INVESTMENT CASE STUDY

SUBMISSION

Group Name: Data extractors

1. Anand kumar

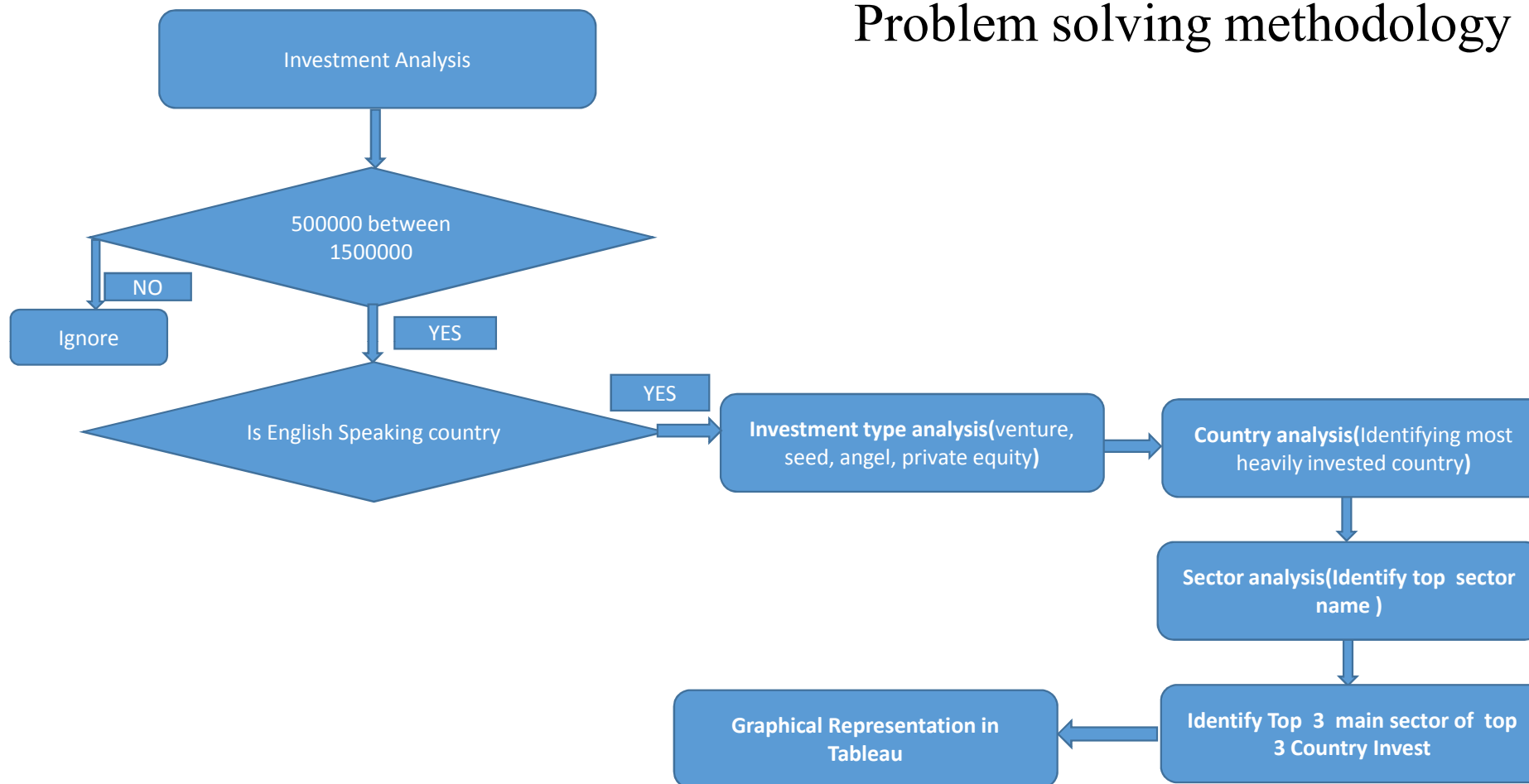2. Vikas kumar Singh

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Abstract

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

Spark Funds has below minor constraints for investments:

➢ It wants to invest between 5 to 15 million USD
➢ It wants to invest only in English-speaking countries
➢ It wants to identify the best sectors, countries, and a suitable investment type for making best investments.
➢ The overall strategy is to invest where most of investors are investing.

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Problem solving methodology

Investment Analysis

500000 between 1500000

NO → Ignore

YES

Is English Speaking country

YES → Investment type analysis(venture, seed, angel, private equity)

→ Country analysis(Identifying most heavily invested country)

Sector analysis(Identify top sector name)

Identify Top 3 main sector of top 3 Country Invest

Graphical Representation in Tableau

Analysis

1. **Data collection**
   - ➢ Load txt and csv data using proper python API.

2. **Data Processing**
   - ➢ Decode the dataset with proper decoder.
   - ➢ Joining the <u>companies</u> and <u>rounds2</u> data to create a <u>master</u> data set.
   - ➢ Transpose the <u>mapping</u> dataset and Join with master data set.

3. **Data Cleaning**
   - ➢ Drop null values for irrelevant columns from master data set.
   - ➢ Fill the null column with relevant data.

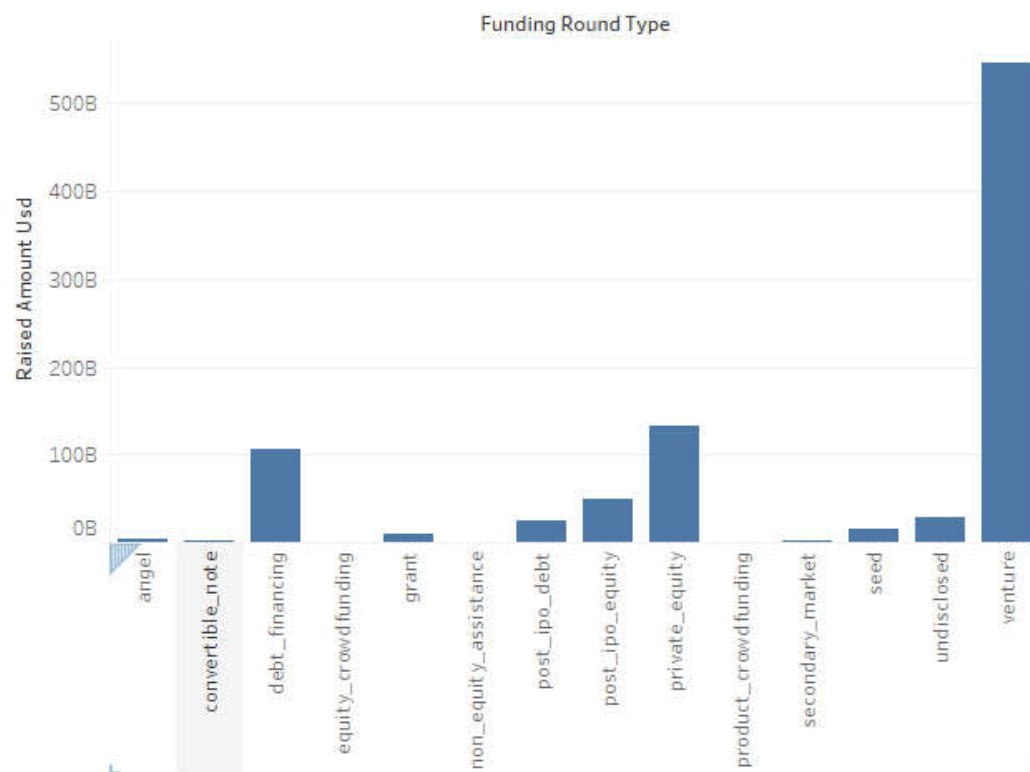## 4. Data Analysis

- ➢ Identify unique companies present in <u>companies</u> and <u>rounds2</u> dataset.
- ➢ Finding average funding amount for different funding types(venture, angel, seed, private equity).
- ➢ Filter investment amount range between 5 to 15 Million USD.
- ➢ Filter the top 3 heavily invested English Speaking country.
- ➢ Finding the primary sector from category list.
- ➢ Mapping the primary sector with 8 main sector using mapping data set.
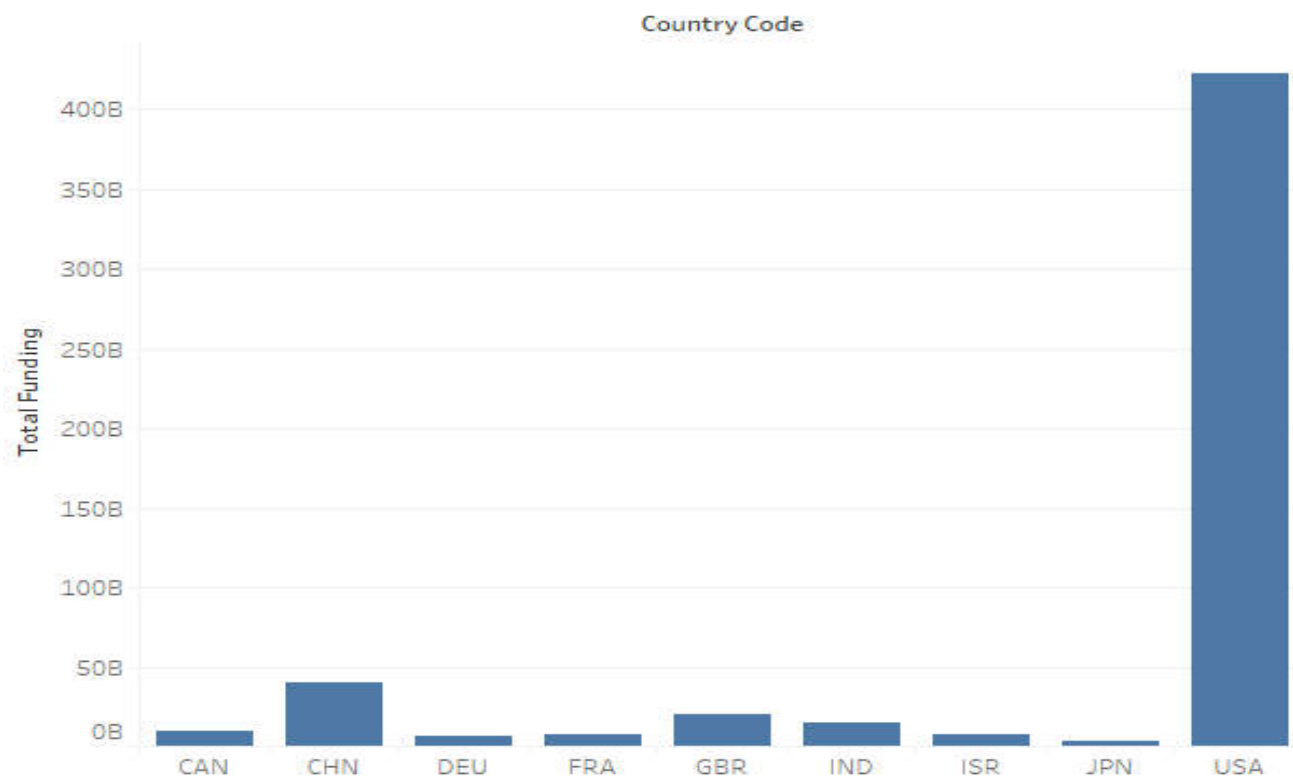- ➢ Identifying top 3 sector of top 3 country.

5 .Data Visualization

➢ Plot a bar graph for total investment made in different funding type(venture, angel, seed, private equity).
➢ Plot a graph for country wise total amount of investment of funding type venture.
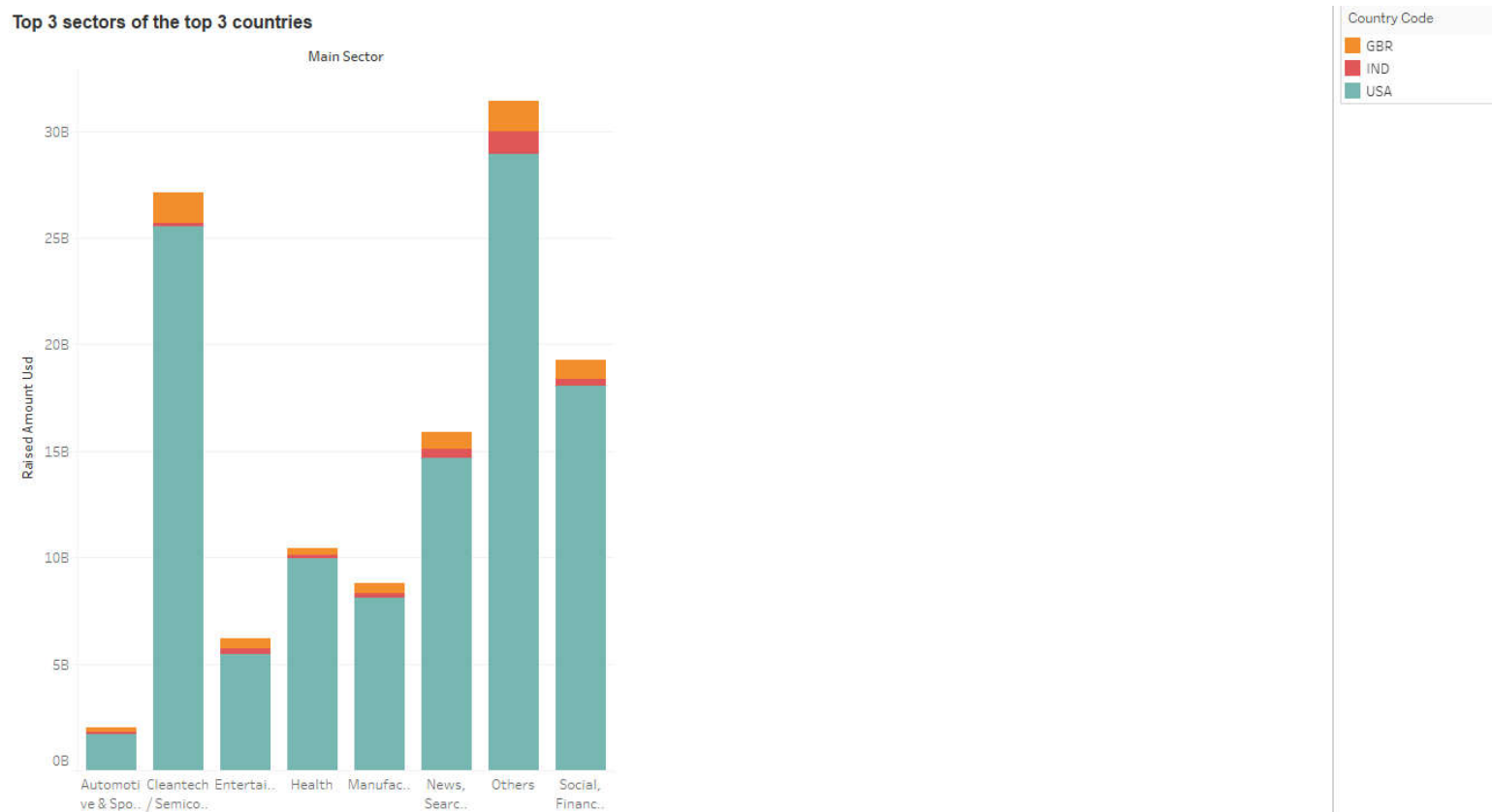➢ Plot cluster stack column chart of top 3 sector of top 3 country.

Total investment made in different funding type

Funding Round Type

Country wise total amount of investment

Top 3 sector of top 3 country

Conclusions

Recommendation for Spark fund to invest in

- ➢ venture funding type should be consider more among other funding types.
- ➢ USA , GBR and INDIA will be consider as top 3 English speaking investment country.
- ➢ Others main sector among 8 main sector should be consider.
- ➢ Although others main sector are heavily invested , to be more specific for investment, Cleantech / Semiconductors should be consider for USA and GBR and News, Search and Messaging is for India.