

INVESTMENT ASSIGNMENT

SUBMISSION

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Objectives

Problem Statement:

- The objective is to identify the best investment strategy based upon the best sectors, countries, and a suitable investment type for making investments. .

Business and Data Understanding:

- Invest only between 5 to 15 million USD per round of investment
- Target only English Speaking Countries

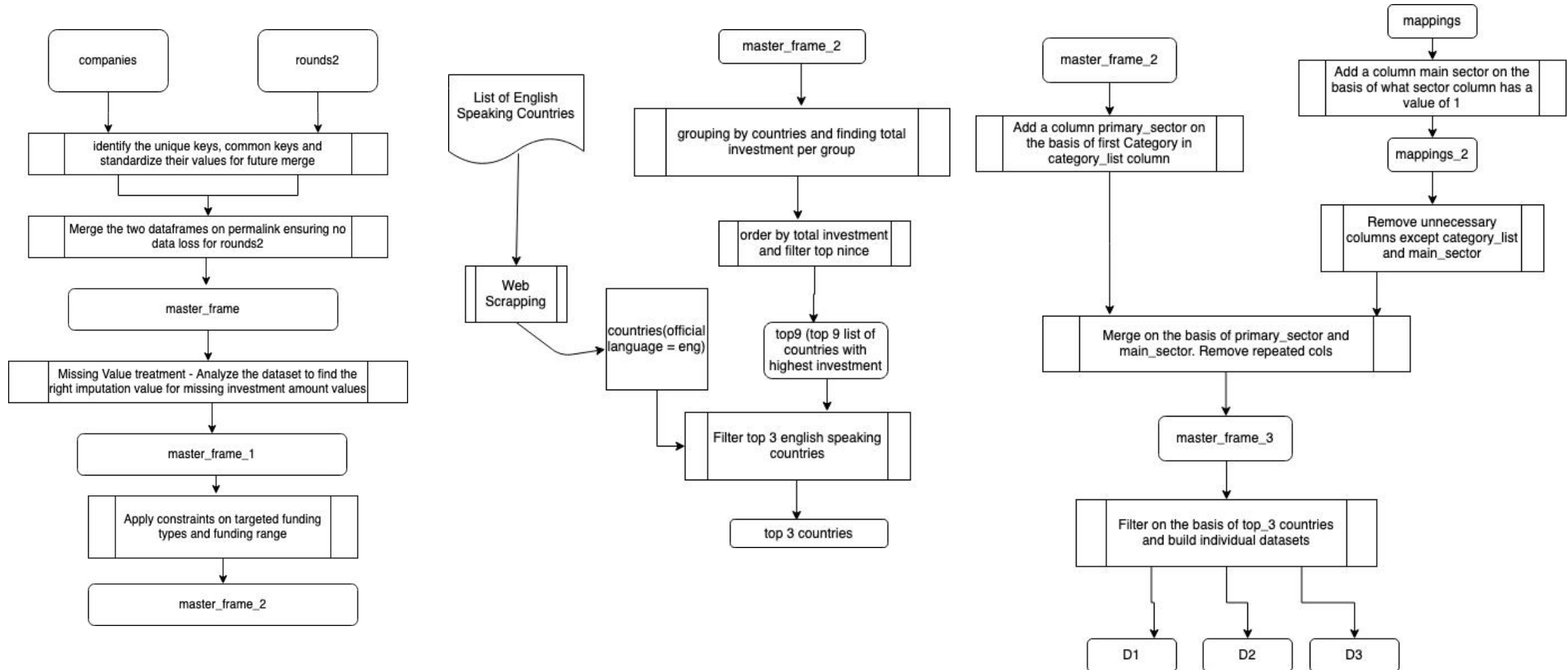
Strategy:

- Invest where most other investors are investing. 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'.

Goals:

- Come up with data list for suitable english speaking countries, intended investment sectors and an optimum investment type.

Data Operations Flow



Fund Type Analysis

Business Constraints:

- Investment should be between 5 million to 15 million USD

Result:

- Venture type seems to be suitable fund type for the given constraints.

Below is the mean for targeted funding types:

fund type	avg invst amt(Mn)
angel	1.33
private equity	62.54
seed	1.19
venture	10.90

Country Wise Analysis

Below are the top 9 countries irrespective of language on the basis of highest investment amount. Orange ones are the top 3 english speaking. (US, England and Canada)

Source used for eng speaking countries -

[https://en.wikipedia.org/wiki/](https://en.wikipedia.org/wiki/List_of_territorial_entities_where_English_is_an_official_language)

List_of_territorial_entities_where_

English_is_an_official_language

Country Code	Investment Amt.
USA	112562637512.00
GBR	5726936263.00
CHN	5156510507.00
CAN	3834922744.00
IND	3065543602.00
ISR	2989295147.00
FRA	2143939776.00
DEU	1797007570.00
SWE	733759745.00

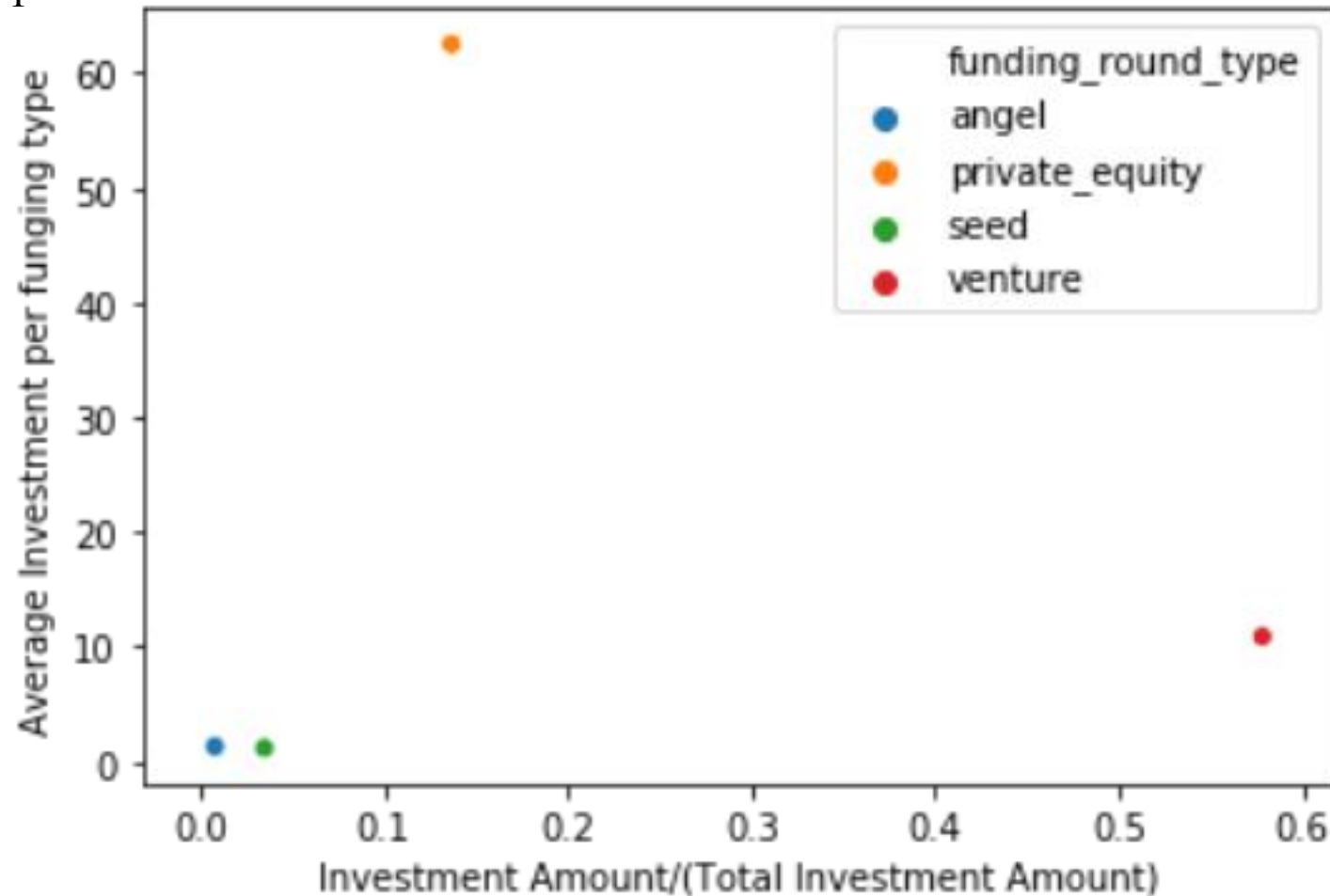
Sector Wise Analysis

Analyzing the data for top sectors along top3 eng speaking countries following can be concluded.

- Top 3 sectors are same though not in same order -
 - Others
 - Cleantech / Semiconductors
 - Social, Finance, Analytics, Advertising
- Number of investments for USA is drastically higher than the number of investment for England and Canada.

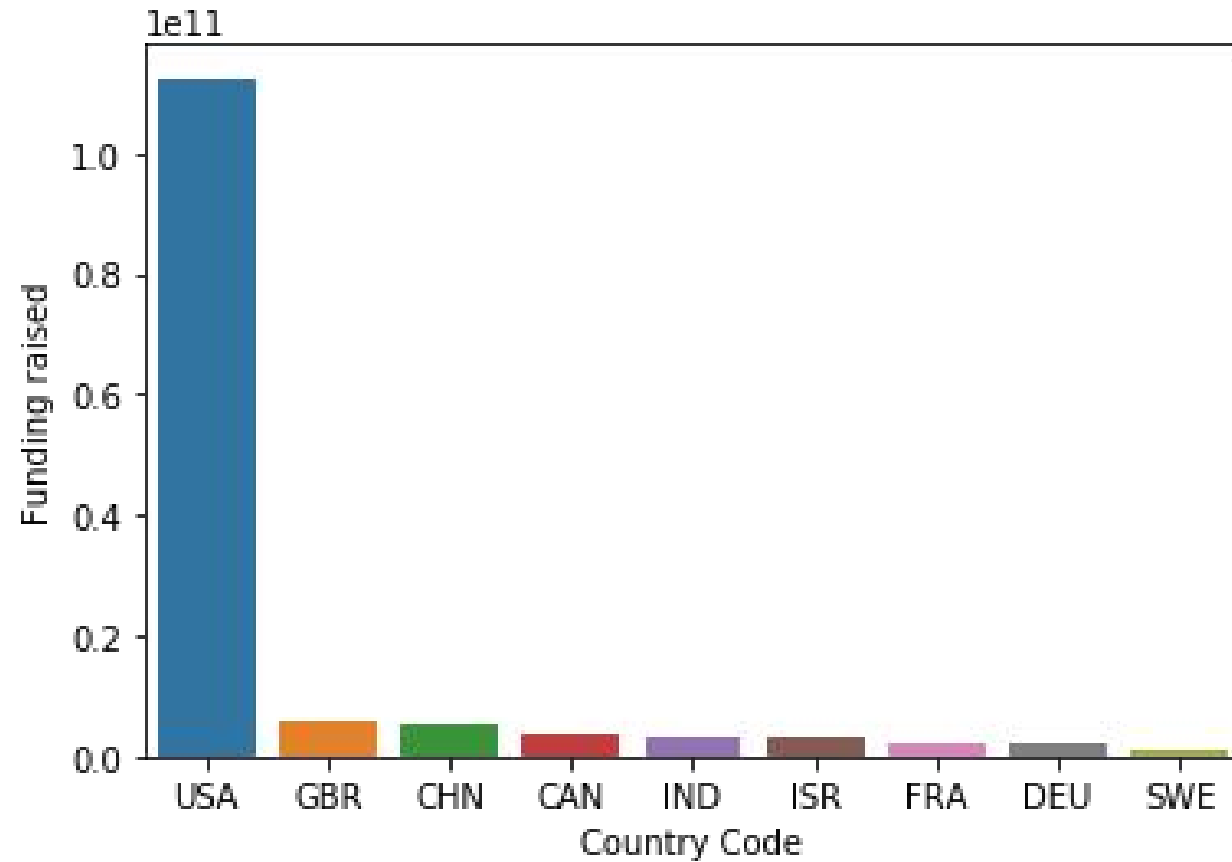
Fraction of total investment (globally) vs average amount of investment in each funding type

Plot 1



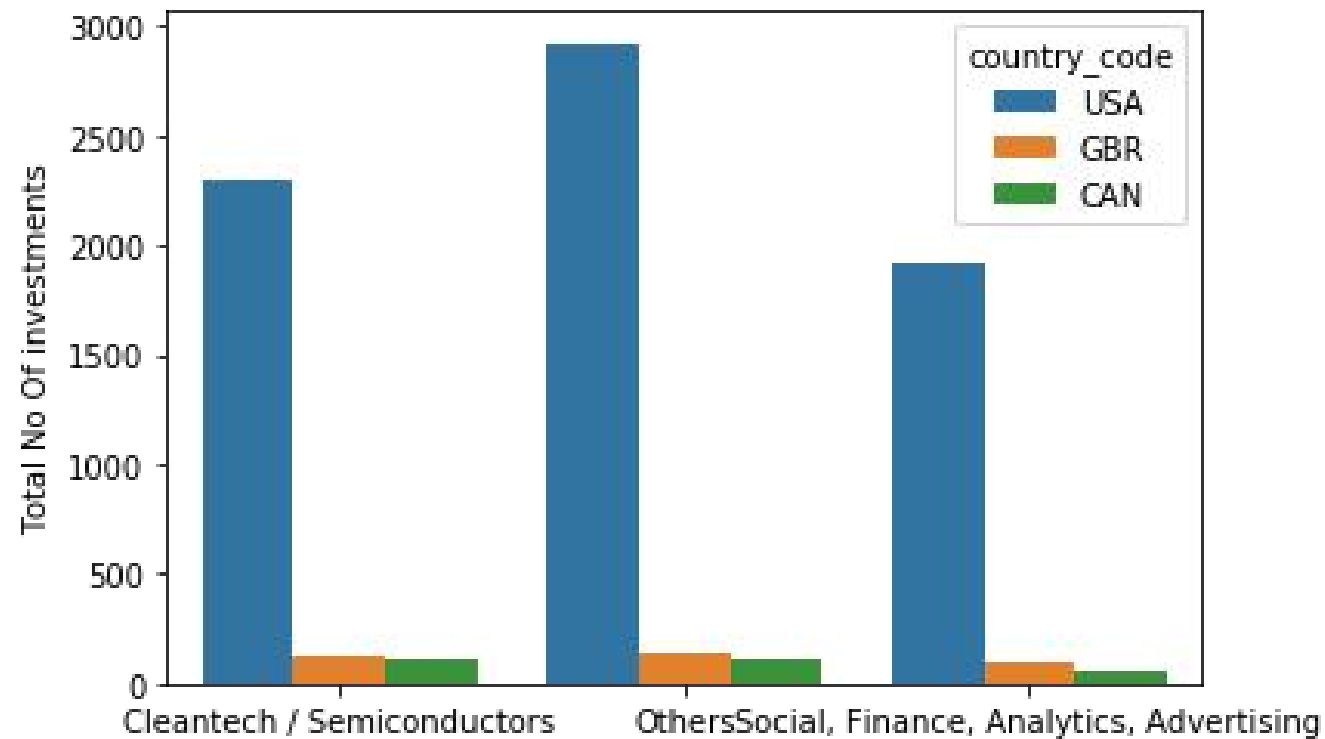
Top 9 countries against the total amount of investments of funding type FT

Plot 2



Number of investments in the top 3 sectors of the top 3 countries on one chart for venture type

Plot 3



Concluded Strategy:

- Sparks Funds should target mainly 3 english speaking countries. - US, England and Canada
- In US and England it can prefer investment in following order:
 - Others > Cleantech / Semiconductors > Social, Finance, Analytics, Advertising
- But in Canada the order should be Cleantech / Semiconductors > Others > Social, Finance, Analytics, Advertising
- Among the countries US can be the hot spot for putting in investment because of the magnitude of the difference in total investmnes from other tow countries.
- Sparks Funds should invest in those comapnies which have already recieved the funding from Venture Capital Firms.
- Best option to go with is US where companies have been funded by Venture Captialists and their primary sector lies in Others.