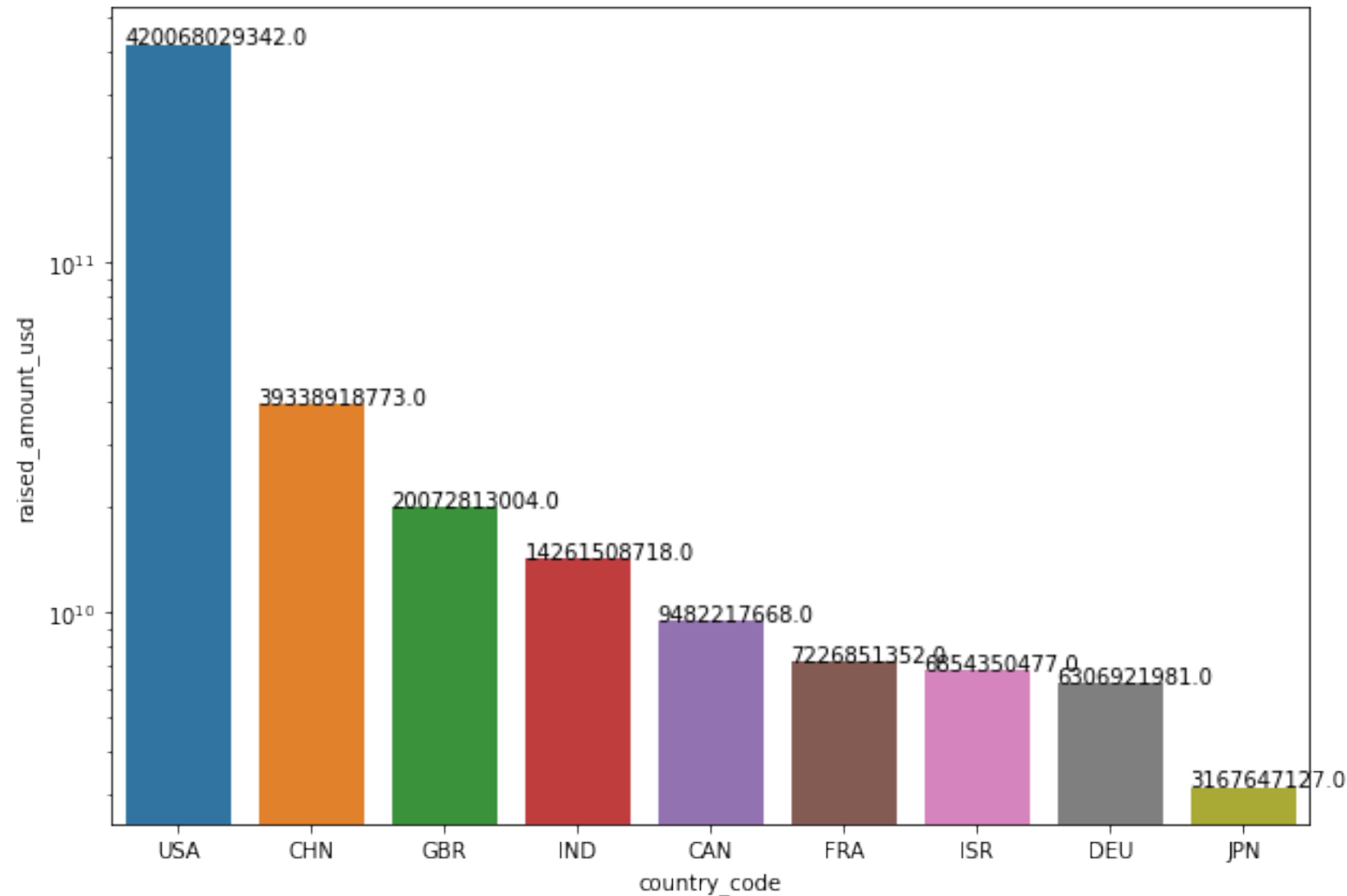
# Median amount of investment in each funding type

Results  
Plot1



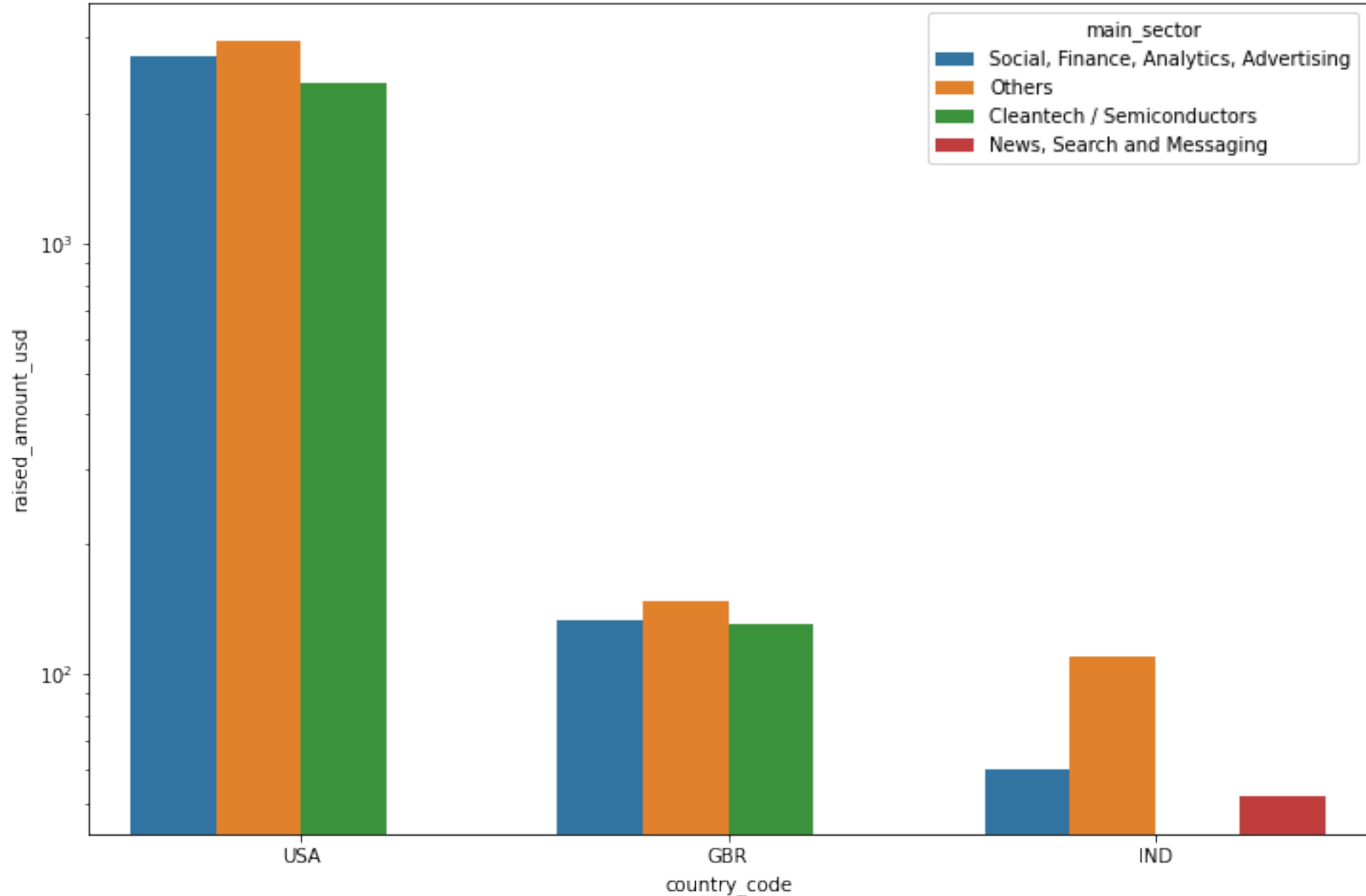
Top 9 countries against the total amount of investments of funding type venture

Results  
Plot 2



# Number of investments in the top 3 sectors of the top 3 countries

Results  
Plot 3





# Conclusions

Based on the analysis, here is the summary for the CEO of Spark Funds to finalize the investment decision

**Funding Type:** Venture

**Top 3 Countries and Top 3 sectors for investment:**

	USA	GBR	IND
Total number of Investments (count)	12064	621	328
Total amount of investment (USD)	107.76 Bn	5.3 Bn	2.9 Bn
Top Sector name (no. of investment-wise)	Others	Others	Others
Second Sector name (no. of investment-wise)	Social, Finance, Analytics, Advertising	Social, Finance, Analytics, Advertising	Social, Finance, Analytics, Advertising
Third Sector name (no. of investment-wise)	Cleantech / Semiconductors	Cleantech / Semiconductors	News, Search and Messaging
Number of investments in top sector (3)	2950	147	110
Number of investments in second sector (4)	2714	133	60
Number of investments in third sector (5)	2350	130	52
For point 3 (top sector count-wise), which company received the highest investment?	virtustream	electric-cloud	firstcry-com
For point 4 (second best sector count-wise), which company received the highest investment?	shotspotter	celltick-technologies	manthan-systems