INVESTMENT ASSIGNMENT

SUBMISSION

Name:

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Abstract : Spark Funds Investment Decision

Business Objective :

Find the best suitable investment type, countries and sectors for making investments.

Strategy:

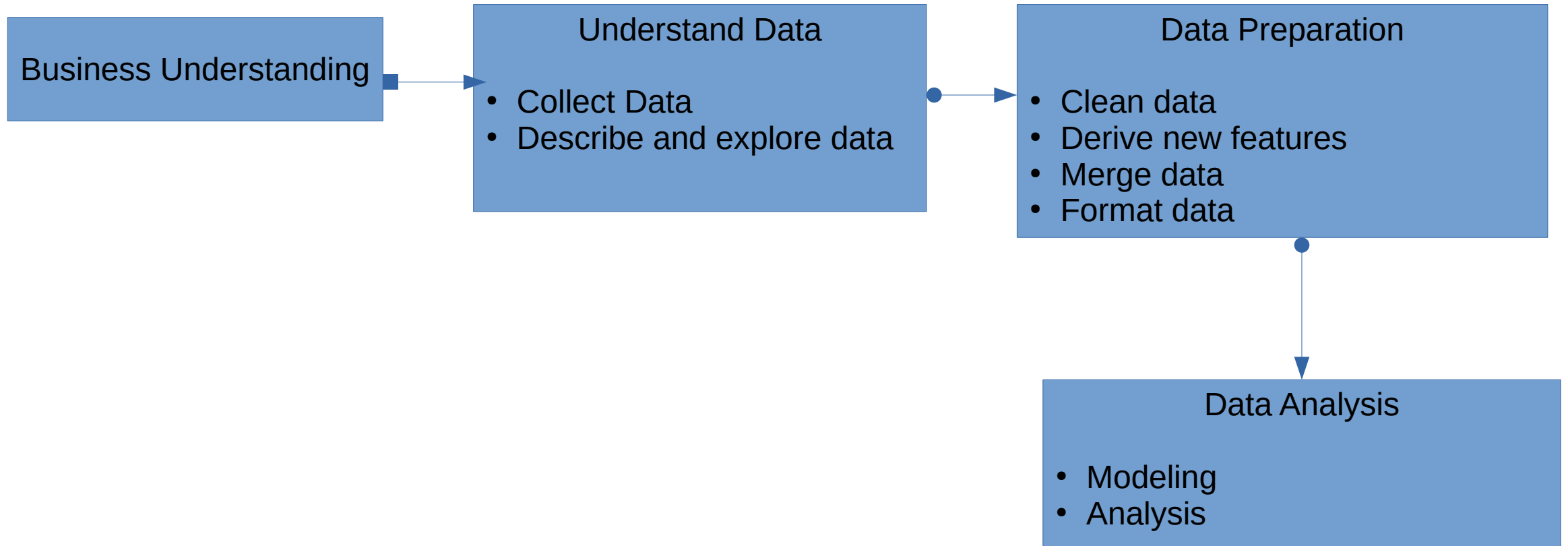Check where most of the investors are investing using the data.

Goals:

- Understand investments in different categories to find the best suited investment for the strategy for Spark Funds.

- Find which countries have had the most investments in the past.

- Learn about the distribution of investments across the eight main sectors.

  Note :

- *Invest between 5 to 15 million USD per round of investment.*

- *Invest only in English-speaking countries because of the ease of communication with the companies.*

Problem solving methodology

Investment Type Analysis

Investment Types were limited to four types as per Spark Fund's preference:

- Venture

- Angel

- Seed

- Private Equity

Conclusion

- Highest average investments are made Private Equity

- Spark Funds' desired investment range per round will be 5 to 15 million, so **"Venture"** funding is the suitable type in this case.

Country Analysis

Countries have been filtered based on

- Total Investment in the country
- Investment type : Venture

Top 9 countries based on total investment:

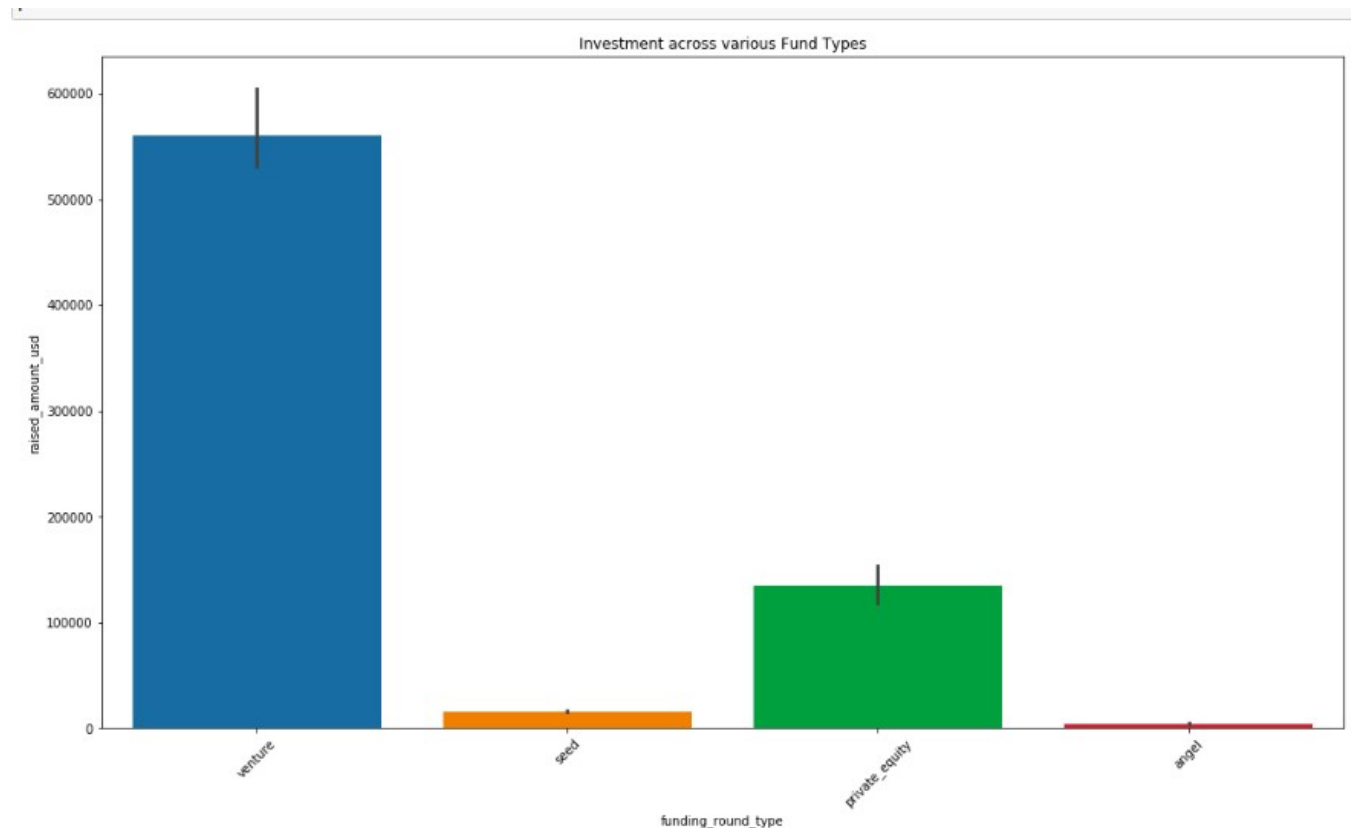| country_code	raised_amount_usd
USA	420068.029342
CHN	39338.918773
GBR	20072.813004
IND	14261.508718
CAN	9482.217668
FRA	7208.456960
ISR	6854.350477
DEU	6305.521981
JPN	3167.647127

Sector Analysis

Based on the top 3 English speaking countries :

- USA

- GBR

- IND

1) **'Others'** Sector is the most heavily invested sector among the top 3 countries

2) **'Social, Finance, Analytics and Advertising'** Sector holds the second place among the top 3 countries.

3) **'Cleantech / Semiconductors'** holds 3 rd place in USA and GBR, whereas in IND, the **'News, Search and Messaging'** category holds 3 rd place.
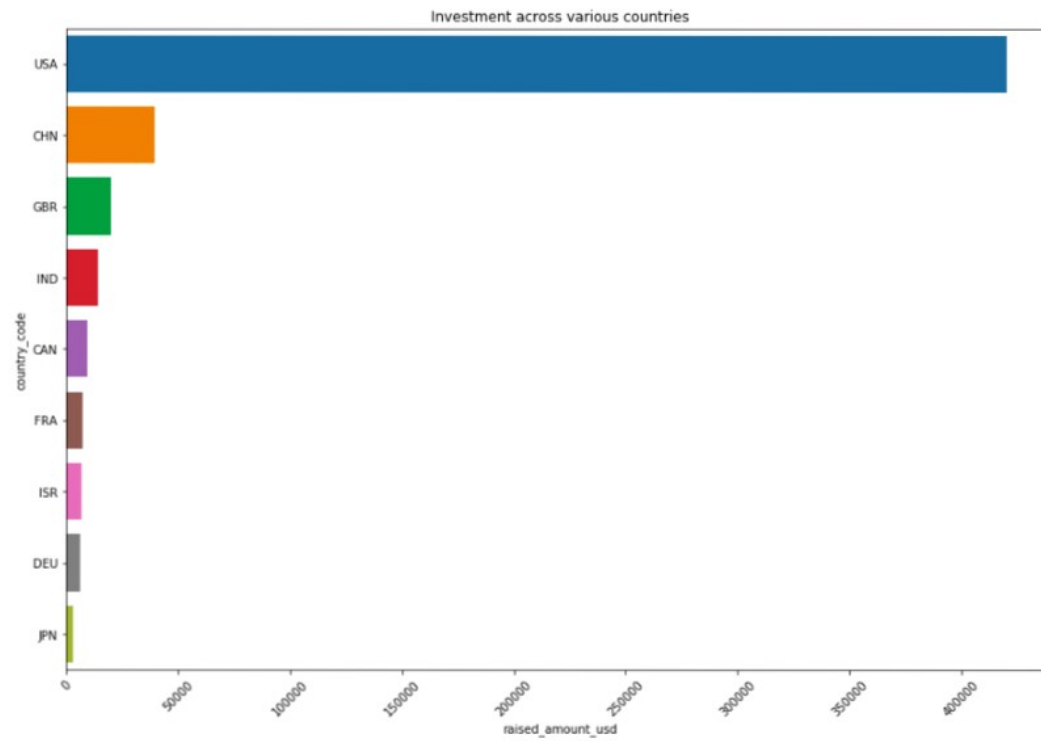
plot showing the representative amount of investment in each funding type.
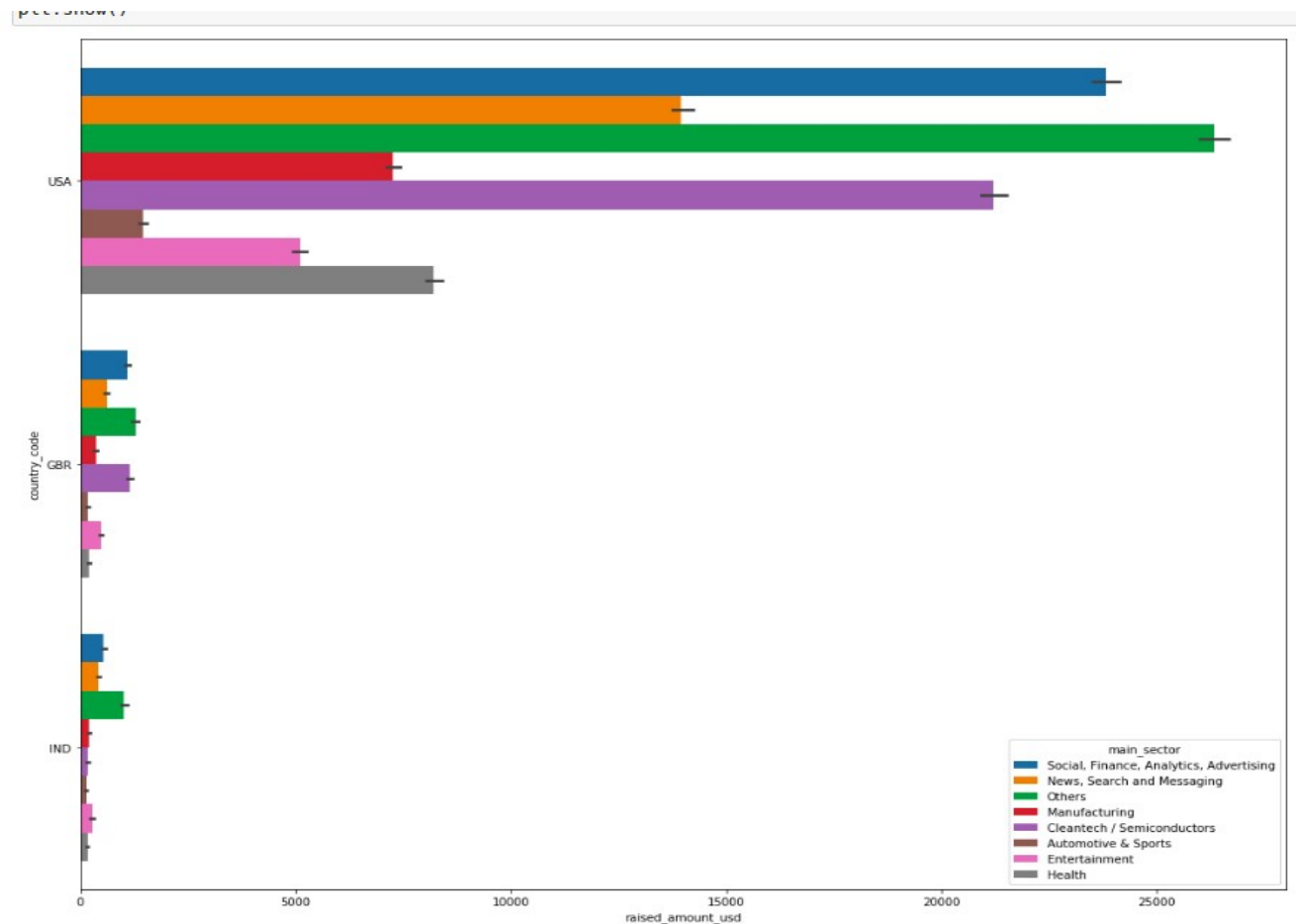
Plot showing the top 9 countries against the total amount of investments of funding type FT. This should make the top 3 countries

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

Plot

Conclusions

- The type of fund to invest in , is "Ventures"

- The Venture investment in the "Others" sector is the highest among all the top 3 countries.

- It is followed by "Social, Finance, Analytics, Advertising" sector, which seconds in all the top 3 countries.

Hence, we can recommend a Venture investment in these sectors.

Investing in USA seems to be a good . However GBR and IND have almost the same opportunity in these sector.

Considering IND's growth in the last few years, IND also seems to be a great country to invest in.