INVESTMENT CASE STUDY

SUBMISSION

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Spark Fund - Investment Analysis and Suggestion

Spark Funds wants to make investments in a few companies.

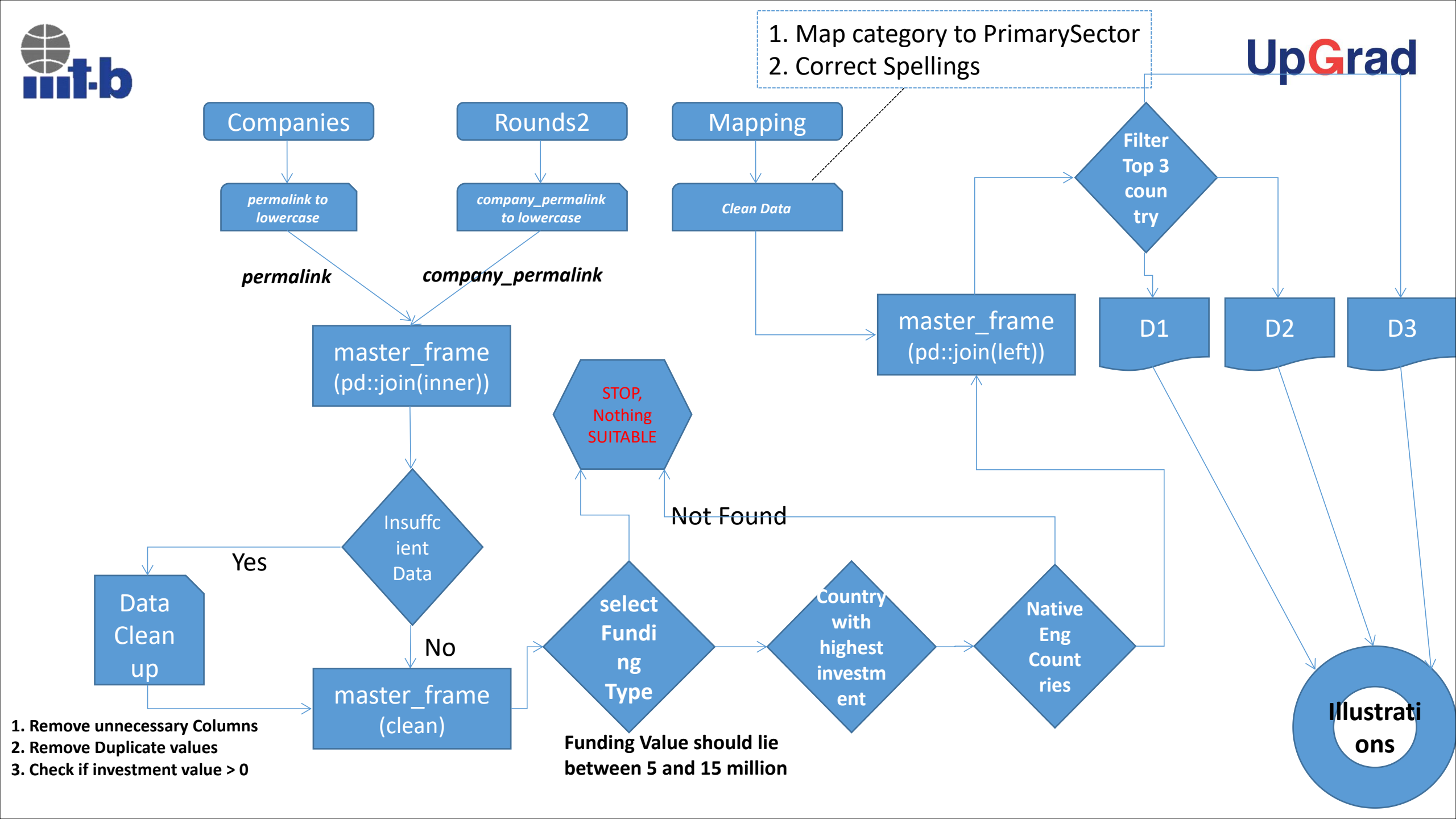
The CEO of Spark Funds wants to understand the global trends in investments so that she can take the investment decisions effectively.

Spark Funds has two minor constraints for investments:

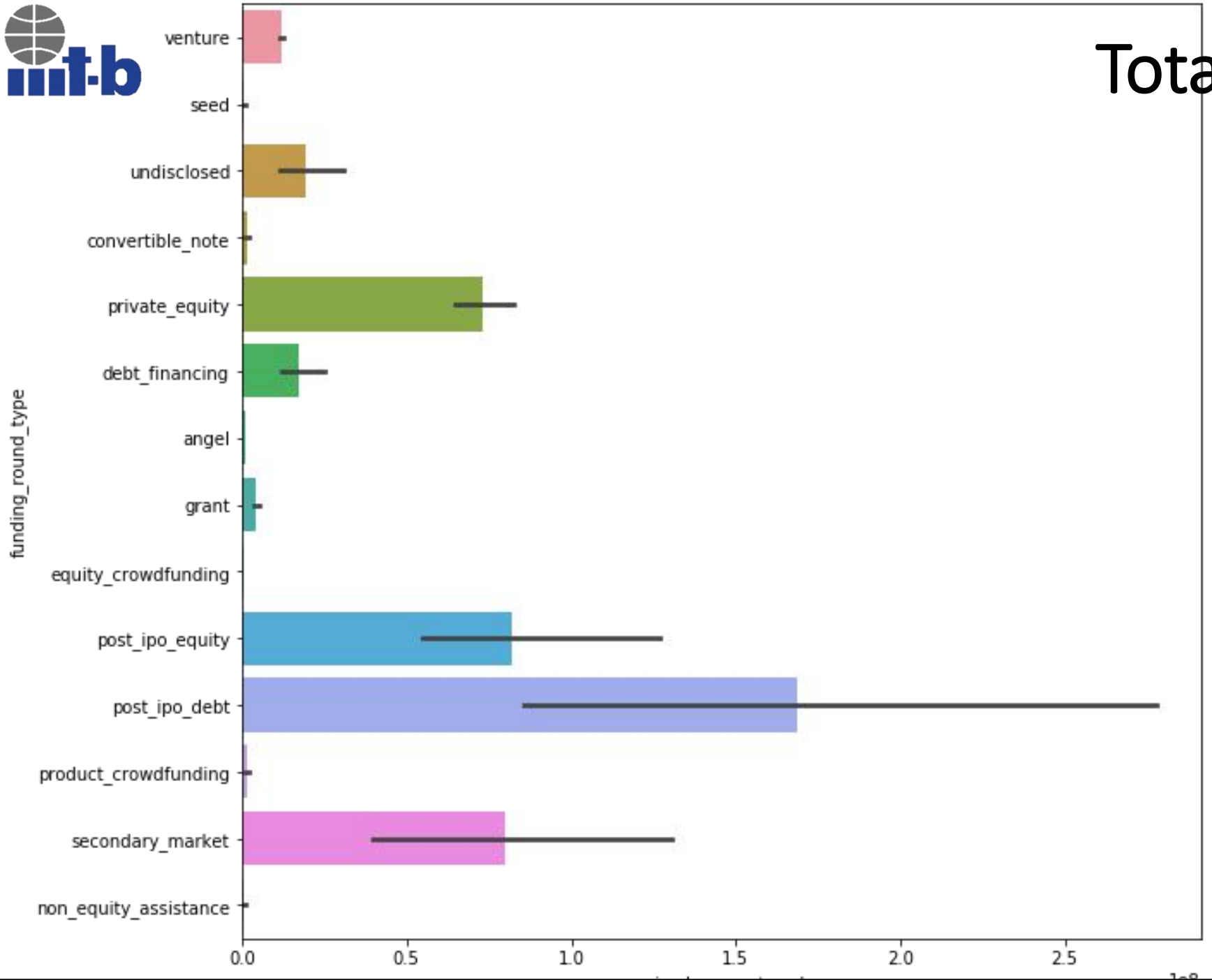
- It wants to invest between 5 to 15 million USD per round of investment
- It wants to invest only in English-speaking countries because of the ease of communication with the companies it would invest in

Data Analysis

- Input
  - Companies.txt
    - Has the details of each company such as Name, CompanyURL, Location, Unique Link for each company
    - From the data we can identify permalink is the index/unique identifier for the dataframe
  - Rounds2.csv
    - Has the details of funding for each company such as funding_type, funding_amount, company_permalink, raised_usd_amount, category
    - From the data we can idenify company_permalink is the unique identifier for the dataframe
  - Mapping.csv
    - There are several categories that companies fall into during investment. Mapping provides a way to further group all the sub-categories for easier analysis.


1. Map category to PrimarySector
2. Correct Spellings
UpGrad
Companies
Rounds2
Mapping
permalink to lowercase
company_permalink to lowercase
Clean Data
permalink
company_permalink
master_frame (pd::join(inner))
Filter Top 3 coun try
master_frame (pd::join(left))
D1
D2
D3
STOP, Nothing SUITABLE
Not Found
Insuffc ient Data
Yes
No
Data Clean up
master_frame (clean)
select Fundi ng Type
Country with highest investm ent
Native Eng Count ries
Illustrati ons
1. Remove unnecessary Columns
2. Remove Duplicate values
3. Check if investment value > 0
Funding Value should lie between 5 and 15 million

Total Funding



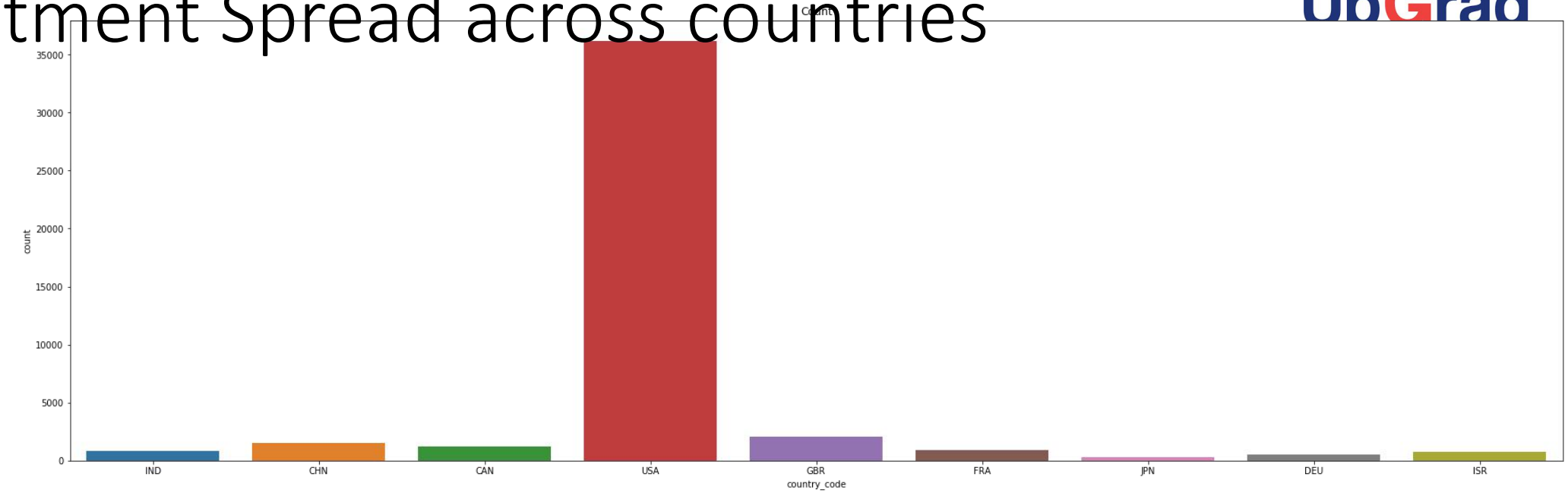
From the Graph, we can observe most of the investments in post-ipo and secondary market.

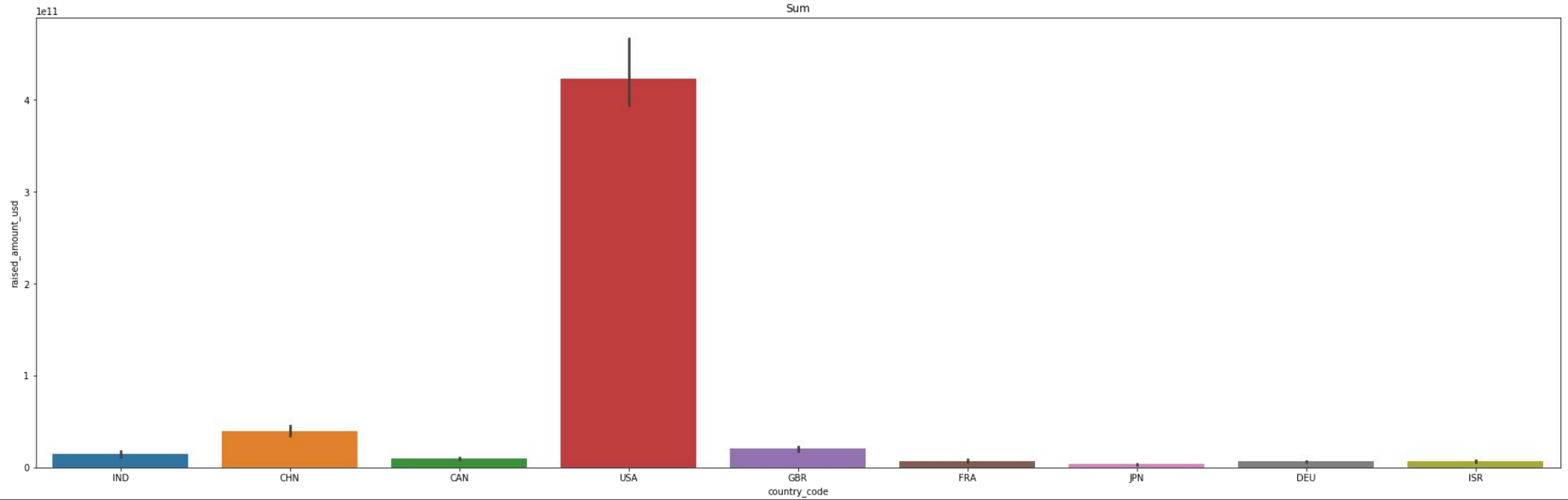
But our interest is towards Venture, Private-Equity, Seed and Angel Funds

Investment Spread across countries

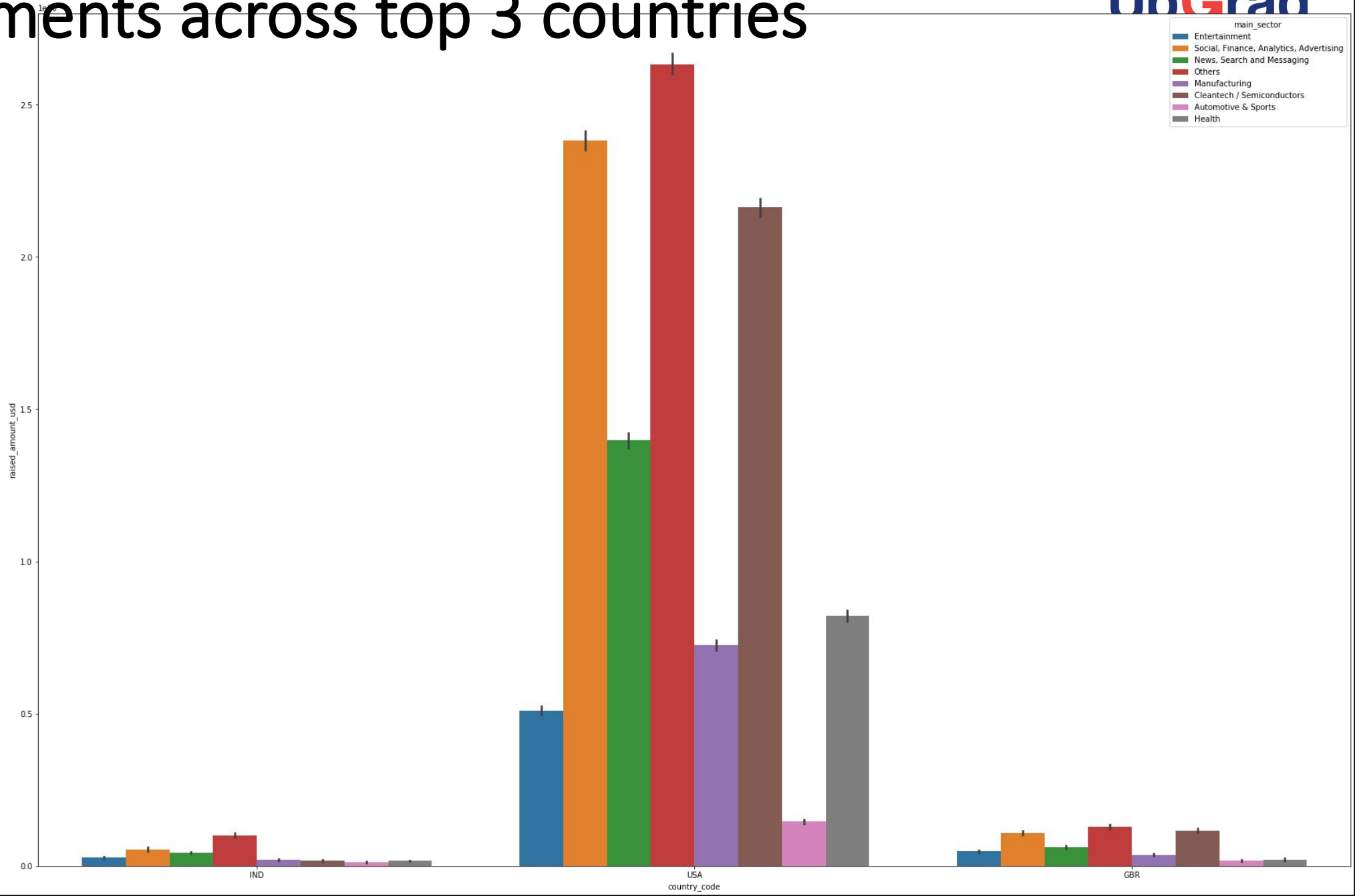
Observations

- USA got highest number of investors and investments.
- Its world leader in attracting investors

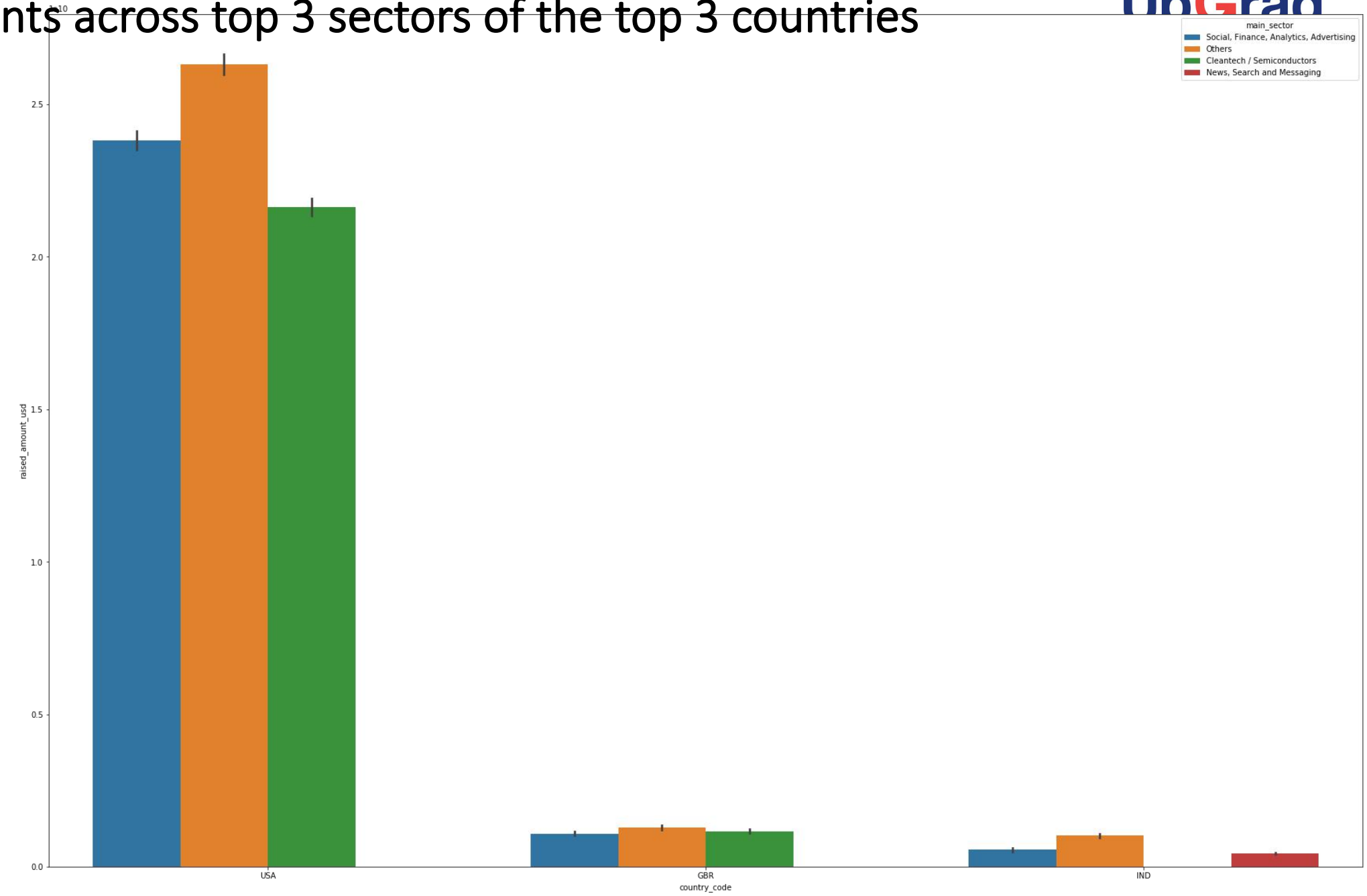




Investments across top 3 countries



Investments across top 3 sectors of the top 3 countries



Where to Invest

- From the Plots, USA is market leader attracting both Investments and Investors, followed by United Kingdom and India
- Investment Strategy
  - USA - 50% - spread across top companies across top 2 sectors
    - Virtustream
    - Capella
    - shotspotter
    - demandbase
  - GBR - 30% - spread across top company in top 2 sectors
    - electric-cloud
    - celltick technologies
  - IND - 20% - spread across top company in top 2 sectors
    - first-cry-com
    - manthan-systems