

INVESTMENT ASSIGNMENT

SUBMISSION

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Spark Fund Investment Analysis

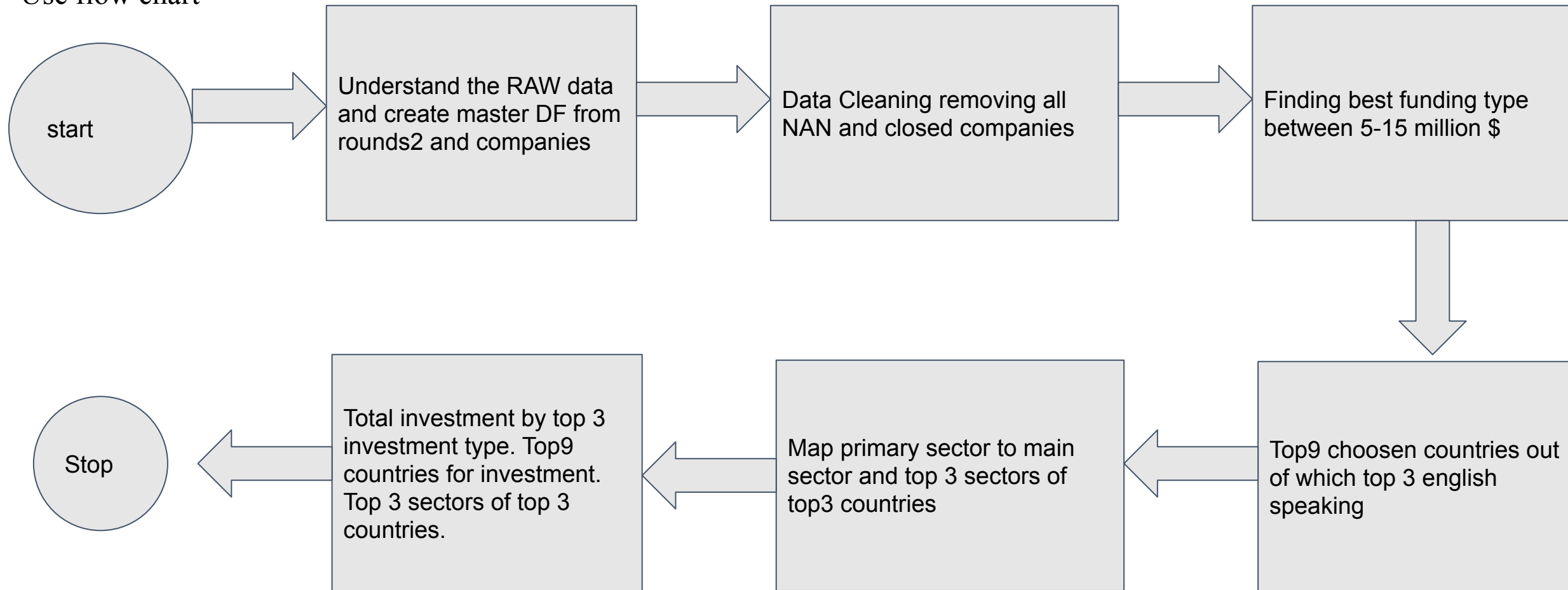
Spark Funds has two minor constraints for investments:

1. It wants to invest between **5 to 15 million USD** per round of investment
2. It wants to invest only in **English-speaking countries** because of the ease of communication with the companies it would invest in
3. It wants to invest in the sector where most investment is happening

Business objective: The objective is to identify the best sectors, countries, and a suitable investment type for making investments. 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'.

<Problem solving methodology>

Use flow chart



<Analysis>

Analysis starts by cleaning data where out of 114949 rows , 31672 columns were removed which included null values .

Dividing analysis into 3 categories:

1. Funding Type Analysis
2. Country Analysis
3. Sector Analysis

In this flow we analyzed the best suitable funding type and for that we filtered out top9 countries

<Analysis>

1.Funding Type Analysis

Dataset contains various investment type but Private Equity, Seed, Angel, Venture will be focusing on. Venture is the suitable for sparks fund as it's satisfies the sparks fund requirement

2.Country Analysis

We have more than 100 countries in our dataset but we will be focusing on top 9 as most of the investment goes to this companies like USA, CHINA, GBR, INDIA,JAPAN , GERMANY

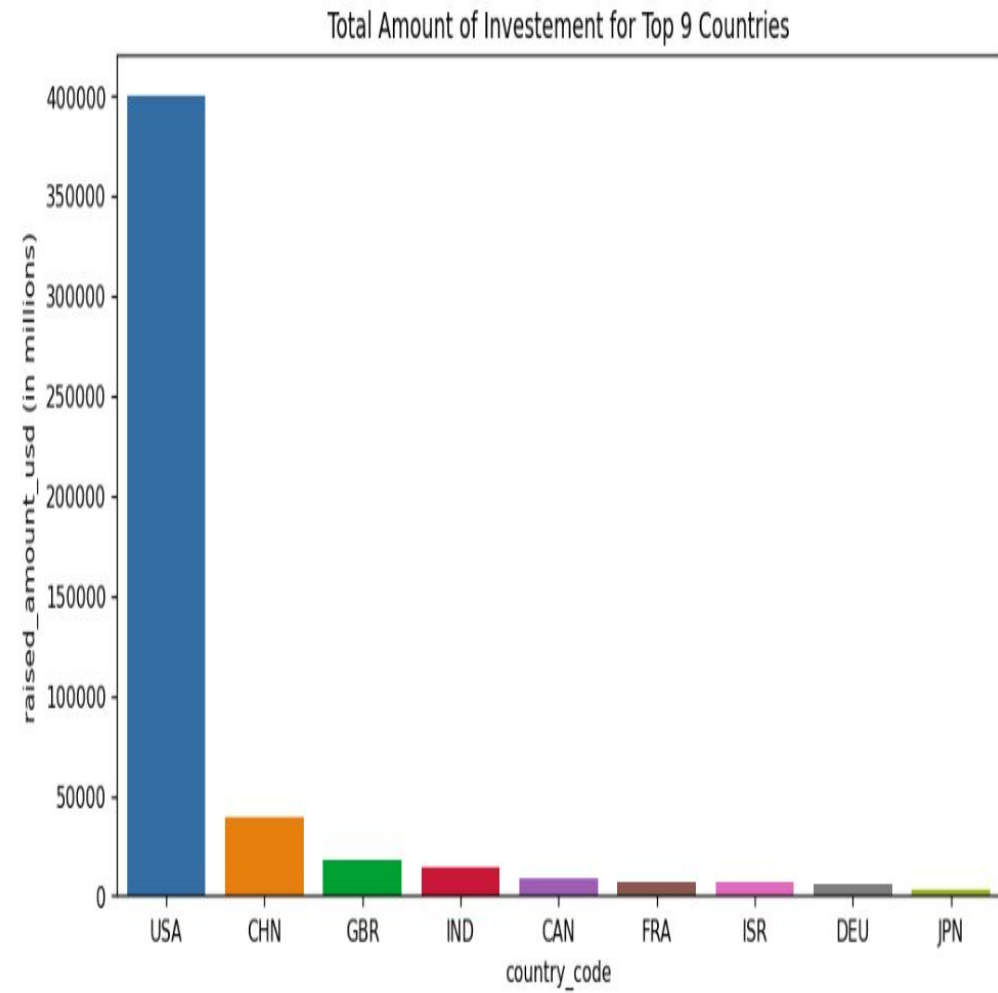
3.Sector Analysis

There were many sectors in dataset so it was difficult to categorize tme so we mapped them with 8 major sectors to make the analysis simple and clean . Top 3 sectors for top 3 countries were analyzed

1. 'Others'
2. 'Social, Finance, Analytics, Advertising'
3. 'Cleantech / Semiconductors'

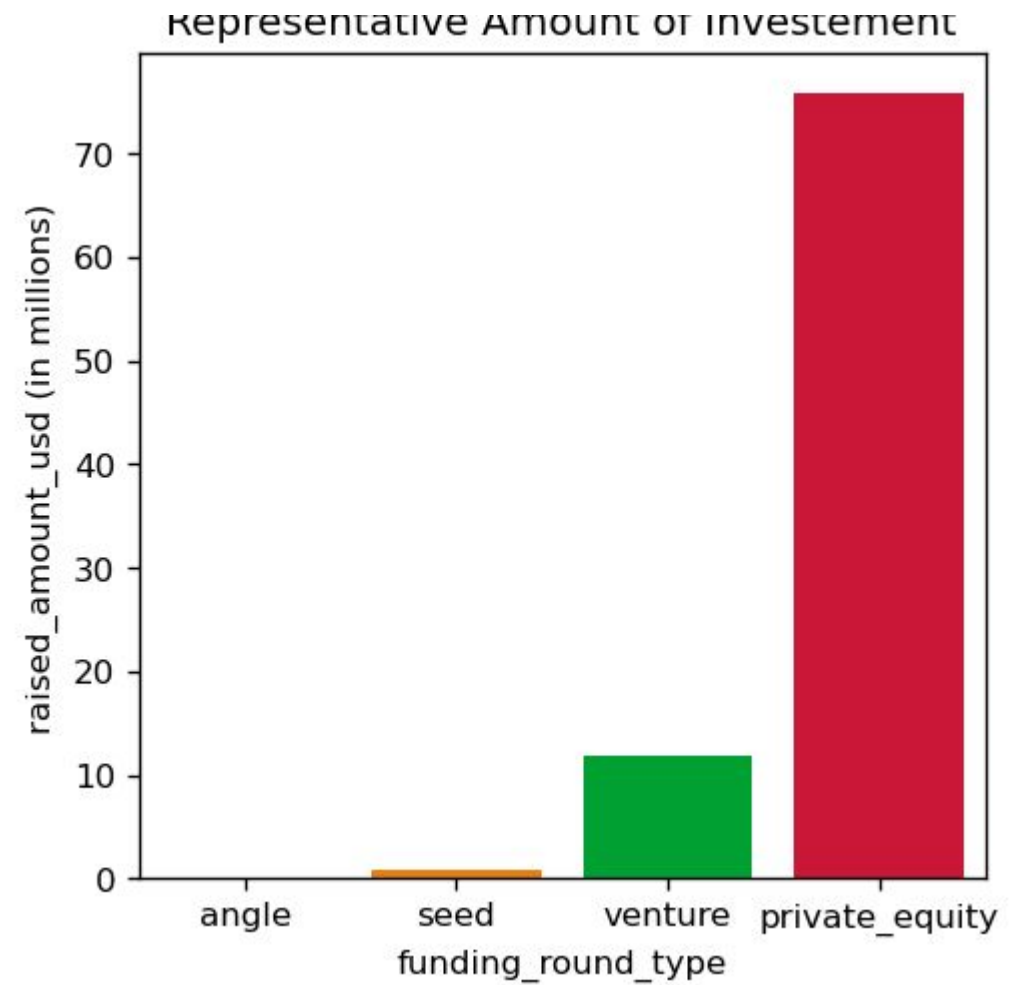
<Analysis>

Country with most investment



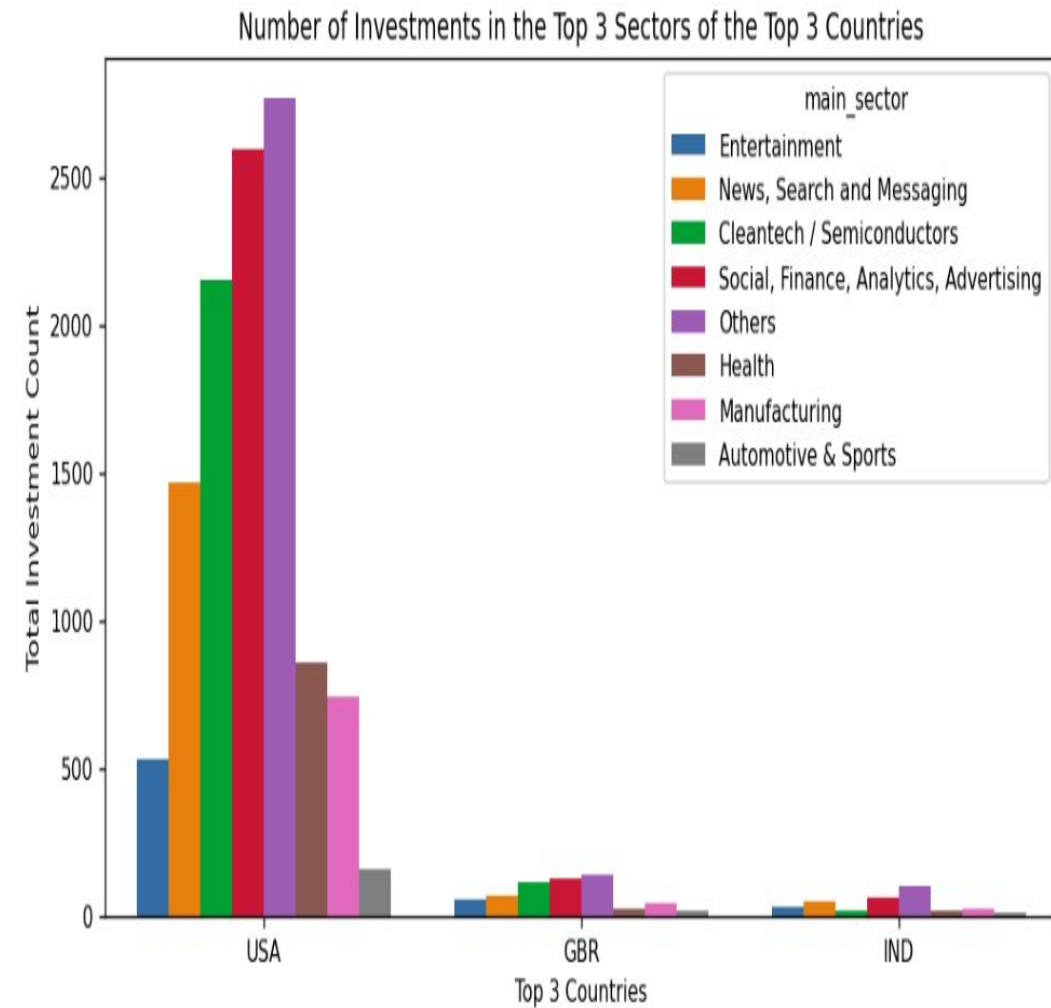
<Results>

A plot showing the representative amount of investment in each funding round type best suited for Spark Funds.



<Results>

A plot showing the top 9 countries against the total amount of investments of funding type FT.
This should make the top 3 countries
(Country 1, Country 2, and Country 3) very clear.



<Results>

Based on our Analysis on investment data our conclusion is

1. Preferred Investment type for Spark fund between 5-15 Million \$ is Venture
2. Top 3 english speaking countries receiving venture capital are USA, GBR , INDIA
3. The most suitable sectors in top 3 countries are '**Others**', '**Cleantech / Semiconductors**' , '**Social, Finance, Analytics, Advertising**'

<Conclusions>