



INVESTMENT ASSIGNMENT SUBMISSION

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SPARK FUNDS



INVESTMENT PLAN:

- 1. Invest between 5 to 15 million USD.
- 2. Invest only in **English speaking** countries.

STRATEGY:

1. Invest where other companies are investing.

GOALS:

- 1. Identify the best Investment type
- 2. Identify the countries which have been heavily invested.
- 3. Identify the best sectors where other companies have invested.

Available Data: Real Investment Data from crunchbase.com





APPROACH

Understanding the data

- 1. Check if the available data is sufficient and precise for the analysis.
- 2. Understand all the data available

Data cleaning

- 1. Remove the irrelevant data.
- 2. Impute the missing data.
- 2. Add additional data if needed

Data Analysis

- 1. Identify the best funding type
- 2. Identify the top3 countries for investments.
- 3. Identify the top3 sectors in each country

Data Visualization

- 1. Visually prove the best funding type for investments.
- 2. Visually show the top9 countries for the investments and the top3 sectors for the top 3 countries



FUNDING TYPE ANALYSIS



FUNDING TYPE	SUM OF INVESTMENSTS (in USD)	MINIMUM INVESTMENT (in USD)	MAXIMUM INVESTMENT (in USD)	REPRESENTATIVE VALUE (in USD)
SEED	1.743385e+10	0.0	2.000000e+08	275000.0
ANGEL	4.708615e+09	0.0	4.945120e+08	400000.0
VENTURE	5.871601e+11	0.0	1.760000e+10	5000000.0
PRIVATE EQUITY	1.406101e+11	0.0	4.745460e+09	2000000.0

- ❖ For funding types Seed & Angel, the representative value is very low.
- ❖ For funding type Private Equity, the representative value is very high.
- Since our company wants to invest between 5-15M USD and the Venture's representative value is approximately 5M, the most suitable funding type will be **VENTURE**.



COUNTRY ANALYSIS



TOP 9 COUNTRIES WHICH HAVE INVESTED IN VENTURE FUNDING TYPE

COUNTRY	TOTAL SUM OF INVESTMENTS
USA	4.336758e+11
CHN	4.245042e+10
GBR	2.148563e+10
IND	1.523186e+10
CAN	1.003333e+10
FRA	7.599537e+09
DEU	7.486960e+09
ISR	7.477515e+09
JPN	3.583677e+09

TOP 3 ENGLISH SPEAKING COUNTRIES WHICH HAVE INVESTED IN VENTURE FUNDING TYPE



COUNTRY	TOTAL SUM OF INVESTMENTS
USA	4.336758e+11
GBR	2.148563e+10
IND	1.523186e+10

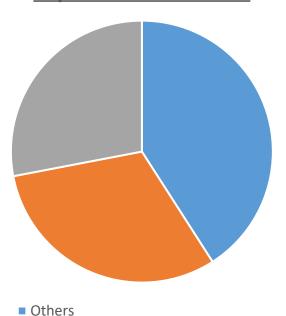
❖ Since our company is interested to invest only in English speaking countries, the top3 countries are: USA, GBR (UK) and IND



SECTOR ANALYSIS

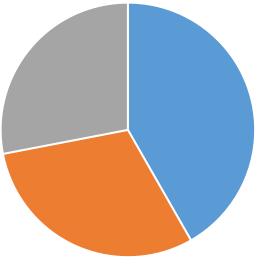


Top 3 sectors for USA



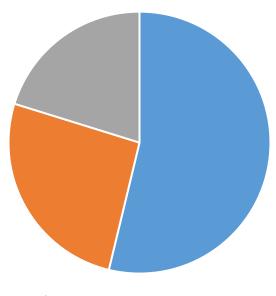
- Cleantech / Semiconductors
- Social, Finance, Analytics, Advertising

Top 3 Sectors for GBR



- Others
- Cleantech / Semiconductors
- Social, Finance, Analytics, Advertising

Top 3 Sectors for IND



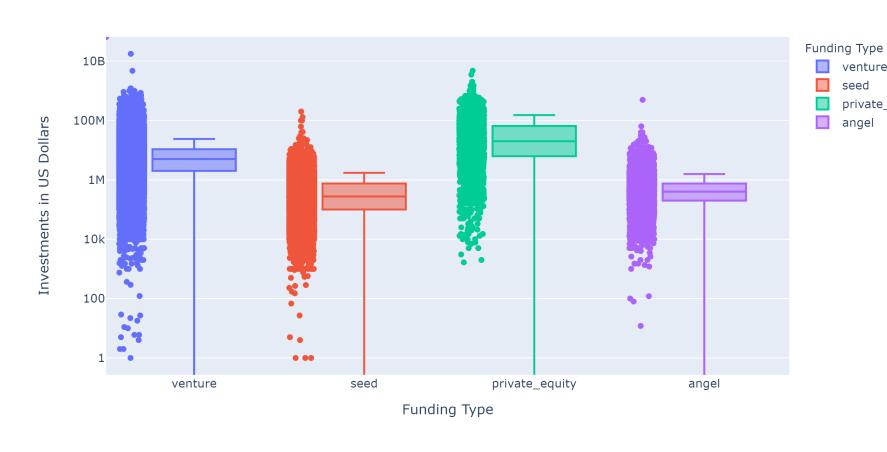
- Others
- News, Search and Messaging
- Social, Finance, Analytics, Advertising





FUNDING TYPES & REPRESENTATIVE AMOUNTS

Funding Types and Representative Amounts



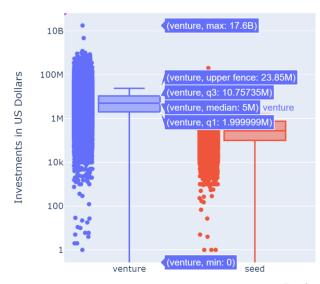


venture seed

angel

private_equity

Funding Types and Representative Amounts

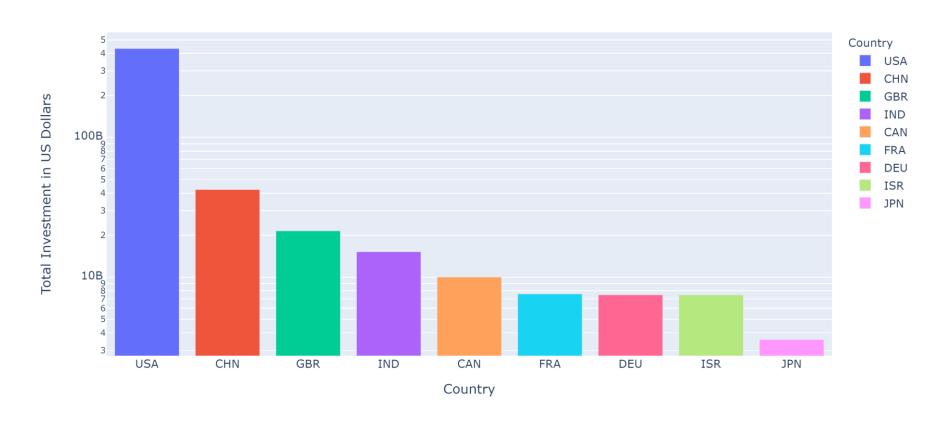




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TOP 9 COUNTRIES & TOTAL INVESTMENTS

Top 9 countries and Investments



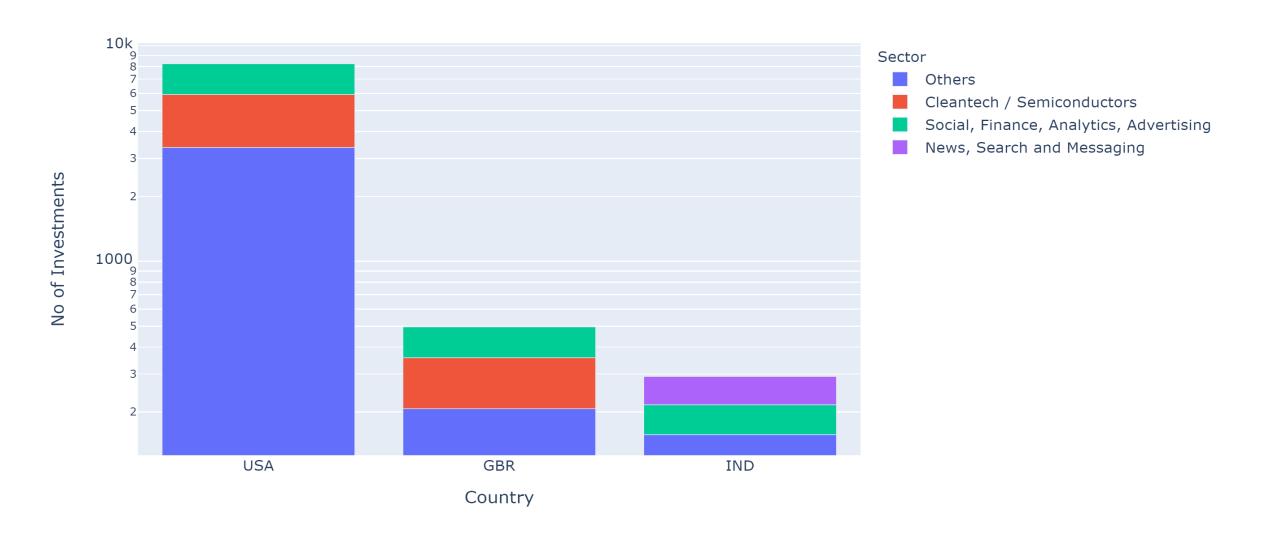
Since we are interested in English speaking countries, the top 3 countries – USA, GBR, IND



TOP3 SECTORS IN TOP3 COUNTRIES



Number of Investments made by Top3 Countries in Top3 Sectors





CONCLUSIONS – TOP3 COUNTRIES & TOP3 SECTORS



TOP #2 COUNTRY GBR (UK)

SECTORS:

- ✓ Others
- ✓ Cleantech /
 Semiconductors
- ✓ Social, Finance,Analytics, Advertising

TOP #1 COUNTRY USA

SECTORS:

- ✓ Others
- ✓ Cleantech /
 Semiconductors
- ✓ Social, Finance,Analytics, Advertising

TOP #3 COUNTRY INDIA

SECTORS:

- ✓ Others
- ✓ News, Search and Messaging
- ✓ Social, Finance,Analytics,Advertising