

Investment Assignment

A Case Study on
Spark Fund Analysis

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Sparks Fund Analysis

Sparks Fund is looking for investment. The overall strategy is to invest in best sectors ,countries and investment type where most investors are investing.

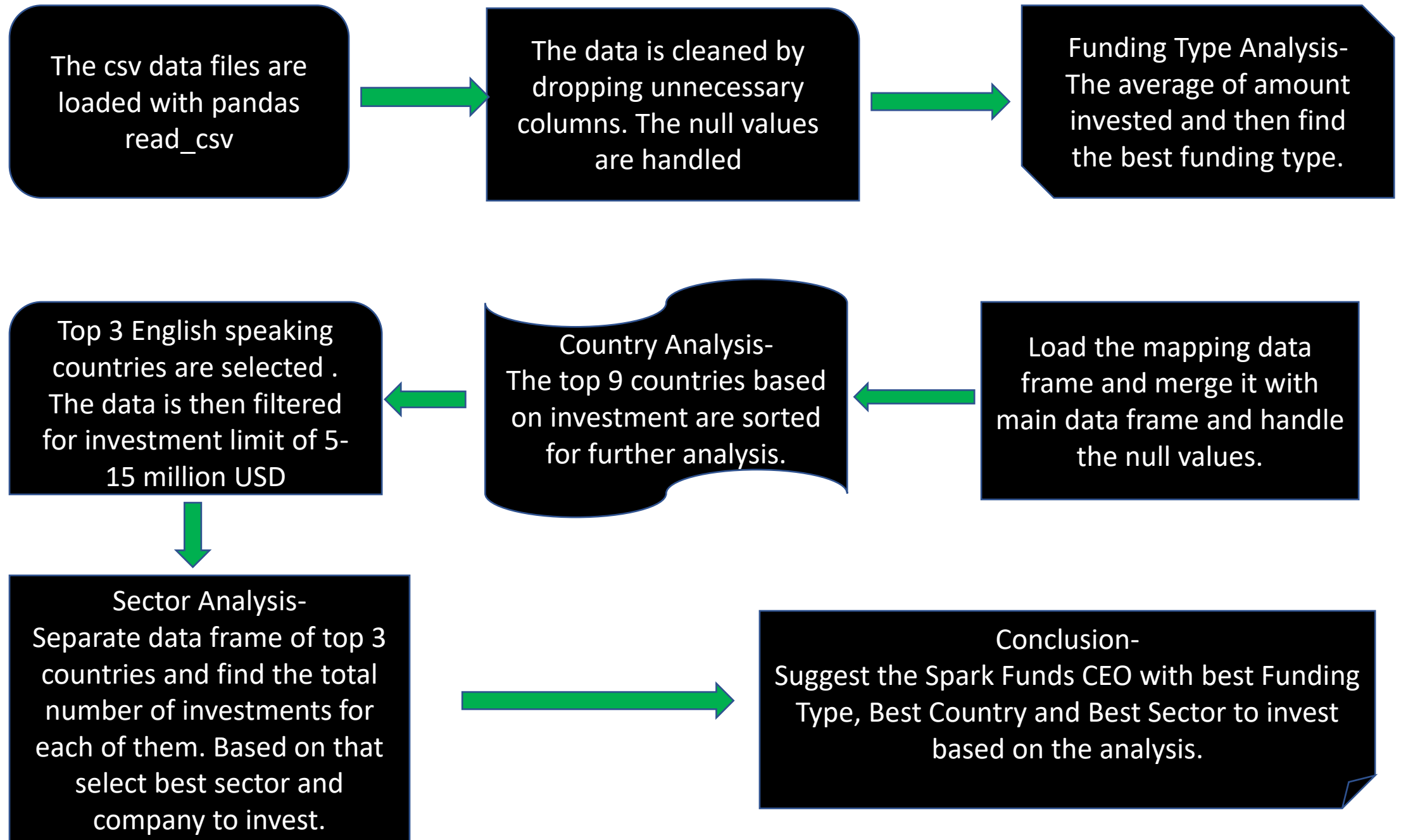
Business Constrains:

- The investment is supposed to be between 5 and 15 million USD per round.
- The investment will be in English speaking countries only.

Business Objective: To identify the best sectors, countries and a suitable investment type for making investment.

Goals of data analysis:

- Investment type analysis
- Country analysis
- Sector analysis



Analysis

- Load the round2 and companies csv into separate data frame with proper encoding.
- Merge both data frames into single master_frame using common column “permalink” & “company_permalink”.
- Unnecessary columns are removed and null values are handled.

Funding Type Analysis:

- Filter out the funding types (i.e. venture, angel, seed, private equity)
- Bar plot to find the optimal investment funding type that is under the constraints of the company.(5-15 million USD)
- Venture type funding comes out to be optimum.

Analysis

Country Analysis:

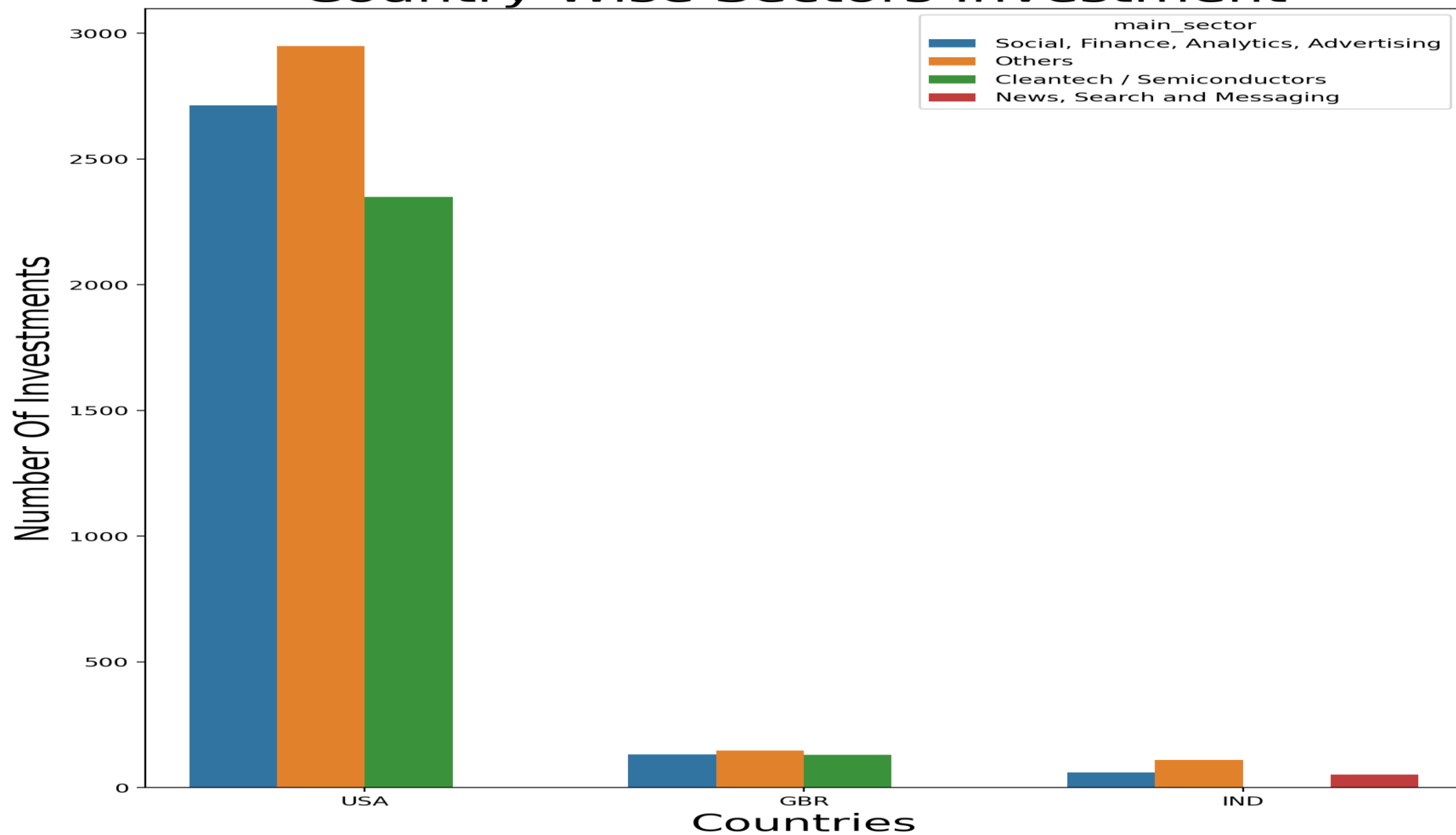
- Filter the master_frame by Venture type.
- Add all the investment amount country wise and pick up top 9 of them.
- Choose top 3 English speaking countries.
- Load mapping file in data frame. It has 8 main sectors. We need the primary sector from the category list column. Later merge the mapping data frame with top9 data frame based on the main sector.

Analysis

Sector Analysis:

- Filter the data frame by funding constraints.
- Create separate data frames D1, D2, D3 for each of the 3 English speaking countries.
- The data frame should contain primary sector, main sector , total number of investments for each main sector, total amount invested in each of the main sector.
- Find the most invested sector and company of each country.

Country Wise Sectors Investment



Conclusion

- After analyzing the given data, we suggest Spark Funds CEO to invest in USA, GBR, IND
- “Venture” is the best funding type to invest.
- USA,GBR and INR are the best top three English speaking countries to invest.

Country	Sector 1	Sector 2	Sector 3
USA	Others	Social, Finance, Analytics, Advertising	Cleantech/Semicon ductors
GBR	Others	Social, Finance, Analytics, Advertising	Cleantech/Semicon ductors
IND	Others	Social, Finance, Analytics, Advertising	News, Search and Messaging.