

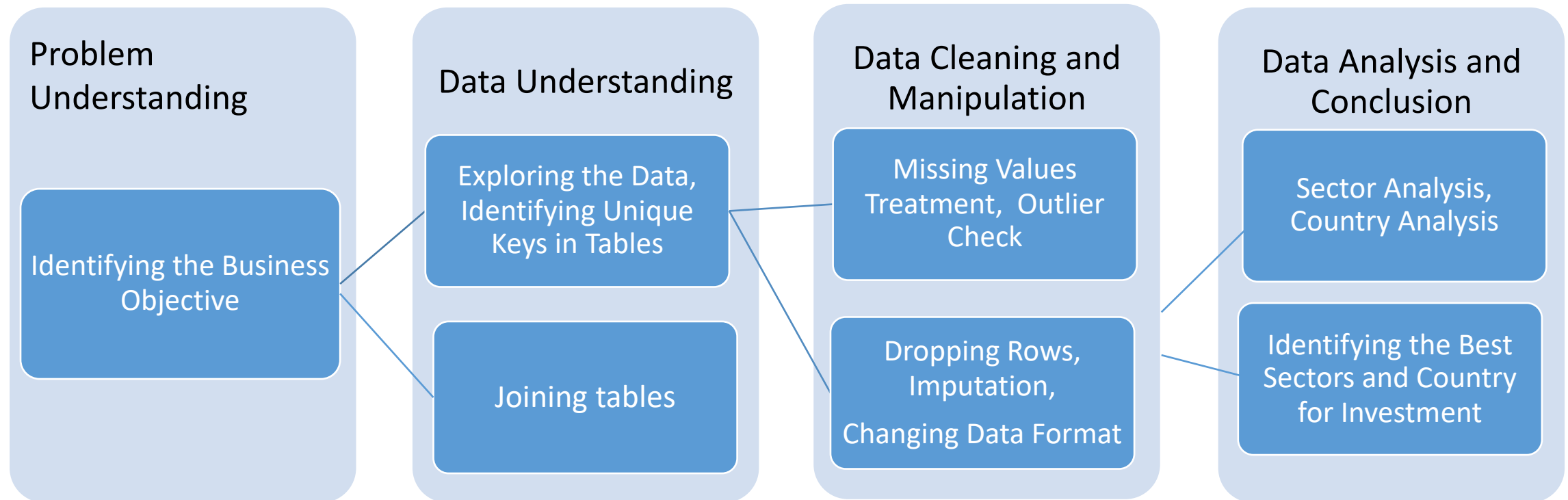
# INVESTMENT ASSIGNMENT SUBMISSION

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# Abstract

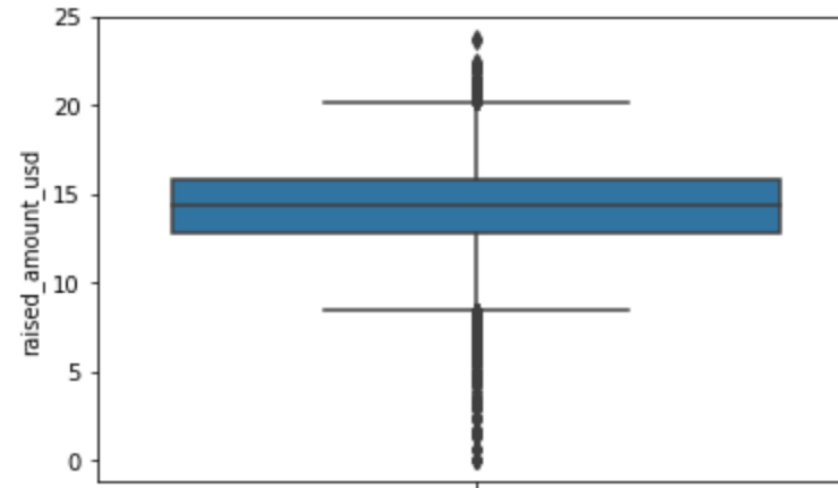
- The Main objective to identify best the best sectors, countries, and a suitable investment type for an asset management company for making investments.
- The company wants to invest 5 to 15 million USD per round
- They want to invest in only English-speaking countries, reason being the ease of communication.
- The strategy is to invest where other people are investing which implies that best sectors and countries are those where most of the investors are investing.
- Data source: **crunchbase.com**

# Problem solving methodology



# Assumptions

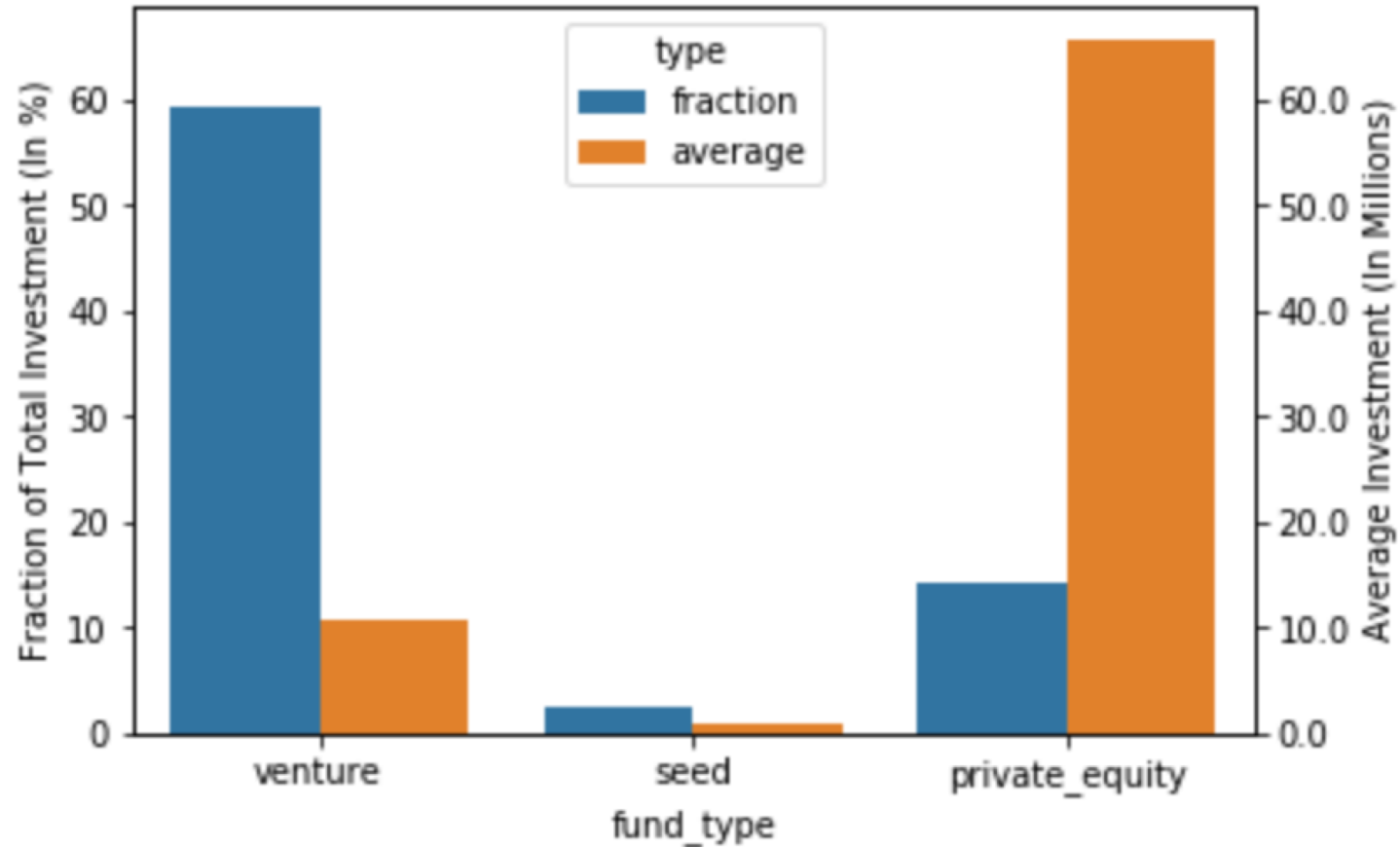
permalink	0.00
name	0.00
homepage_url	5.33
category_list	2.95
status	0.00
country_code	7.52
state_code	9.49
region	8.81
city	8.81
founded_at	17.84
company_permalink	0.00
funding_round_permalink	0.00
funding_round_type	0.00
funding_round_code	72.90
funded_at	0.00
raised_amount_usd	17.38



- All the missing values in `country code` column of `master` data frame are dropped since imputing them with most frequent observations result in biased data.
- All the remaining missing values in column `category list` are also dropped.
- Since `raised amount` has lot of outliers as seen from above box plot, missing values are filled with Median of that column

## Results: Plot 1

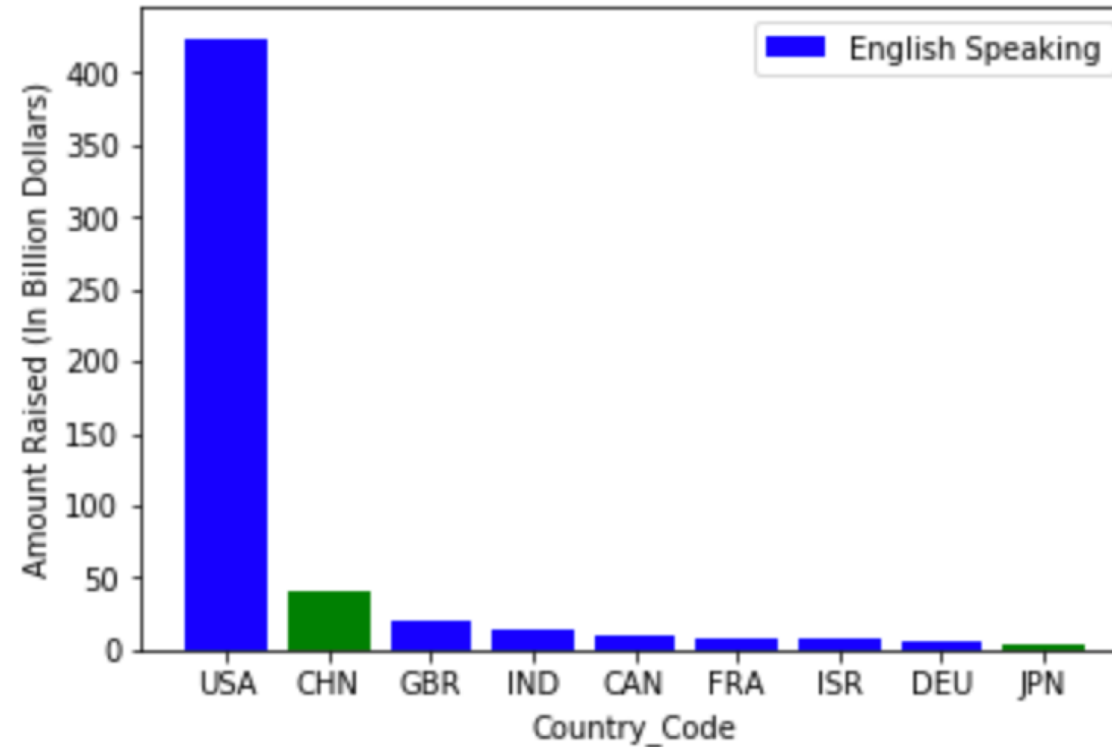
### Finding the Best Funding Type



- 1.) From above graph, its clear that most of the investment is under **Venture** type (around 60% of total investment)
- 2.) Also as per requirement, Spark Funds needs to invest in range 5-15 million, average investment in that range is only available in “**Venture**” type.

## Results: Plot 2

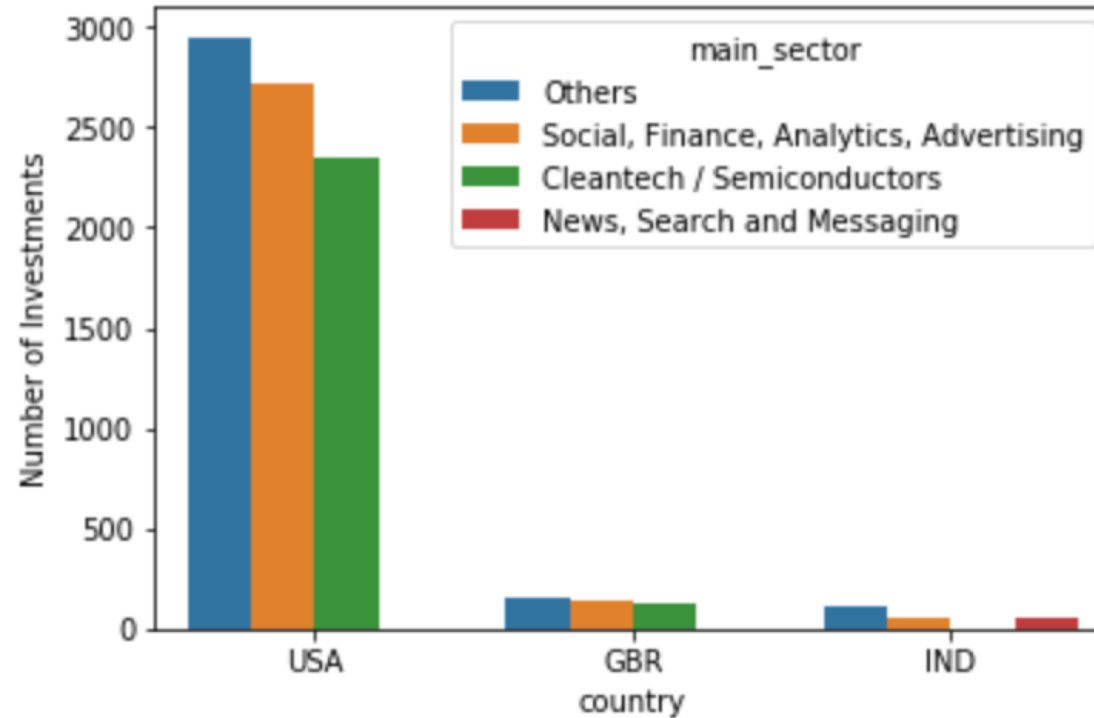
### Finding the Top 3 English Speaking Countries



- 1.) Its clear from above graph that **USA** is the most favored nation for Investment
- 2.) The top 3 English Speaking favored nations are: **USA, GBR and IND**

## Results: Plot 3

Finding the top 3 sectors in the top 3 English speaking country



1.) Most favored nation is **USA** followed by **GBR and IND**

2.) “**Others**” Sector is most favored in all three countries followed by “**Social, Finance, Analytics, Advertising**”

## Conclusions

- 1.) Spark Fund should invest in Venture type of Funding since most investment happened in this type
- 2.) Most favoured English Speaking Country for Investment is USA followed by GBR and IND
- 3.) “**Others**” Sector is most favoured sector for Investment followed by “**Social, Finance, Analytics, Advertising**” in all the 3 countries.
- 4.) In USA and GBR, 3<sup>rd</sup> most favored sector is “Cleantech/Semiconductors” and in IND its “**News, Search and Messaging**”
- 5.) Finally, Spark Funds should invest in USA in Venture funding type and in any of the 3 most favored sectors.