

# INVESTMENT ASSIGNMENT SUBMISSION

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# Strategy and Business Objective

## Strategy

Invest where most others are investing

## Objective

Identify the best sectors, countries, and a suitable investment type for making investments



# Approach Used



- Funding data and companies data merged together to get a single view
- Merged frame has been massaged to treat the missing values and outliers
- Most representative values have been chosen for the four desired funding types, Seed, Angel, Venture and Private Equity
- From the Mean values calculated, most suitable investment type for Spark Funds would be **“Venture Type”**
- For the chosen Fund Type, FT, “Venture Type”, top countries have been identified based on total amount invested
- English speaking countries have been discovered from the Wiki source
- Top 3 English speaking countries identified based on the amount of Investment
  1. **United States of America (USA)**
  2. **Great Britain (GBR)**
  3. **Canada (CAN)**

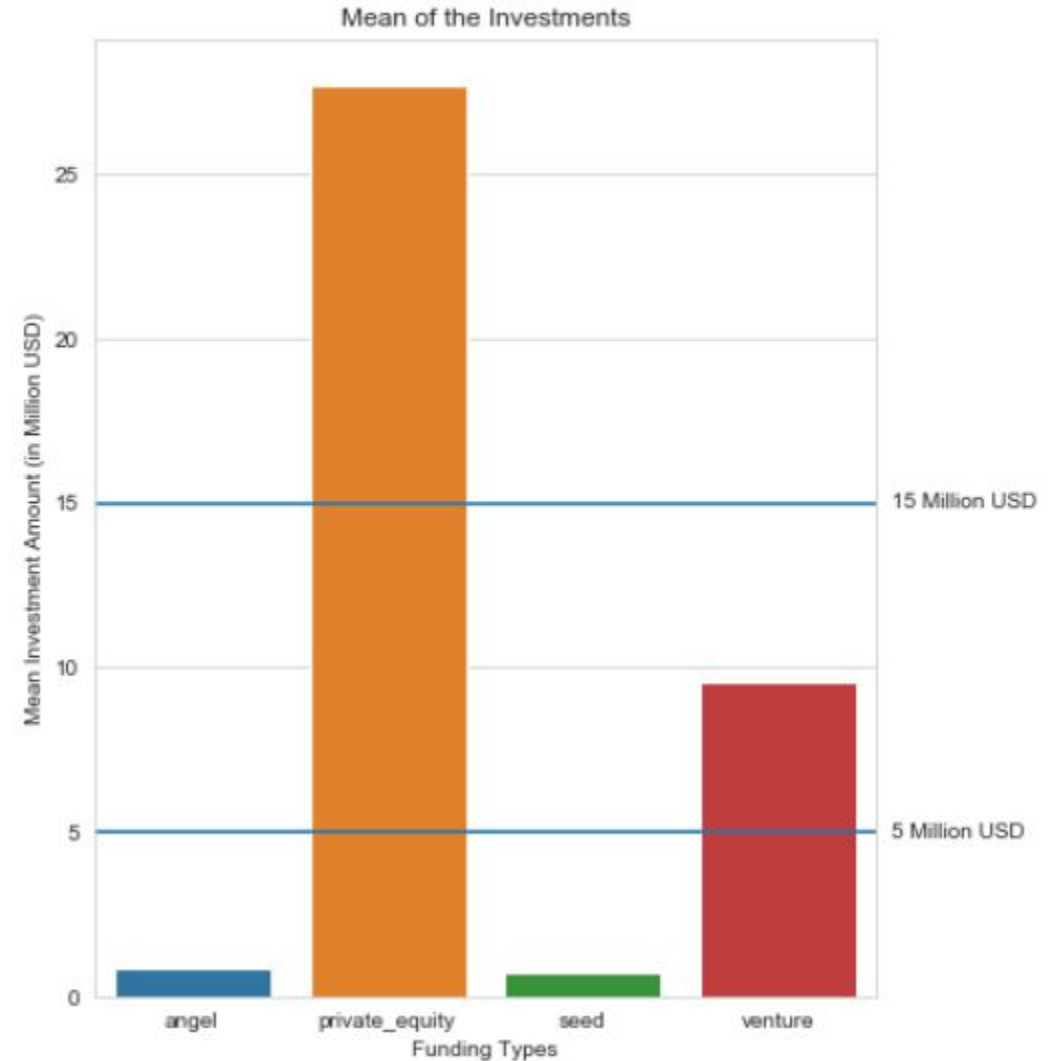
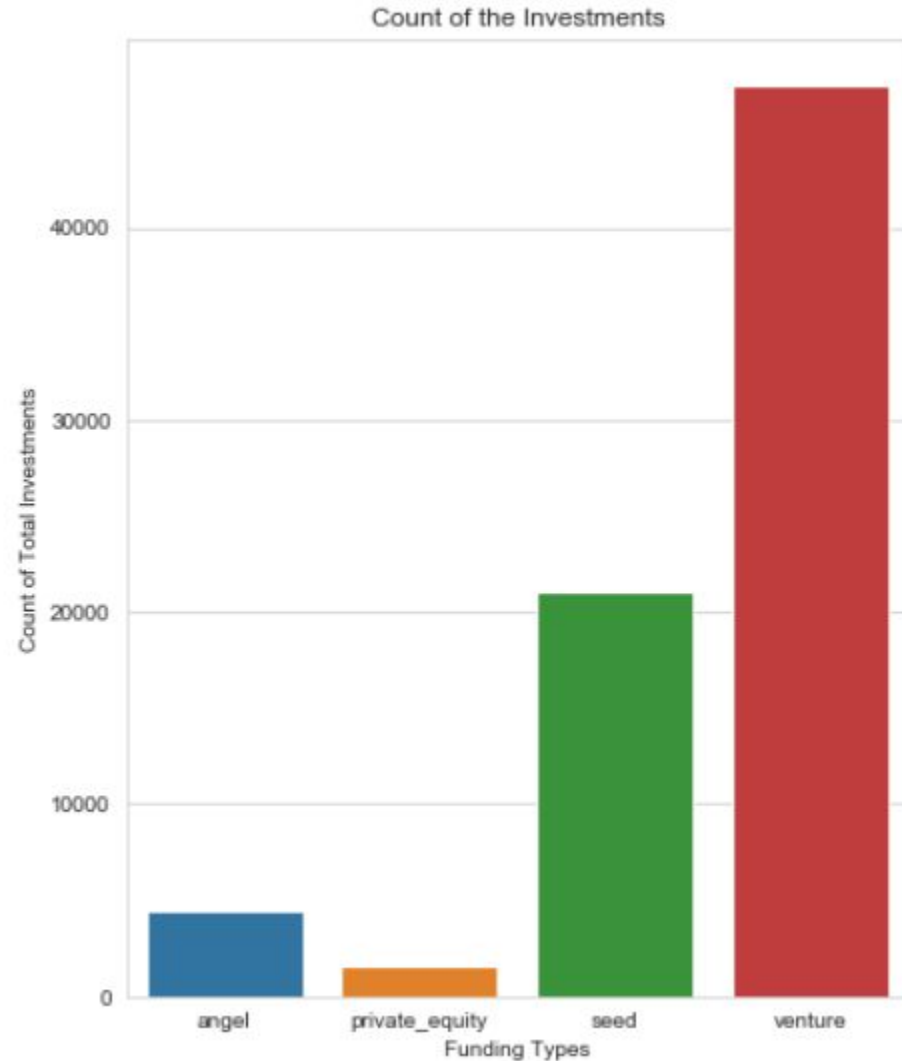
## Data Analysis (Cont)

- From sector input data, each primary sector is mapped to a main sector
- This data is merged with merged frame to have a single view of the data
- For each of the top 3 English speaking countries identified, below steps are performed
  - Data is grouped by main sector, top 3 sectors identified by count of investments and by amount of investment
  - Total amount invested across main sectors calculated
  - Top company in top 2 sectors identified by amount of Investment
- Following graphs are plotted with the data analyzed so far
  - Count of total investments and the mean investment amount for the desired four funding types
  - Top countries on the amount of investment
  - Top 3 sectors in the top 3 English speaking countries as investment proposal

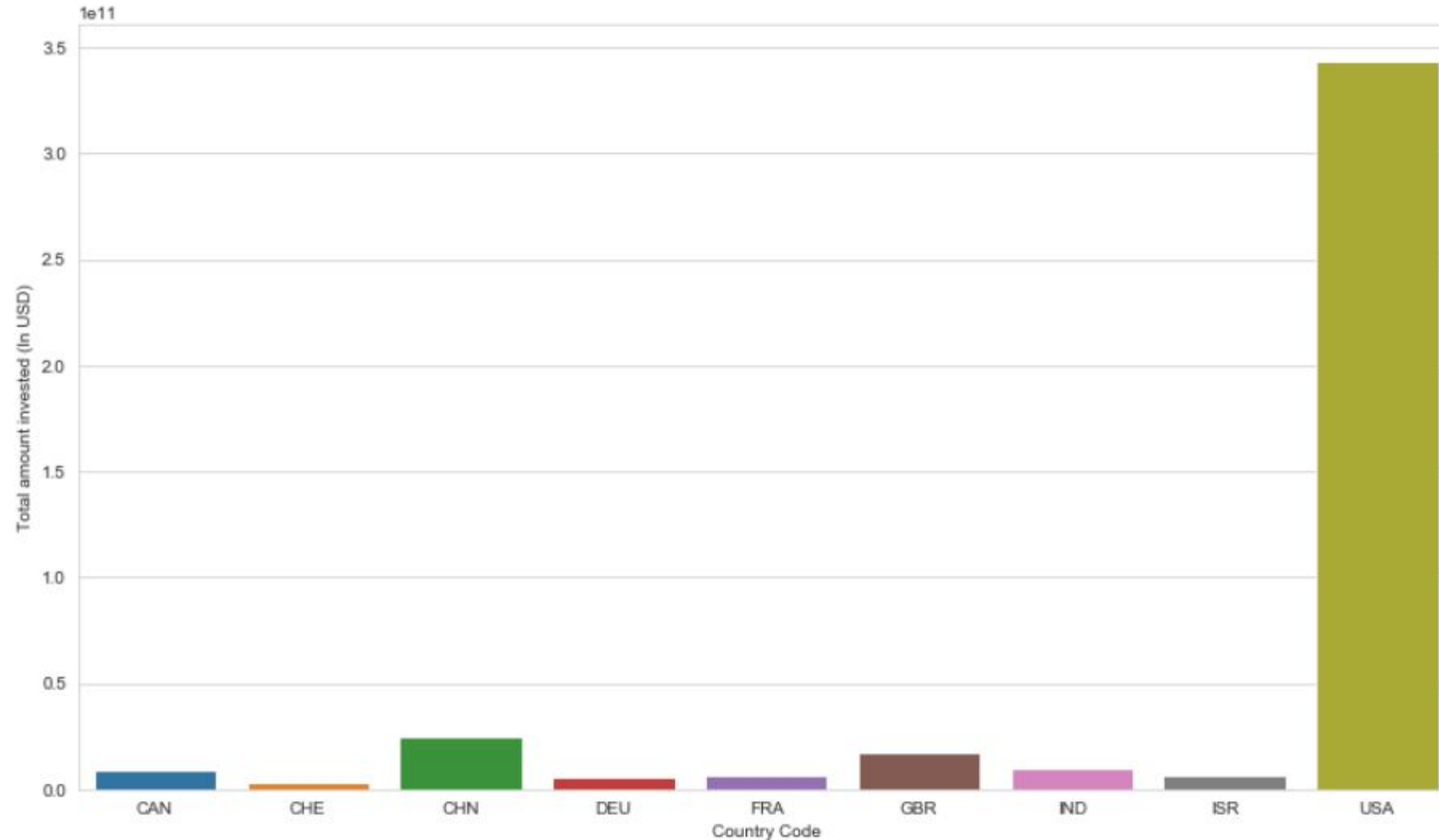
# Results

Sector-wise Investment Analysis				
Sl.no	Questions	C1	C2	C3
1	Total number of Investments (count)	12063	621	422
2	Total amount of investment (USD)	1.07757E+11	5379078691	3599289960
3	Top Sector name (no. of investment-wise)	Others	Others	Cleantech / Semiconductors
4	Second Sector name (no. of investment-wise)	Social, Finance, Analytics, Advertising	Social, Finance, Analytics, Advertising	Others
5	Third Sector name (no. of investment-wise)	Cleantech / Semiconductors	Cleantech / Semiconductors	Social, Finance, Analytics, Advertising
6	Number of investments in top sector (3)	2950	147	112
7	Number of investments in second sector (4)	2714	133	109
8	Number of investments in third sector (5)	2350	130	78
9	For point 3 (top sector count-wise), which company received the highest investment?	1stdibs	Tribold	Zymeworks
10	For point 4 (second best sector count-wise), which company received the highest investment?	SigFig	OpenGamma	QuickPlay Media

# Plots of Count of Total Investment and Average Investment

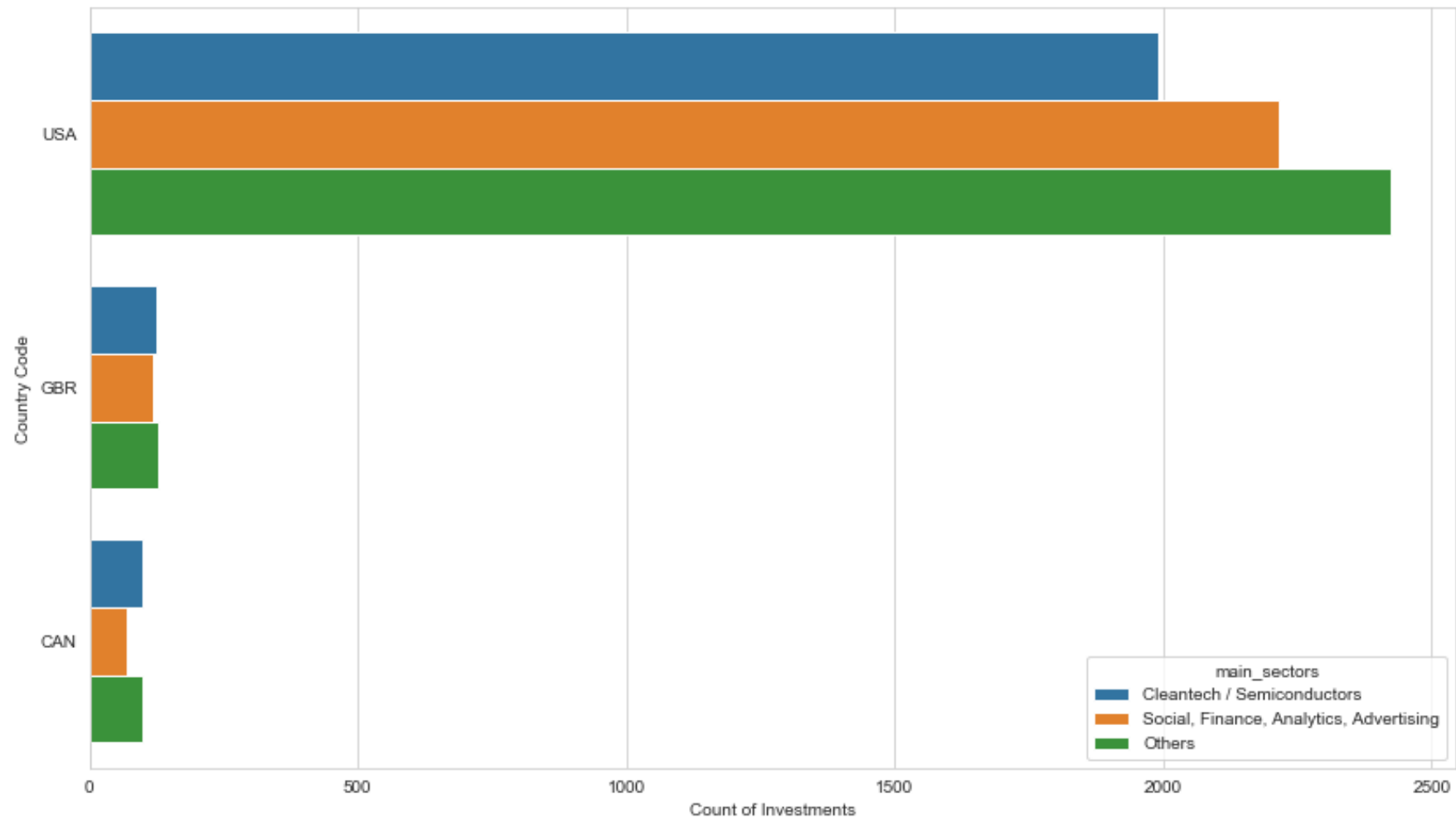


# Plot of Total Amount invested across countries





# Count of investments in top 3 sectors in top 3 countries



## Investment Proposal

- Plot 1 clearly defines the best suited investment type for Spark Funds, Venture Type
- Plot 2 shows the top countries suitable for Investment, USA, GBR and CAN
- Plot 3 shows the sectors best suited for investments
  - Others
  - Social, Finance, Analytics, Advertising
  - Cleantech / Semiconductors

### **Final Proposal for Investment for Spark funds based on the strategy would be the following**

1. *Best Investment type – Venture*
2. *Best Countries to invest – USA, GBR and Canada*
3. *Best Sectors to invest*
  - *Others*
  - *Social, Finance, Analytics, Advertising*
  - *Cleantech / Semiconductors*