

# Spark Fund Investment Analysis

From:

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## Objective:

The CEO of Spark Funds wants to understand the global trends in investments.

- Identify the best sectors, countries, and a suitable investment type for making investments
- Strategy is to invest where others are investing

## Constraints:

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

## Analysis:

- Investment Type
- Countries
- Sector



## Ingestion

- Companies.txt
- Round2.csv
- Mapping.csv



## Data Cleaning

- Clean the encoded data



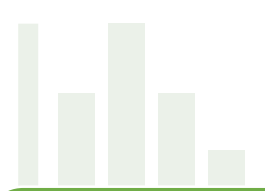
## Merging

- Merging all dataset into a master\_frame.



## Checkpoints

- Investment Type
- Country Analysis
- Sector Analysis



## Plotting Graphs

## Data Cleaning

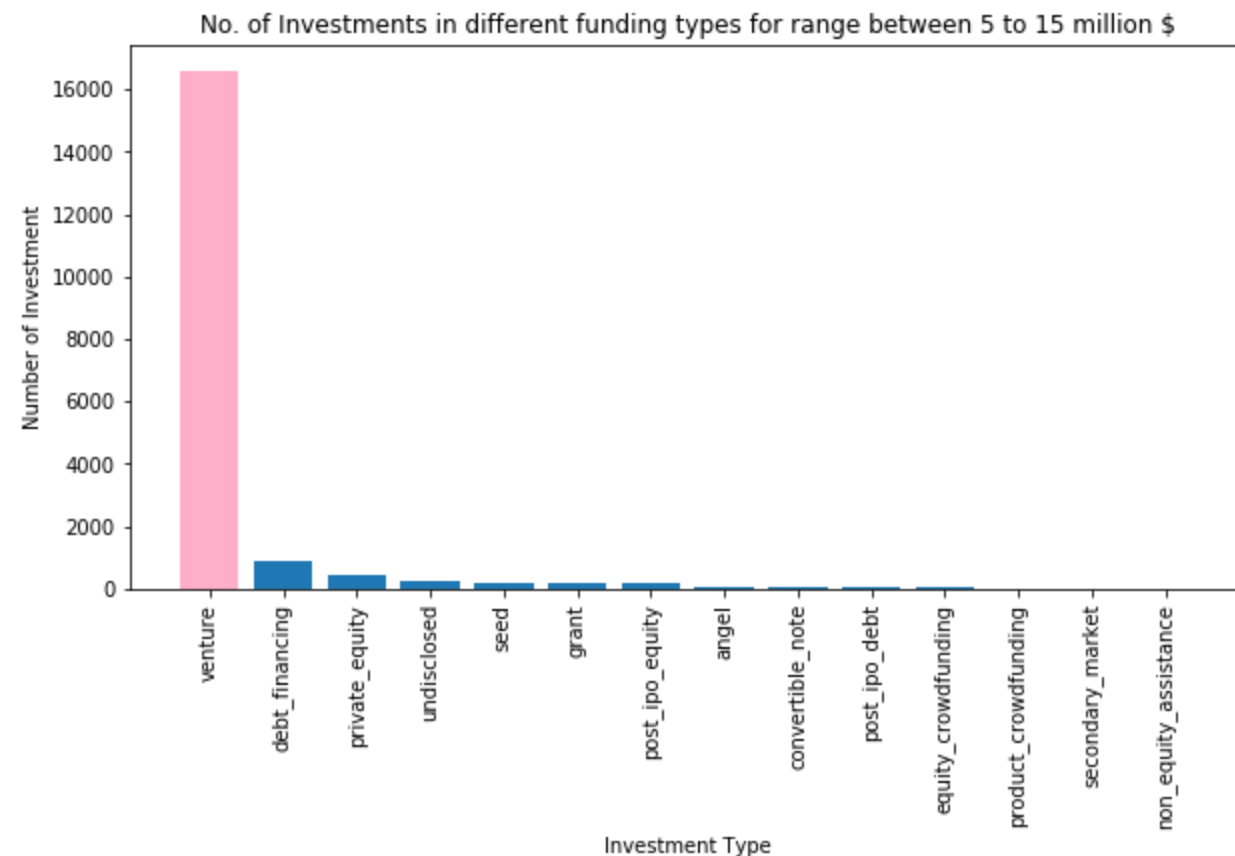
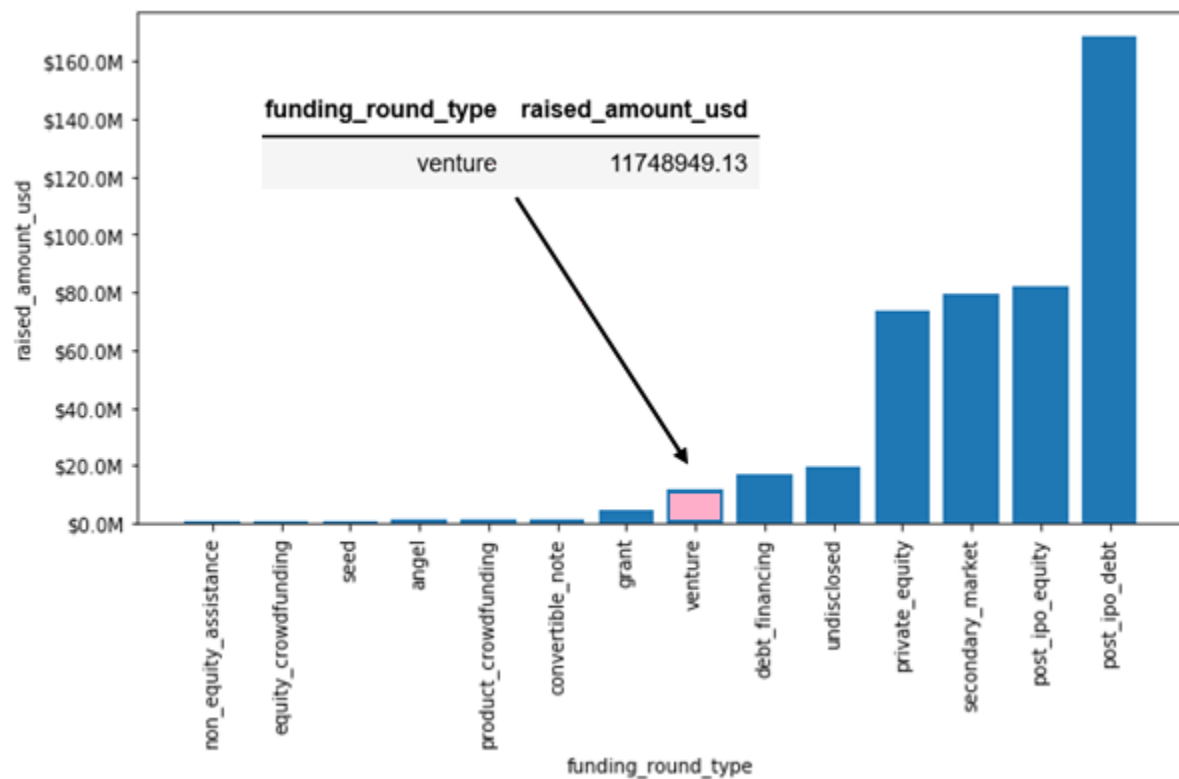
- Encode the data into latin-1 and then decode it back to ascii
- I used 'unidecode' library for this
- Cleaned the data which was wrongly decoded with the library

## Assumptions:

Not removed 0's or NaN's from data as this may factor in with number of companies in the data

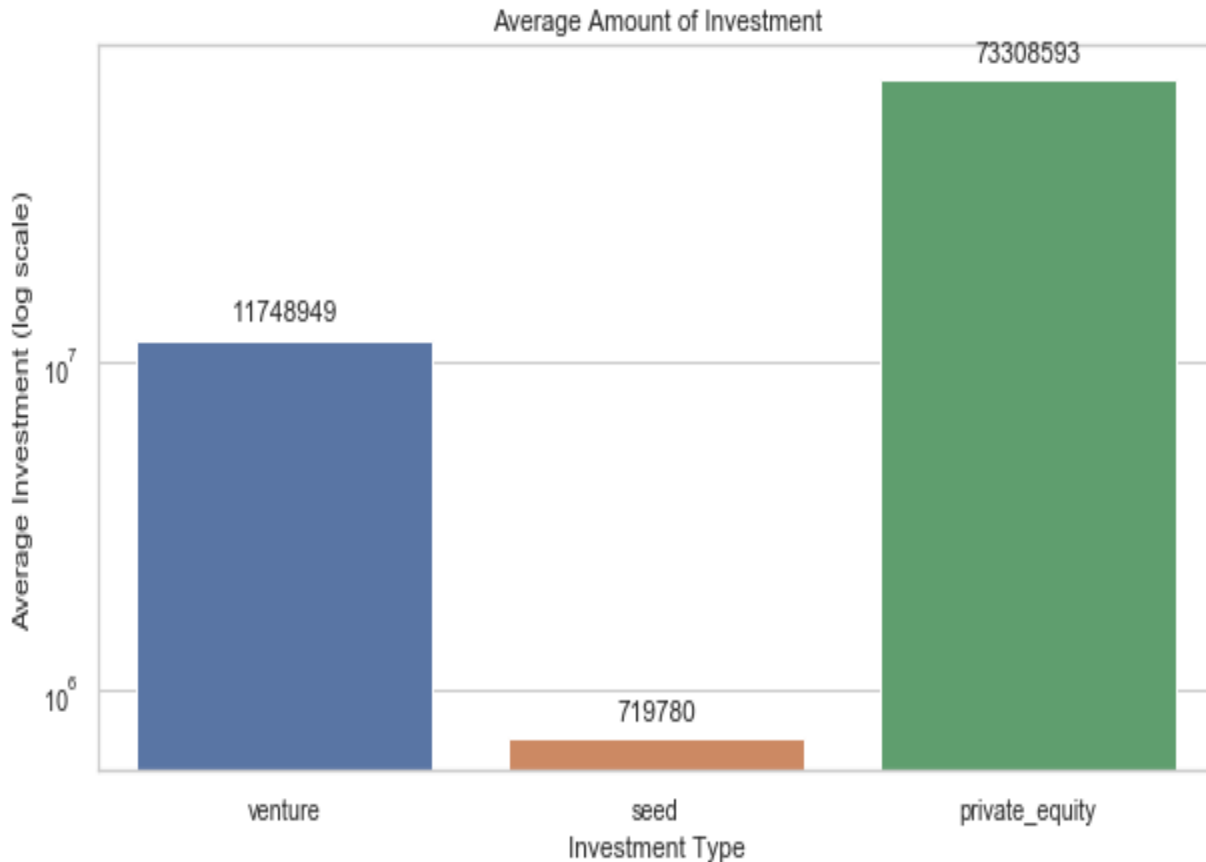
unique companies are present in rounds2	66369
unique companies are present in companies?	66368
observations are present in master_frame	114945

# Funding Type Analysis : Venture

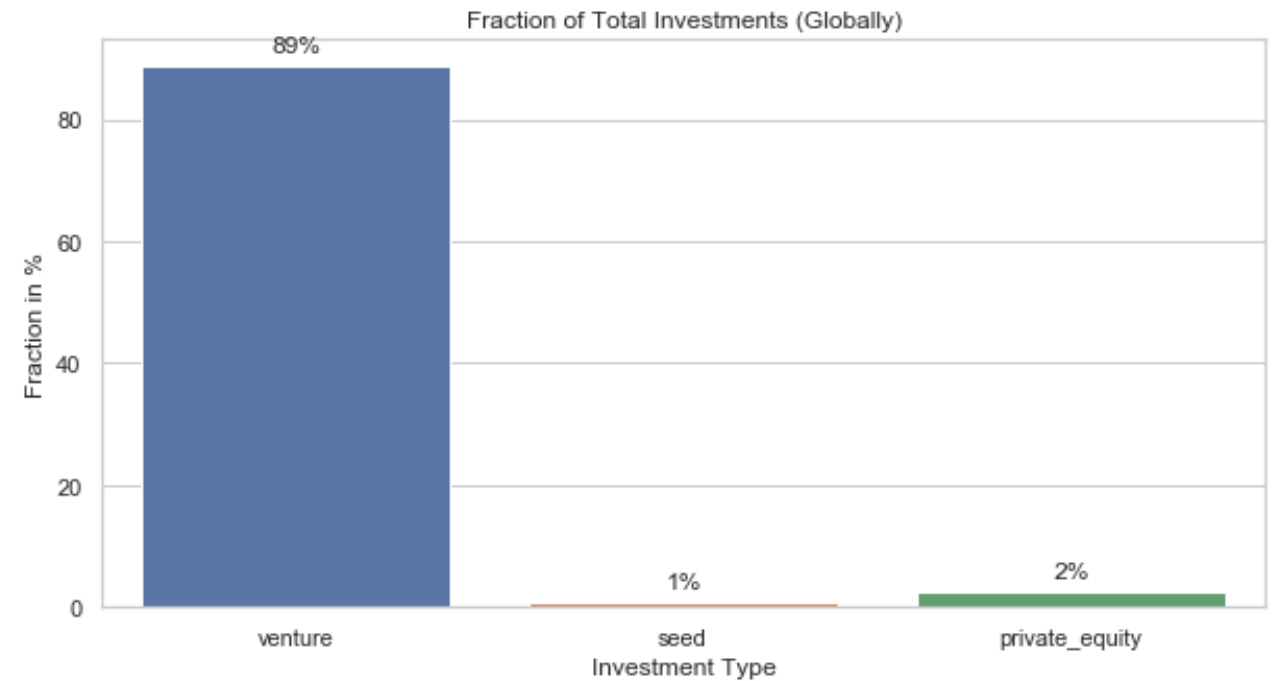


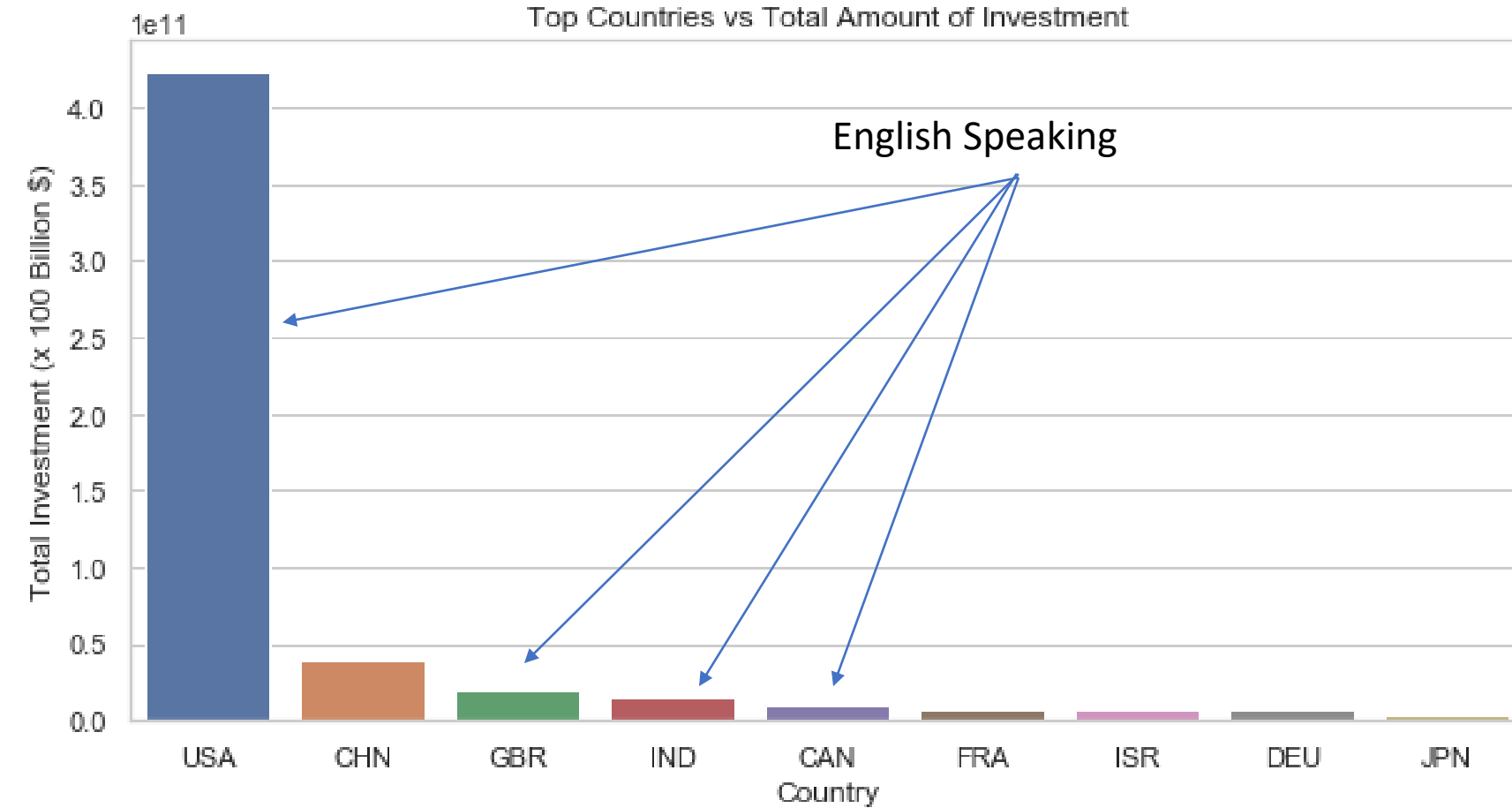
As we can notice in both the charts, the avg amount of funding in venture companies is around 12M\$, and within 5-15M\$ around 16000 funding in venture capitals

Around 12 Million \$ is invested per round of funding in Venture Capitals



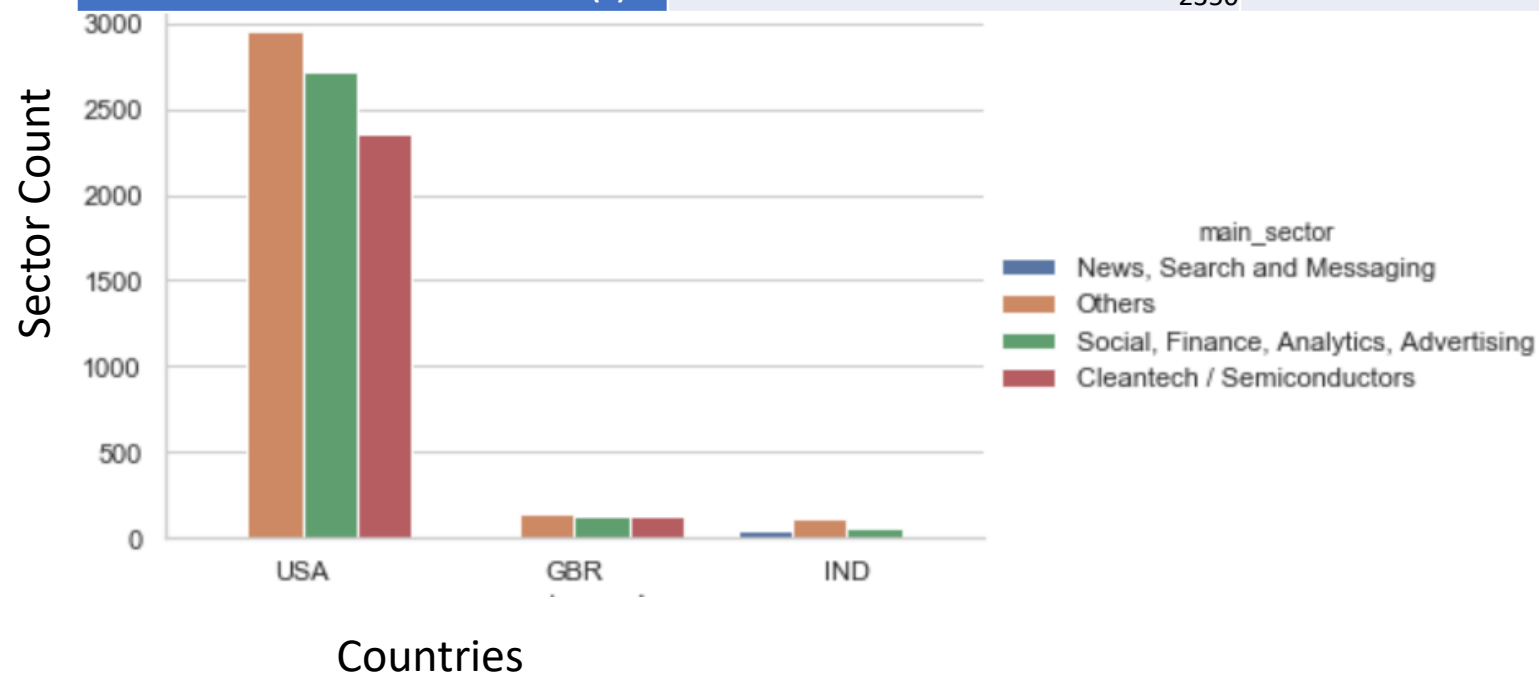
Within 5-15 million \$, Around 89% investments are done in Venture Capitals





country_code	Number of investments	Total Revenue
GBR	621	5379078691.00
IND	328	2949543602.00
USA	12063	107757097294.00

Questions	USA	GBR	IND
Total number of Investments (count)	12063	621	328
Total amount of investment (USD)	107 Billion \$	5 Billion \$	3 Billion \$
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





- Funding Type: Venture Capital
- Countries:
  - United States
  - Great Britain
  - India
- Best Sectors:



USA	GBR	IND
Others	Others	Others
Social, Finance, Analytics, Advertising	Social, Finance, Analytics, Advertising	Social, Finance, Analytics, Advertising
Cleantech / Semiconductors	Cleantech / Semiconductors	News, Search and Messaging