**What is Spark Funds’ business objective?**

The business objectives and goals of data analysis are straightforward.

1. **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'.
2. **Goals of data analysis**: Your goals are divided into three sub-goals:
   * **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. These will be Spark Funds’ favourites as well.
   * **Sector analysis**: Understanding the distribution of investments across the eight main sectors. (Note that we are interested in the eight 'main sectors' provided in the **mapping file**. The two files — **companies and rounds2** — have numerous sub-sector names; hence, you will need to map each sub-sector to its main sector.)

**4. How do you approach the assignment? What are the deliverables?**

The entire assignment is divided into checkpoints to help you navigate. For each checkpoint, you are advised to fill in the tables into the spreadsheet provided in the download segment. The tables are also mentioned under the **'Results Expected'**section after each checkpoint. Since this is the first assignment, you have been provided with some additional guidance. Going forward you will be expected to structure and solve the problem by yourself, just like you would be solving problems in real life scenarios.

**Important Note:**All your code has to be submitted in one Jupyter notebook. For every checkpoint, keep writing code in one well-commented Jupyter notebook which you can submit at the end.

