INVESTMENT ASSIGNMENT

SUBMISSION

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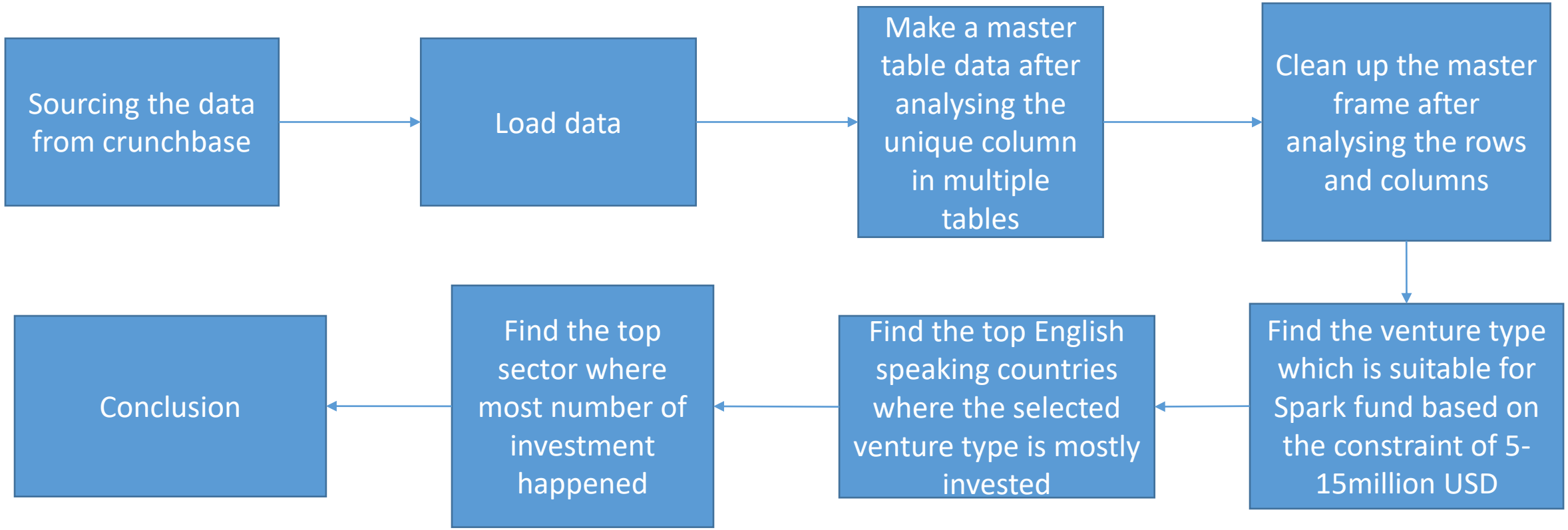
Investment analysis for spark fund

- Spark funds wants to make new investment so they want to understand the global trends towards investment which can help them to make decisions on where they should invest.

- With this analysis they want to see where most of the investments are happening based on the country , funding type and sector.
- Data which will be used for analysis are downloaded from crunchbase.com.
- There are few constraints which are mentioned below
  - It only wants to invest between 5-15 million USD in one round
  - It only wants to consider either angel, seeds , venture or private equity funding rounds
  - It only wants to consider countries which are English speaking.

Exploratory data analysis

Steps used for analysis



Funding round type suitable for spark fund to invest

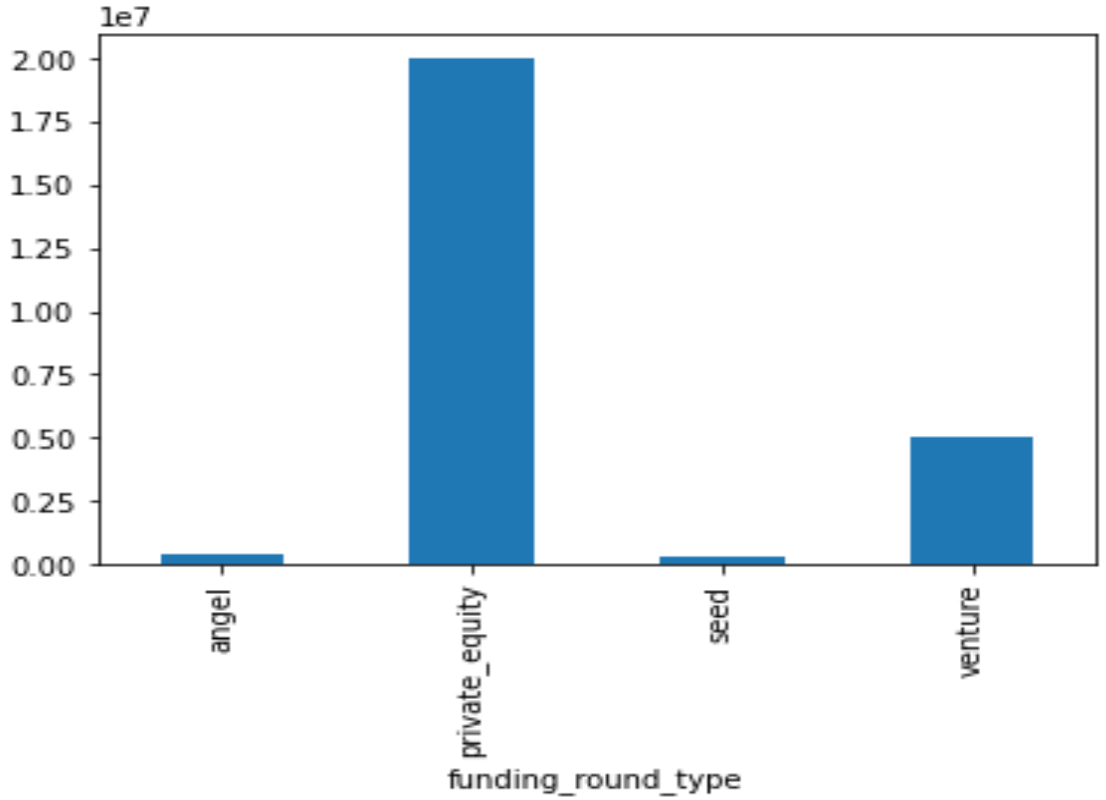
- After analysing the amount invested in each funding round type , we decided to calculate the median of the amount invested since there were many rows where amount was 0 or very high value.

- For angel type of funding the median is 0.4 million USD.
- For seed it comes out to be .28 million USD.
- For venture it comes out to be 5 million USD.
- For private equity it is 20 million USD.

- So based on the above figure we decided to choose venture as the most suitable funding round where spark should invest.

Funding round type suitable for spark fund to invest

Below bar chart represent the values for each funding round type



Top countries where selected funding round was invested

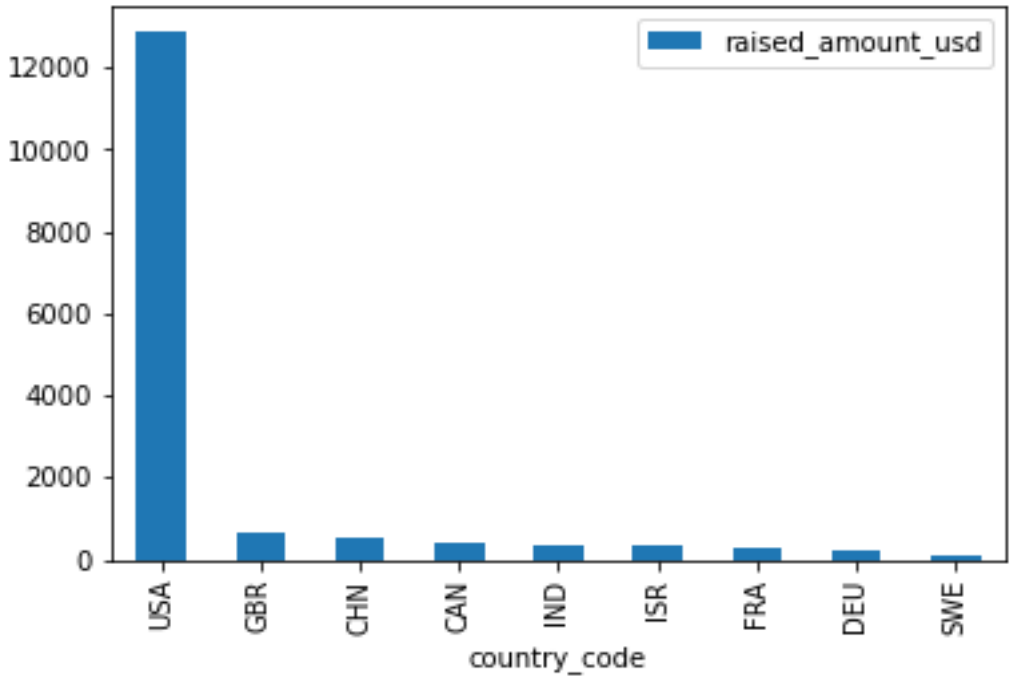
In this we analysed the top countries where most of the investment happened during venture funding rounds and we also filtered out all the countries where English is not spoken and then we got below result of top 3 countries.

Country	Number of investment	Total amount invested(USD)
USA	12853	114711.9 million
UK	628	5436 million
Canada	426	3647 million

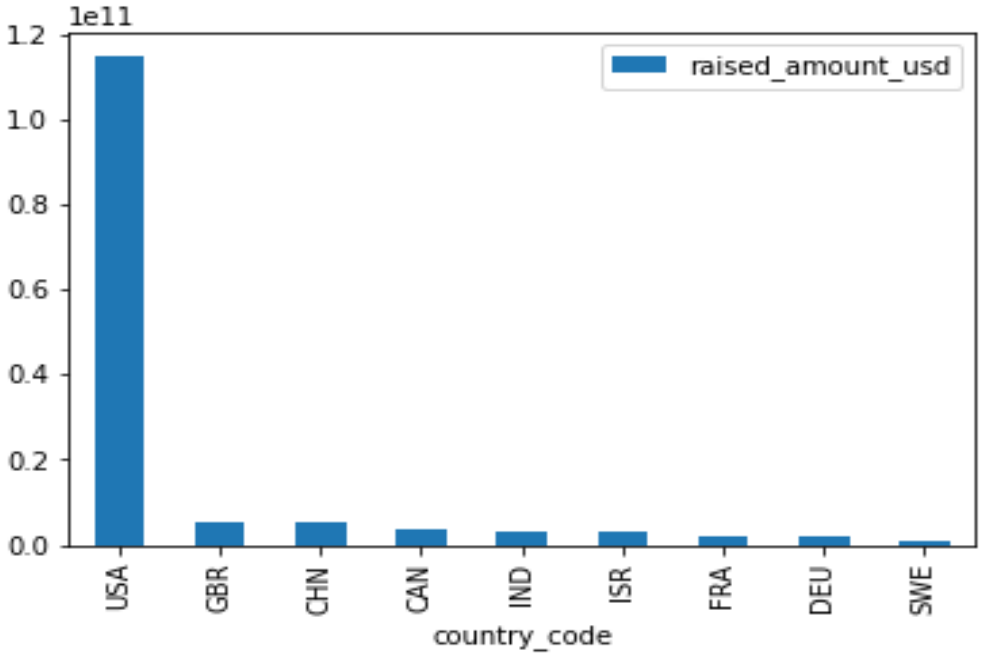
Top countries where selected funding round was invested

Plot showing investments in top 9 countries

Based on count



Based on total amount



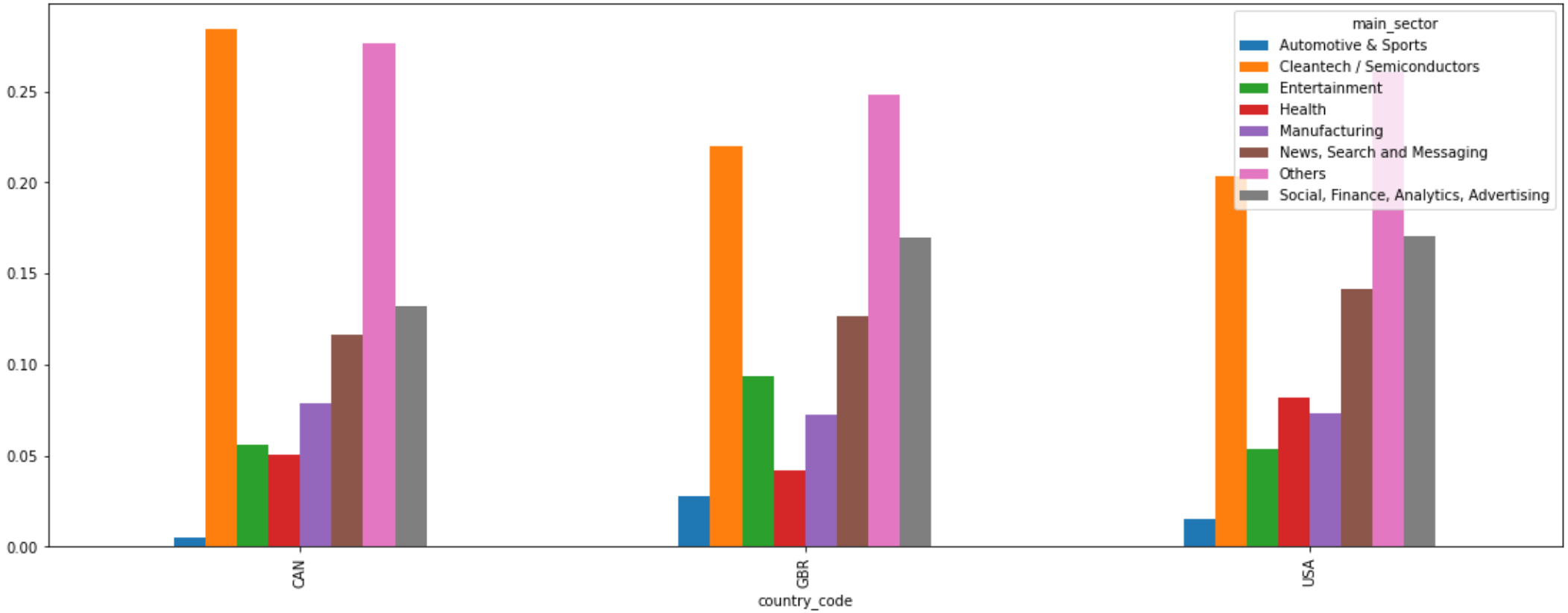
Top sector in top 3 countries

- Now as we got the top countries we also analysed the top sector in each top country and we got the below result
- Following table shows top sector in USA, UK and Canada which are our top 3 countries.

Country	Sector	Number of investments
USA	Others	3063
	Cleantech Semiconductors	2387
	Social, Finance, Analytics, Advertising	2008
United Kingdom	Others	143
	Cleantech Semiconductors	127
	Social, Finance, Analytics, Advertising	98
Canada	Cleantech Semiconductors	112
	Others	109
	Social, Finance, Analytics, Advertising	52

Top sectors in top 3 countries

Following plot show the comparison of all sectors in top 3 countries



Conclusion

Based on our analysis we think that Spark should target venture funding rounds and they should invest in USA for others or

Cleantech Semiconductors sectors since this is were we observed most of the investments.