

INVESTMENT ASSIGNMENT SUBMISSION

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Spark Funds – Investment Analysis

Abstract:

Spark Funds wants to make investments in a few companies. The CEO of Spark Funds wants to understand the global trends in investments so that she can take the investment decisions effectively.

Business and Data Understanding

Spark Funds has two minor constraints for investments:

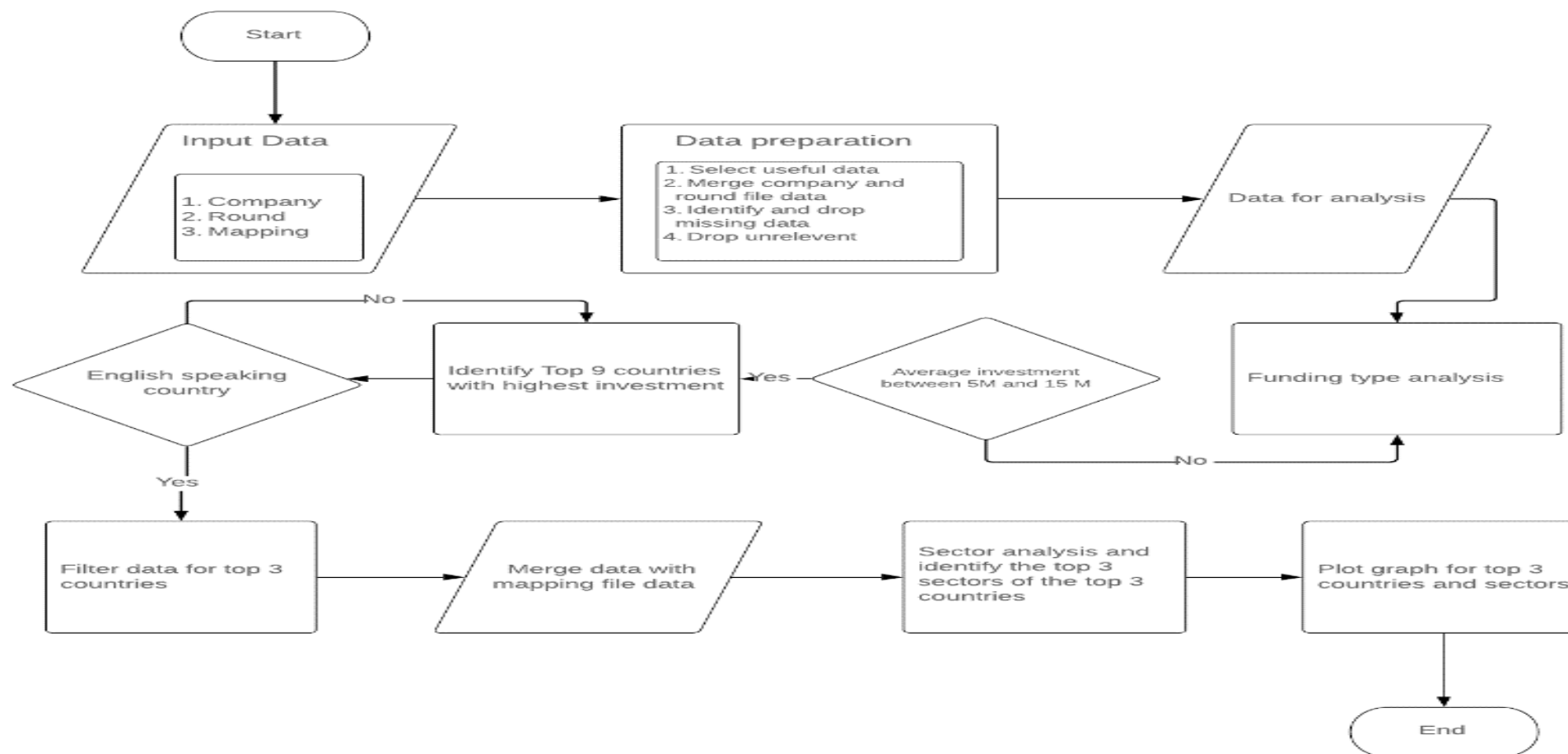
1. It wants to invest between 5 to 15 million USD per round of investment
2. It wants to invest only in English-speaking countries because of the ease of communication with the companies it would invest in

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

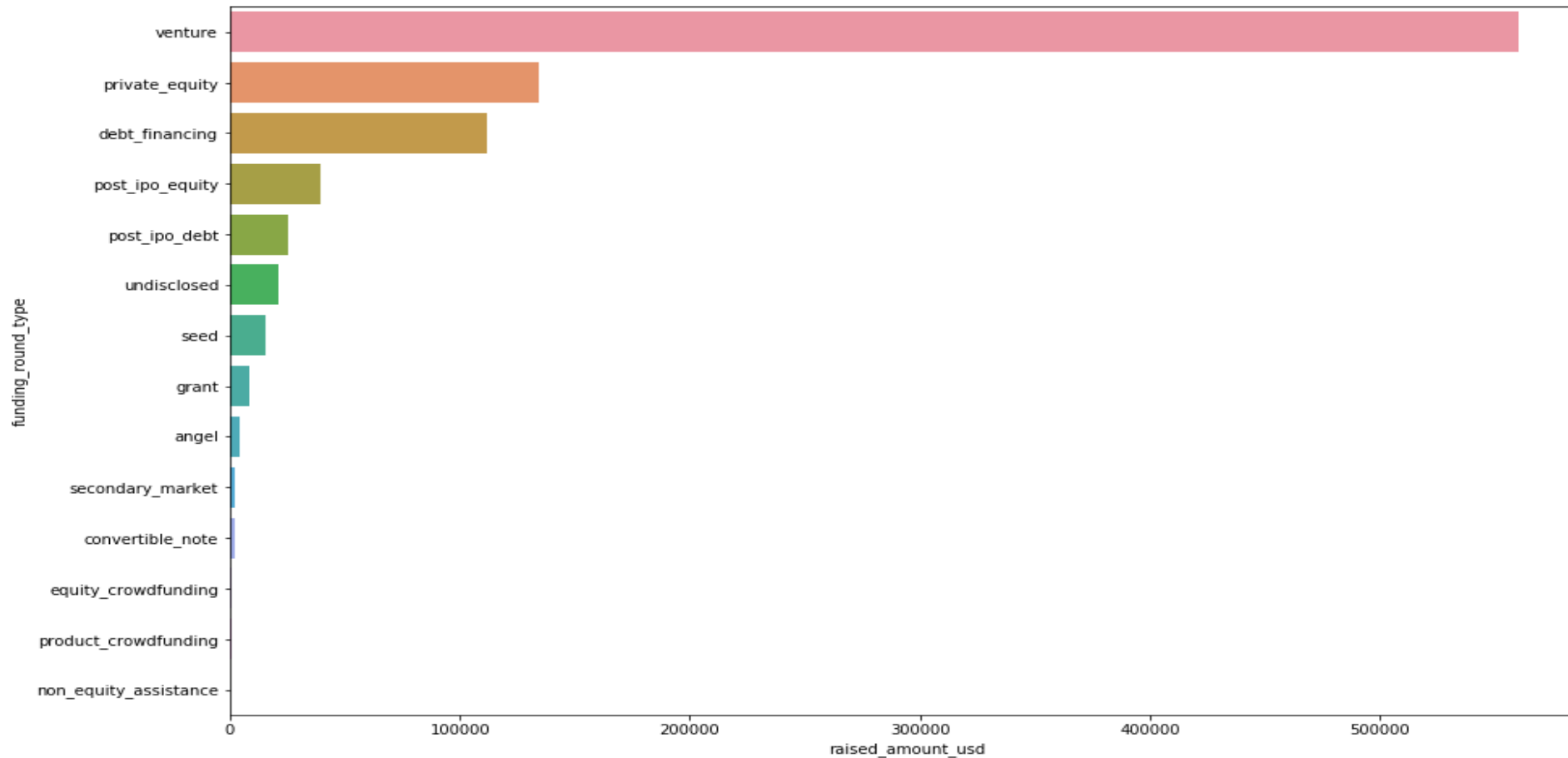
Goals of data analysis:

1. Investment type analysis
2. Country analysis
3. Sector analysis

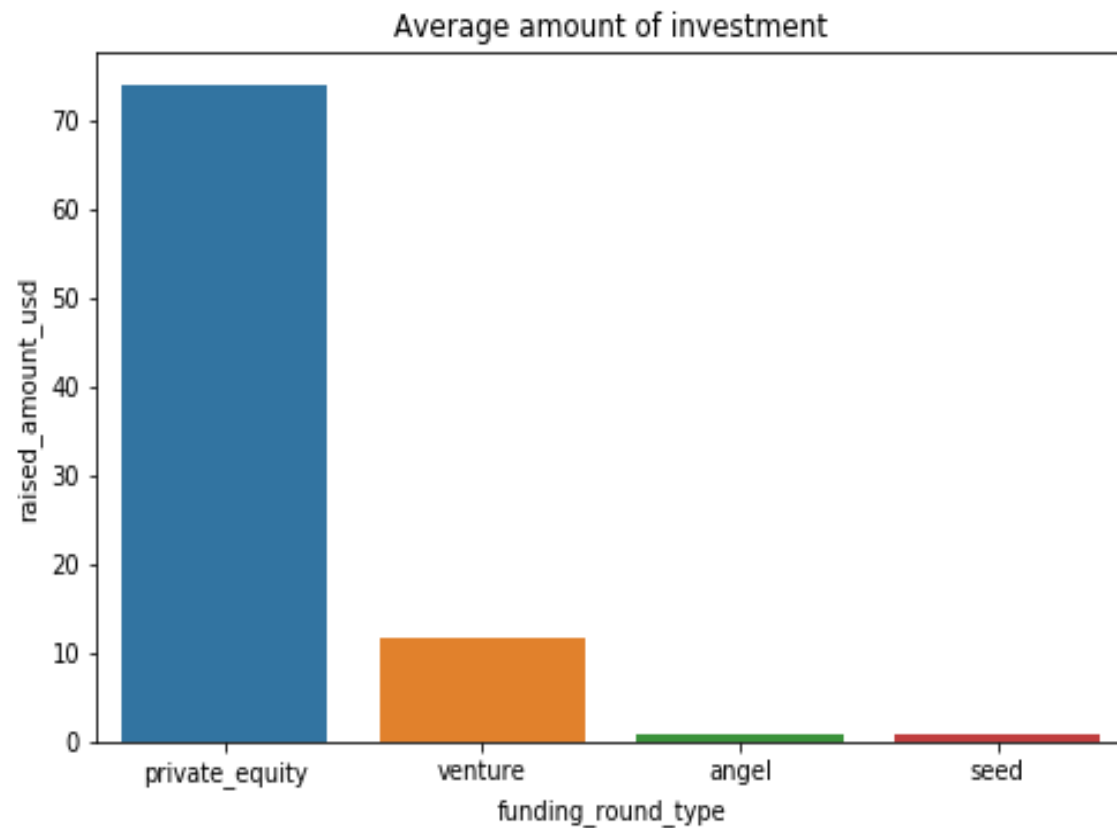
Flow chart



Funding Type Analysis



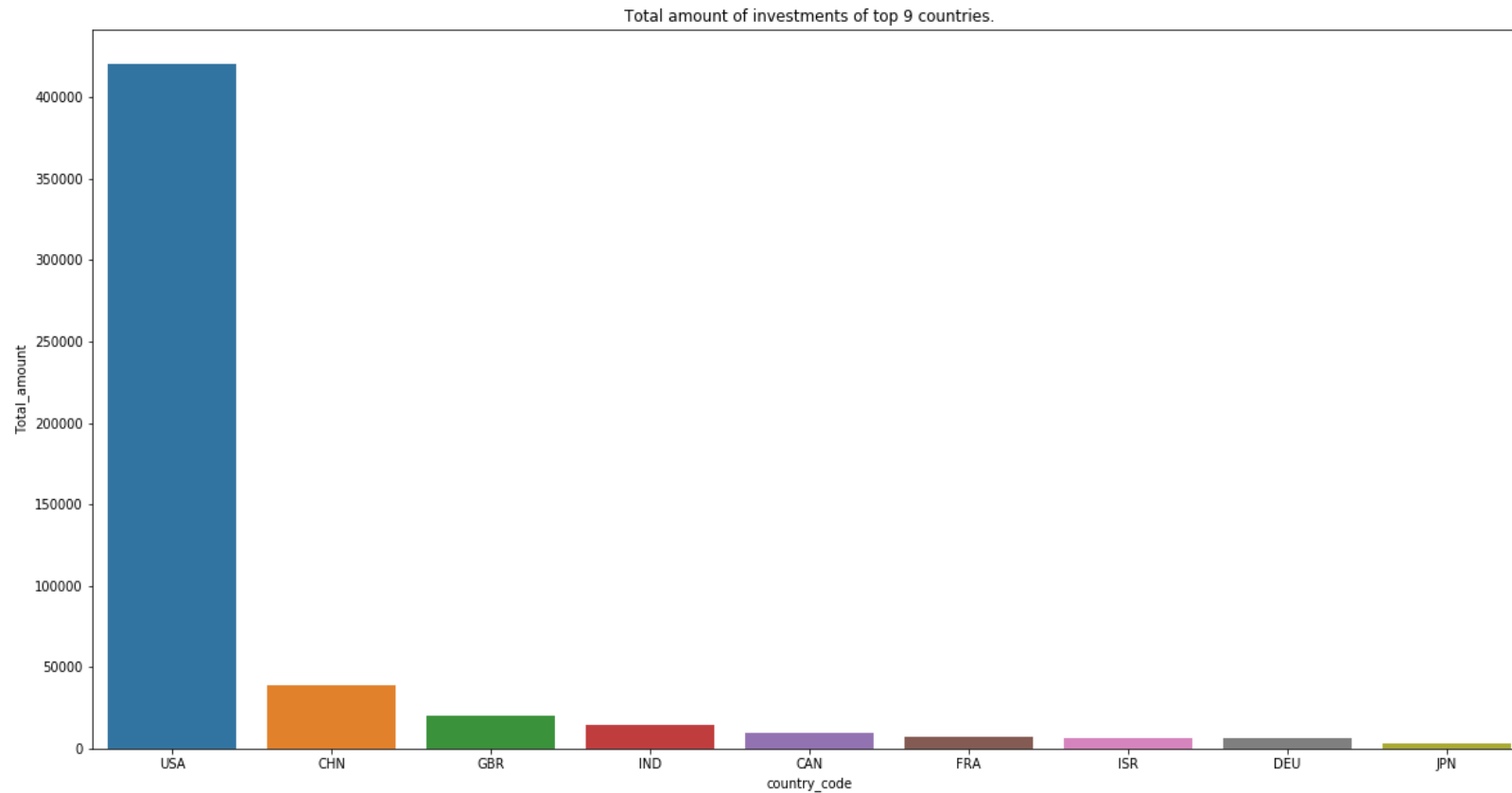
1. Spark wants to invest between 5 to 15 million USD per round of investment
2. Below graph show representative amount of investment for 'venture', 'angel', 'seed', 'private_equity'.
3. Venture funding type looks suitable as it's average amount is 11.724223 million between 5m to 15m USD



| funding_round_type | raised_amount_usd |
|--------------------|-------------------|
| private_equity | 73.938486 |
| venture | 11.724223 |
| angel | 0.971574 |
| seed | 0.747794 |

Country Analysis

A plot showing the top 9 countries against the total amount of investments of funding type



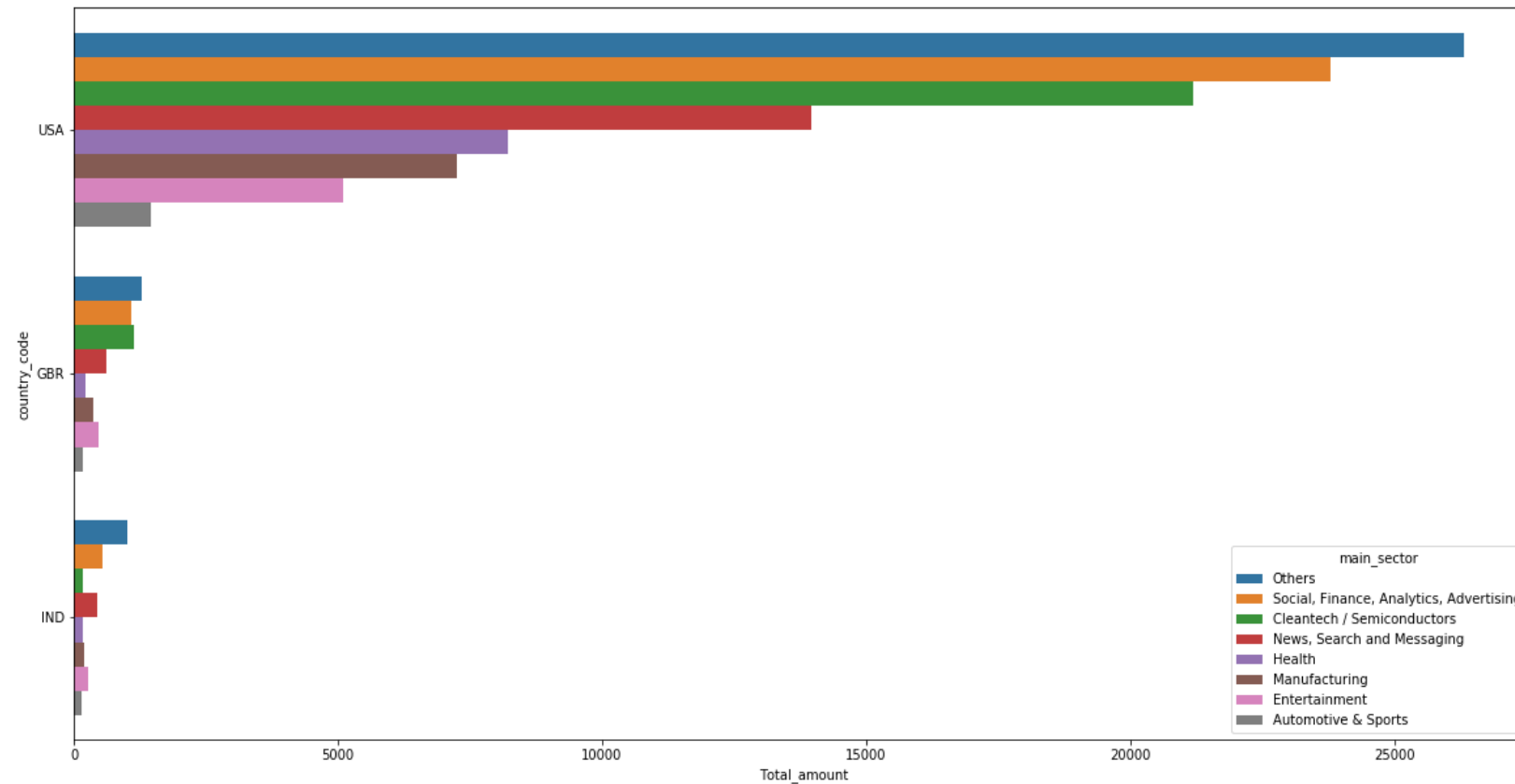
Country Analysis

- Top 9 countries based on the total amount invested received.
- USA receives the highest investment amount.
- Top 3 English-speaking countries with most investment amount are
 1. USA
 2. GBR
 3. IND

| country_code | Total_amount | Total_count |
|--------------|---------------|-------------|
| USA | 420068.029342 | 35943 |
| CHN | 39338.918773 | 1548 |
| GBR | 20072.813004 | 2041 |
| IND | 14261.508718 | 819 |
| CAN | 9482.217668 | 1246 |
| FRA | 7226.851352 | 912 |
| ISR | 6854.350477 | 786 |
| DEU | 6306.921981 | 554 |
| JPN | 3167.647127 | 269 |

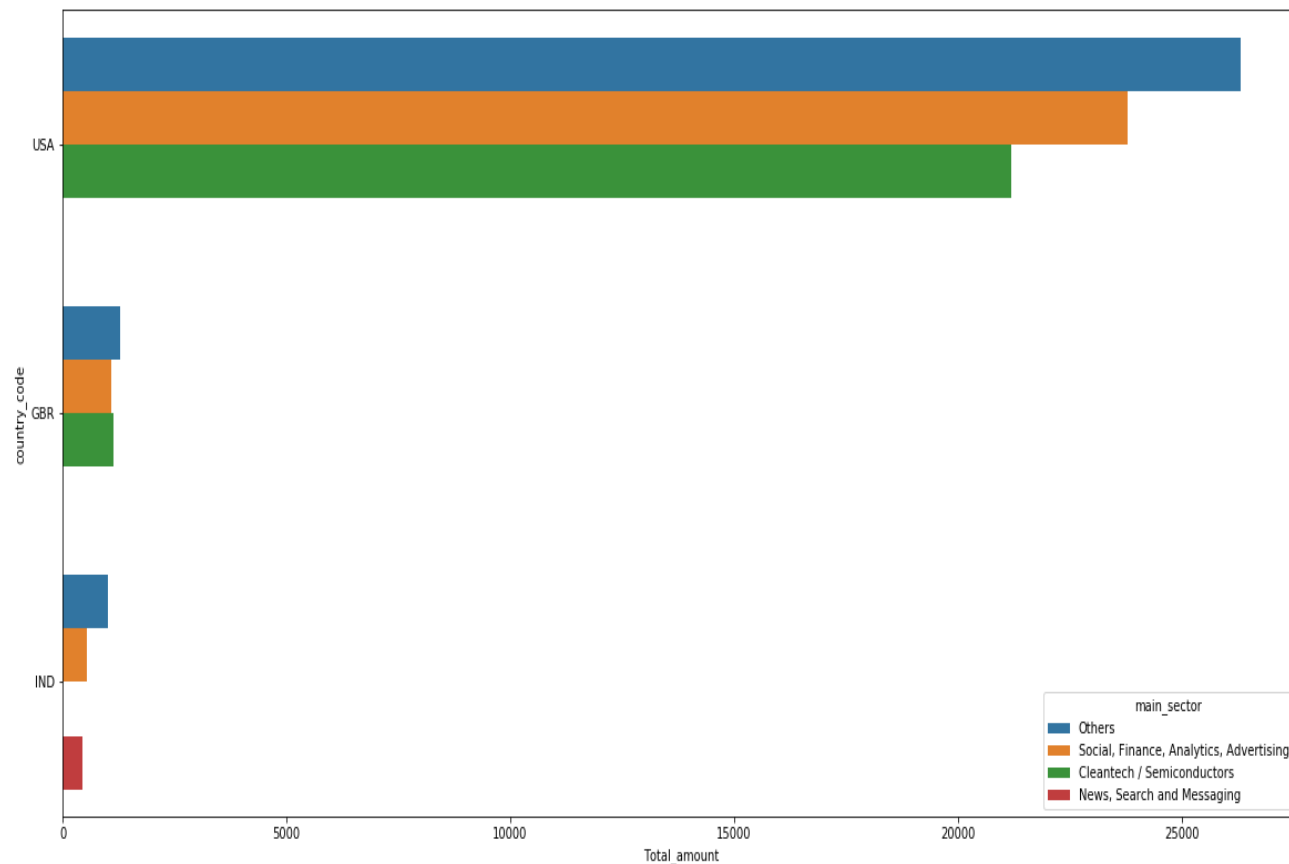
Sector Analysis

A plot showing the total amount of investments in the all sectors of the top 3 countries



Sector Analysis

A plot showing the number of investments in the top 3 sectors of the top 3 countries



| main_sector | country_code | Total_amount | Total_count |
|---|--------------|--------------|-------------|
| Others | USA | 26321.007002 | 2950 |
| Social, Finance, Analytics, Advertising | USA | 23807.376964 | 2714 |
| Cleantech / Semiconductors | USA | 21206.628192 | 2300 |
| Others | GBR | 1283.624289 | 147 |
| Cleantech / Semiconductors | GBR | 1150.139665 | 128 |
| Social, Finance, Analytics, Advertising | GBR | 1089.404014 | 133 |
| Others | IND | 1013.409507 | 110 |
| Social, Finance, Analytics, Advertising | IND | 550.549550 | 60 |
| News, Search and Messaging | IND | 433.834545 | 52 |

Conclusions

Based on the analysis, Spark Fund consider following analysis for investment.

Funding type: Venture

| Country | Investing Sector | Company with high investment of top sector |
|---------|---|---|
| USA | <ol style="list-style-type: none"> Others Social, Finance, Analytics, Advertising Cleantech / Semiconductors | <ol style="list-style-type: none"> Virtustream shotspotter |
| GBR | <ol style="list-style-type: none"> Others Cleantech / Semiconductors Social, Finance, Analytics, Advertising | <ol style="list-style-type: none"> electric-cloud celltick-technologies |
| IND | <ol style="list-style-type: none"> Others Social, Finance, Analytics, Advertising News, Search and Messaging | <ol style="list-style-type: none"> firstcry-com manthan-systems |