

# INVESTMENT CASE STUDY

## SUBMISSION

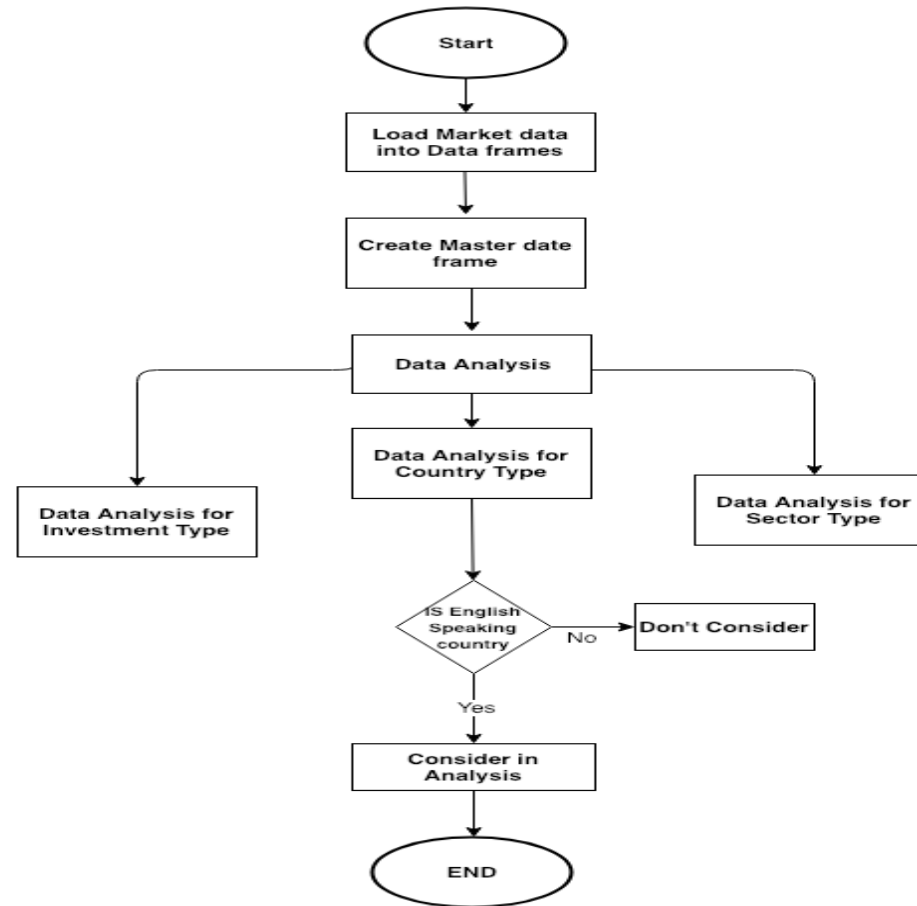
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# Abstract

- Investment analysis for Sparks Funds, an asset management Company to analyse the global trend of investments in start-ups.
- Analysis is done is of three levels:-
  1. Investment type analysis
  2. Country wise analysis
  3. Sector wise analysis
- The constraints provided by Sparks Funds are that investments to be made are between the range of 5 million usd - 15 million usd and the country to be invested in should be an English speaking country.
- For this particular analysis it is assumed that the names of countries given in the particular link : [http://www.emmir.org/fileadmin/user\\_upload/admission/Countries\\_where\\_English\\_is\\_an\\_official\\_language.pdf](http://www.emmir.org/fileadmin/user_upload/admission/Countries_where_English_is_an_official_language.pdf) are the ones which are to be considered as English speaking countries.
- The business objective of this particular analysis are :
  1. The business objective is to identify the best , countries, sectors and a suitable investment type for making investments. The basic strategy is to invest where other investors are investing, implying that those are the best sectors and countries to invest in.

# Problem solving methodology



# Analysis

## **Investment Type Analysis**

- There are a total of 14 funding types.
- The venture type receives the maximum number of investments. Almost 58% of the total investments.
- The venture type has an average investment of 11.4589 million USD.
- Seed and private equity type investments don't receive many investments.
- Therefore the best investment type for Sparks Funds would be Venture type as it receives the maximum number of investments and has an average investment of 11.4589 million USD which is in the range of investment of Spark Funds.

# Analysis

## **Country wise Analysis**

- Total of 97 countries have received funding from venture type investment.
- United States of America receives the maximum investment among all of the countries :422510.842796 million USD.
- Followed by China , but China being a Non English speaking country is not taken into consideration.
- This is followed by United Kingdom with an investment of :20245.627416 million USD.
- This is followed by India with an investment of : 14391.858718 million USD.
- Therefore it is evident that the best country to invest in would be United States of America as it received the maximum amount of investment and is an English speaking country.

# Analysis

## **Sector wise Analysis**

- There are a total of 8 main sectors and 688 primary sectors.
- There are a total of 11149 investments made in United States of America in the range of 5 to 15 million USD raising 99661.52 million USD
- There are a total of 577 investments made in United Kingdom in the range of 5 to 15 million USD raising 5028.70 million USD
- There are a total of 299 investments made in India in the range of 5 to 15 million USD raising 2683.53 million USD
- The top 3 sectors In the United States of America are :
  1. Others : 2923 investments.
  2. Cleantech / Semiconductors : 2297 investments
  3. Social, Finance, Analytics, Advertising : 1912 investments.

➤ The top 3 sectors in the United Kingdom are :

1. Others : 143 investments
2. Cleantech / Semiconductors : 127 investments
3. Social, Finance, Analytics, Advertising : 98 investments

➤ The top 3 sectors in the India are :

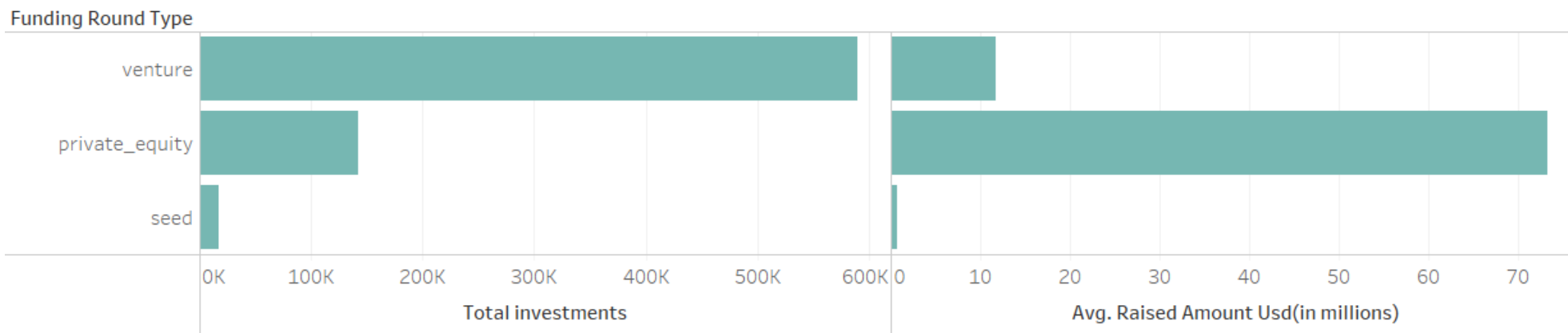
1. Others : 109 investments
2. News, Search and Messaging: 52 investments
3. Entertainment: 33 investments

➤ Therefore the best sector to invest in would be **Others.**

# Results

## Plot 1

Fraction of investments for each investment type and their average investment amount



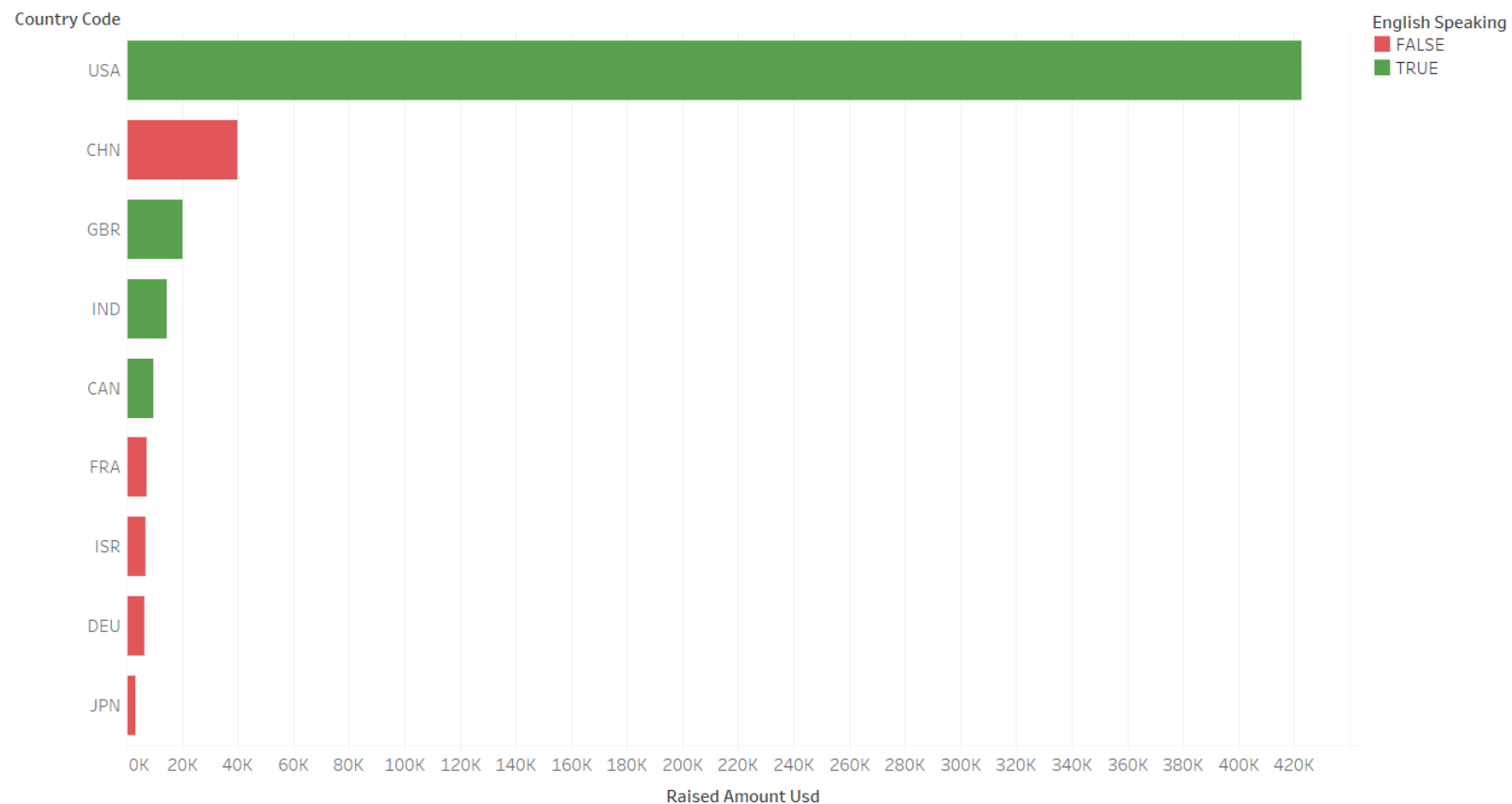
Sum of Raised Amount Usd and average of Raised Amount Usd for each Funding Round Type. The view is filtered on Funding Round Type, which keeps private\_equity, seed and venture.



# Results

## Plot 2

Top 9 countries total investment of venture type

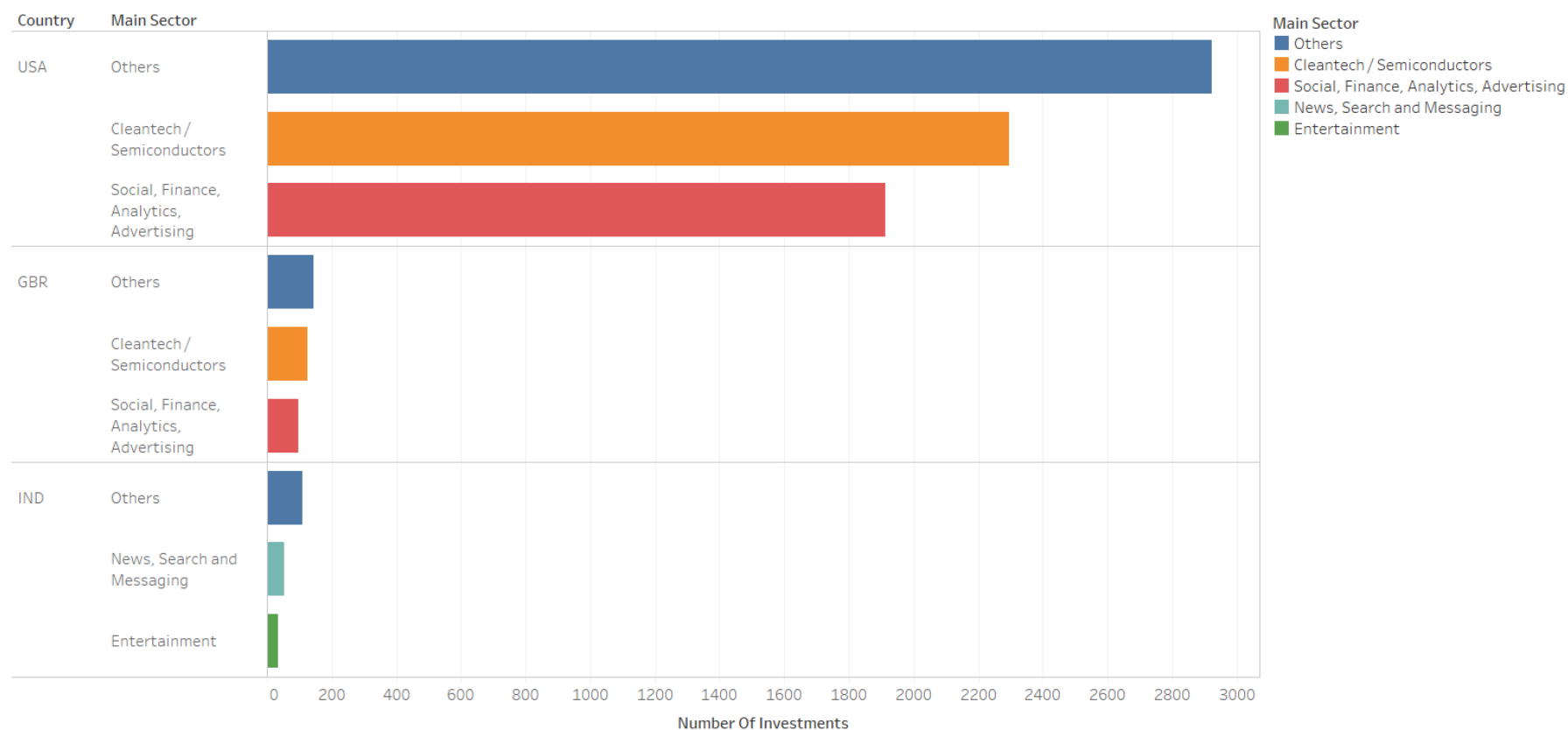


Sum of Raised Amount Usd for each Country Code. Color shows details about English Speaking. The view is filtered on Country Code, which has multiple members selected.

# Results

Plot 3

Country Wise Top 3 Sectors and Number of investments of venture type



Sum of Number Of Investments for each Main Sector broken down by Country. Color shows details about Main Sector.

# Conclusions

The conclusions from this analysis are:

- The best investment type for Sparks Funds is Venture .
- The best Country for Spark Funds to invest in is the United States of America.
- The best sector for Spark Funds to invest in is Others.
- Sparks Funds can invest in Decarta as it's one of the highest invested company in USA.