

INVESTMENT ASSIGNMENT SUBMISSION

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Introduction

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.

Objective: The objective is to identify the best sector, countries and suitable investment type for making investments.

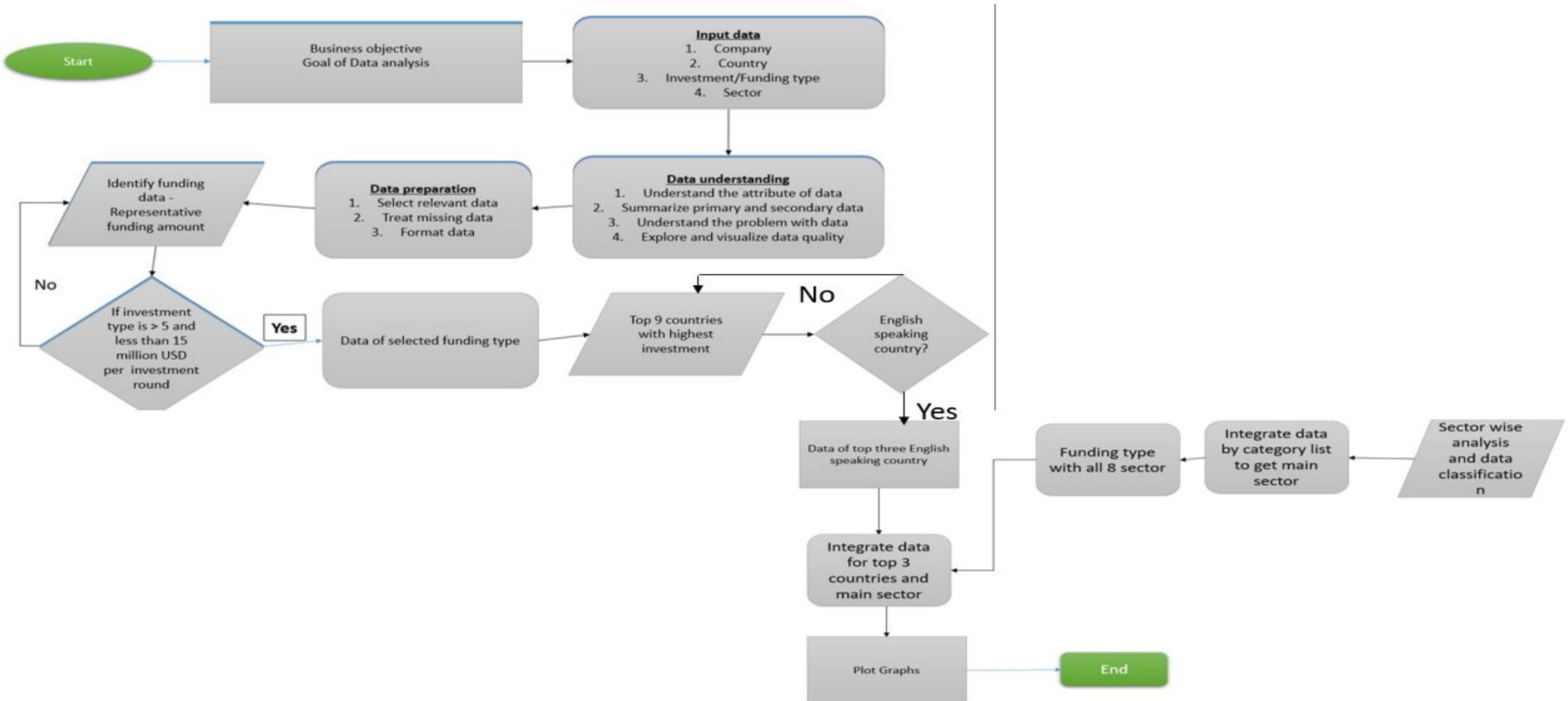
Business Understanding:

Spark Funds has two minor constraints for investments:

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

Data Understanding

1. Company details – Basic details of 66368 companies with unique company ID, Company name main sector, category name, country.
2. Funding round details – Total observations are 114949
3. Sector classification mapping of category names in company table to 8 broad sector names



Goals of data analysis

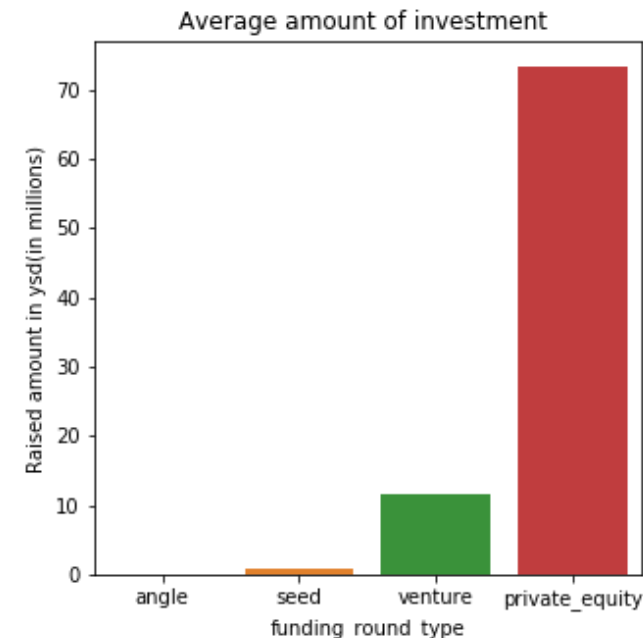
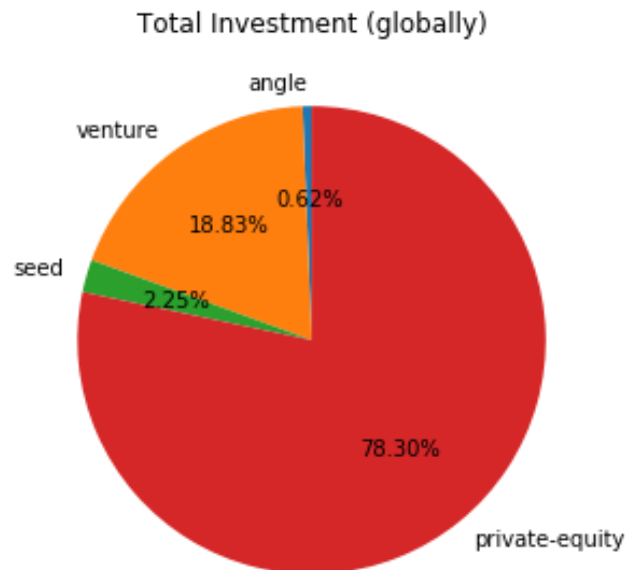
Goals are divided into three sub-goals:

- **Investment type analysis:** Comparing the typical investment amounts in the venture, seed, angel, private equity etc. so that Spark Funds can choose the type that is best suited for their strategy.
- **Country analysis:** Identifying the countries which have been the most heavily invested in the past. These will be Spark Funds' favorite's as well.
- **Sector analysis:** Understanding the distribution of investments across the eight main sectors

Plot 1

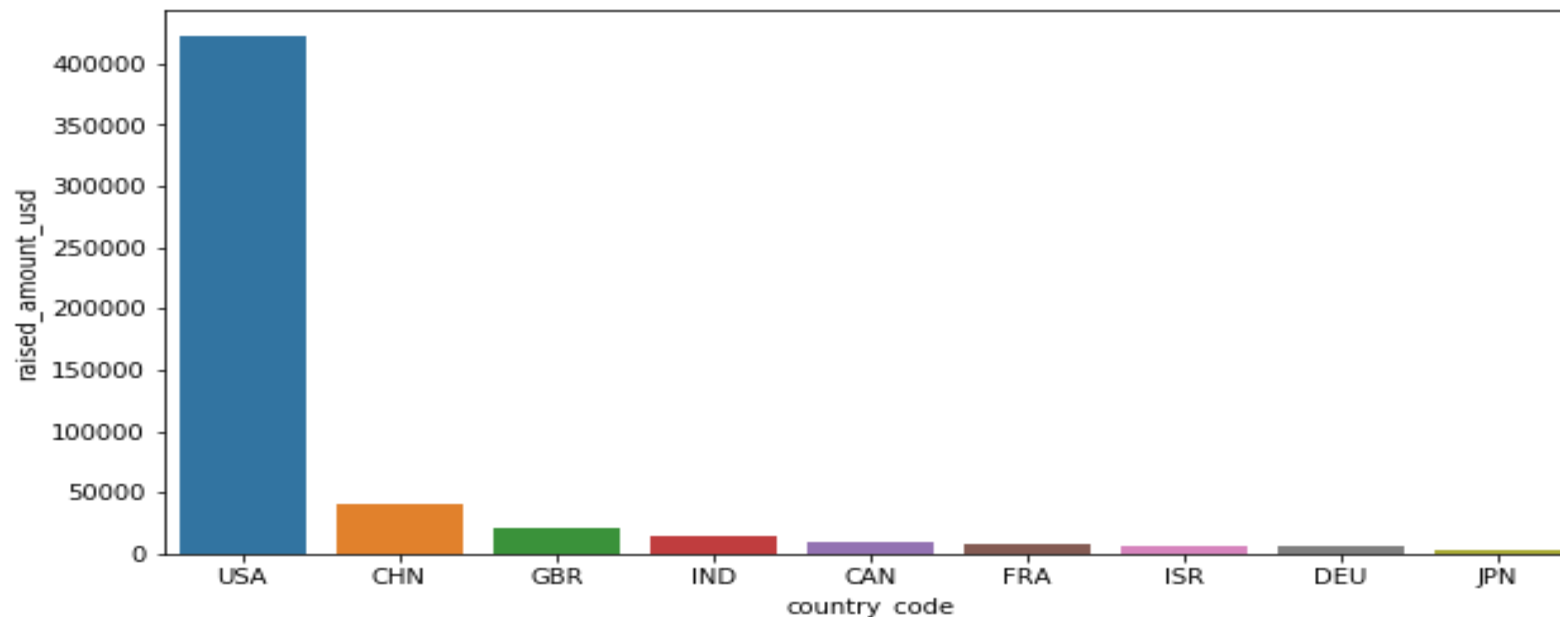
A plot showing the representative amount of investment in each funding type. Pie chart should make it clear that a certain funding type (FT) is best suited for Spark Funds.

- Below graph shows average funding amount of 4 funding types – venture, angel, seed and private_equity
- Venture** funding type looks promising and most suitable as its average funding amount is between \$5Million and \$15 million



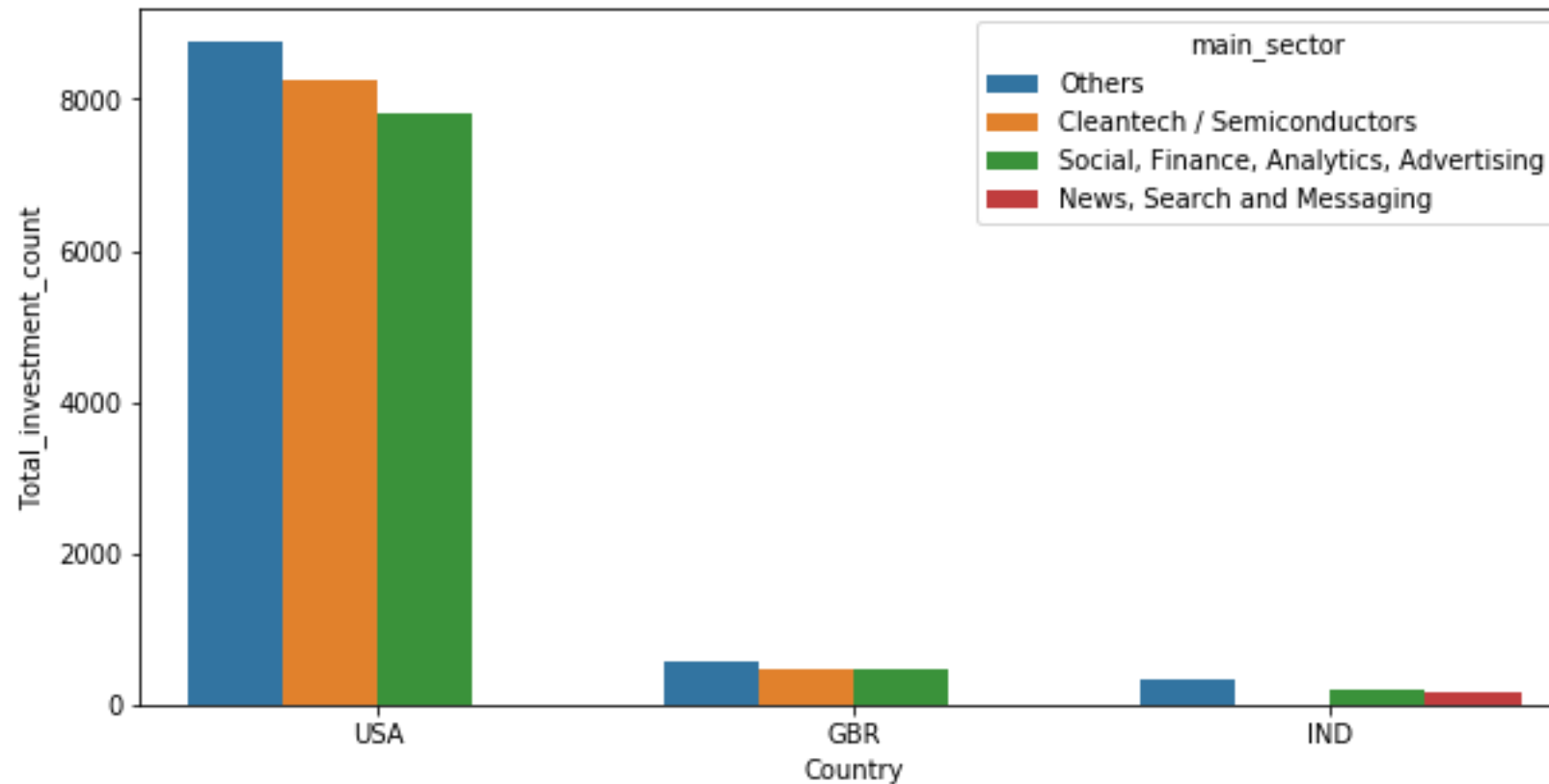
Plot 2

- Spark fund wants to invest in countries which have been heavily invested in past but they should be only English speaking countries
- Based on analysis , heavily invested top 9 countries are Usa,GBR,IND,China,Canada,France,Isreal,Germany And Japan
- Top 3 English speaking country are with highest investment



Plot 3

- Based on sector analysis , below graph shows top 3 sectors where most investors are investing for top 3 countries.
- This plot should clearly display the top 3 sectors each in USA,GBR and IND



Considering all the Objectives, constraints, strategy Spark funds should consider investing in the following:

- Spark fund should consider investing in “Venture” funding type in Others main sector in USA as that is where most investments are present
- USA, Great Britain and India are other different countries spark fund should consider to invest to reduce the risk due to country specific economy fluctuations
- If Spark funds wants to further reduce risk by investing in different sectors also with different countries then please consider mentioned sectors in previous slides for top 3 country wise top 3 sectors.