



INVESTMENT CASE STUDY

SUBMISSION

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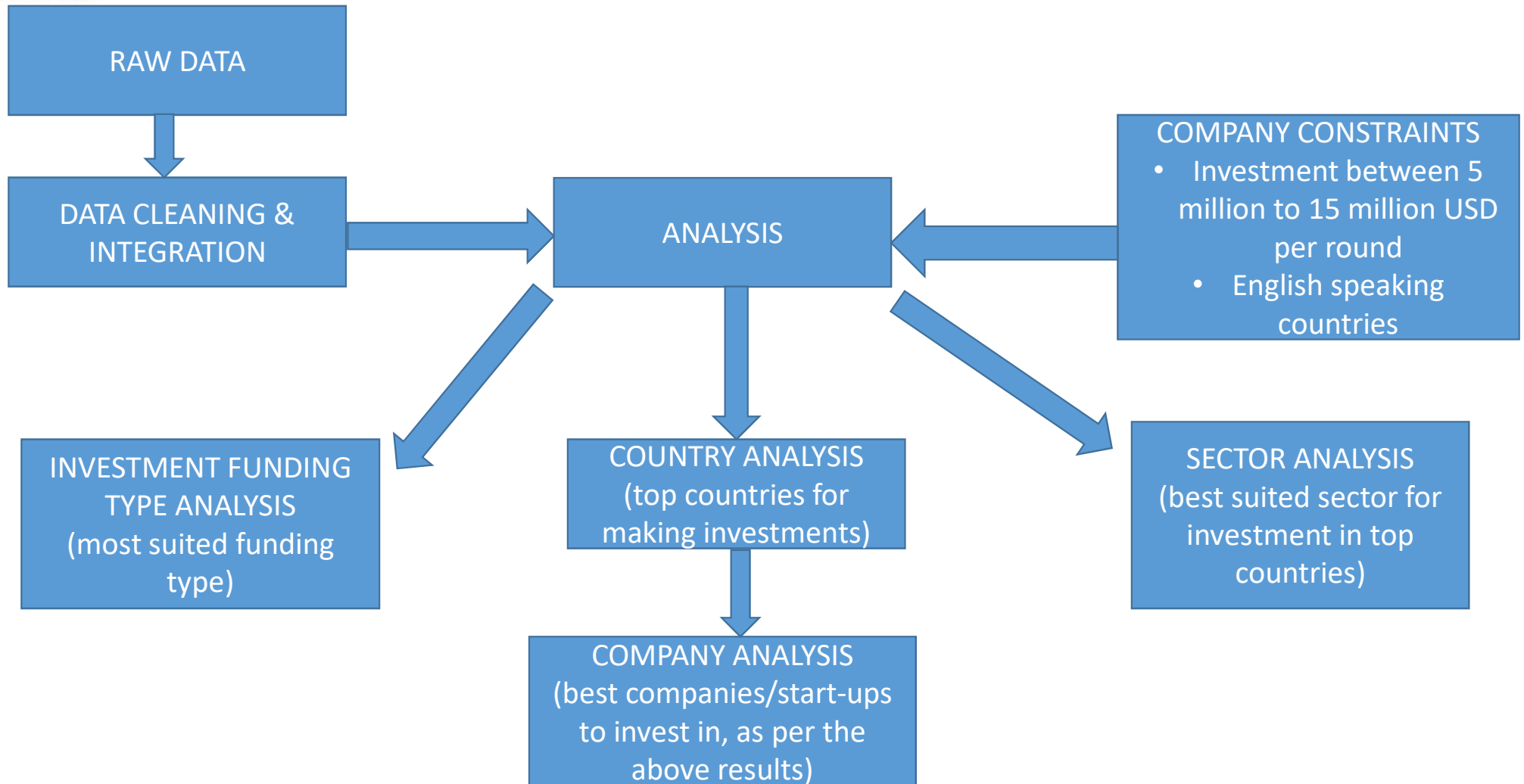


Abstract

Sparks Funds wants to invest 5 to 15 million USD per round, where other investors are investing, across the best sectors and top English speaking countries because of the ease of communication/understanding of business with the companies it would invest in.

The objective is to identify the best sectors, countries, and a suitable investment type for making investments. The overall strategy is to invest where others are investing, implying that the best sectors and countries are the ones where most investments are happening.

Problem solving methodology: (FLOW CHART)



Analysis 1 : Funding Type Analysis

As per the investment type analysis, the table shows the overall average amount of funds invested for each funding round type.

Though post_ipo_debt has got the highest amount of funding, the funding round type which falls within the **Spark Funds'** constraints i.e **5 to 15 million USD** per round of investment, is "Venture".

This concludes that the most suitable funding type for **Spark Funds'** is **venture** type.

FUNDING ROUND TYPE	TOTAL INVESTMENTS
post_ipo_debt	168704571.8
post_ipo_equity	82182493.87
secondary_market	79649630.1
private_equity	73308593.03
undisclosed	19242370.23
debt_financing	17043526.02
venture	11748949.13
grant	4300576.339
convertible_note	1453438.543
product_crowdfunding	1363131.07
angel	958694.4698
seed	719817.9969
equity_crowdfunding	538368.2109
non_equity_assistance	411203.0548

Analysis 2 : Country Analysis

As per the country analysis, the table shows the country codes with the highest amount of total investments made.

Though top 3 countries namely, USA, CHN, GBR has got the highest amount of total funding, the countries which falls within the sparks funds constraints i.e English speaking countries , are USA, GBR and IND.

This concludes that the most suitable countries to invest in, for sparks Funds are USA,GBR,IND

Country_code	Total amount of investment
USA	422510842796.00
CHN	39835418773.00
	25506108414.00
GBR	20245627416.00
IND	14391858718.00
CAN	9583332317.00
FRA	7259536732.00
ISR	6907514579.00
DEU	6346959822.00

Analysis 3 : Sector analysis

As per the previous two analysis performed :
the most suited funding type is venture and
the top 3 countries for making investments
are : USA, GBR and IND.

Considering the above two results, next step
is to find out which sectors are most suitable
for venture funding type in the top 3
countries.

Tables show country-wise top3 sectors which
are suitable for sparks fund investment.

COUNTRY 1 : USA

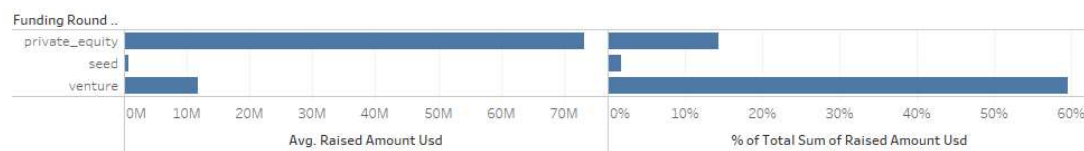
MAIN SECTOR	total amount invested	number of investments
Others	26321007002	2950
Social..Finance..Analytics..Advertising	23807376964	2714
Cleantech...Semiconductors	21633430822	2350
News..Search.and.Messaging	13971567428	1583
Health	8211859357	909
Manufacturing	7258553378	799
Entertainment	5099197982	591
Automotive...Sports	1454104361	167

COUNTRY 2 : GBR

MAIN SECTOR	total amount invested	number of investments
Others	1283624289	147
Cleantech...Semiconductors	1163990056	130
Social..Finance..Analytics..Advertising	1089404014	133
News..Search.and.Messaging	615746235	73
Entertainment	482784687	56
Manufacturing	361940335	42
Health	214537510	24
Automotive...Sports	167051565	16

COUNTRY 3 : IND

MAIN SECTOR	total amount invested	number of investments
Others	1013409507	110
Social..Finance..Analytics..Advertising	550549550	60
News..Search.and.Messaging	433834545	52
Entertainment	280830000	33
Manufacturing	200900000	21
Health	167740000	19
Cleantech...Semiconductors	165380000	20
Automotive...Sports	136900000	13



Plot 1: Fraction of total investments (globally) in venture, seed, and private equity, and the average amount of investment in each funding type.

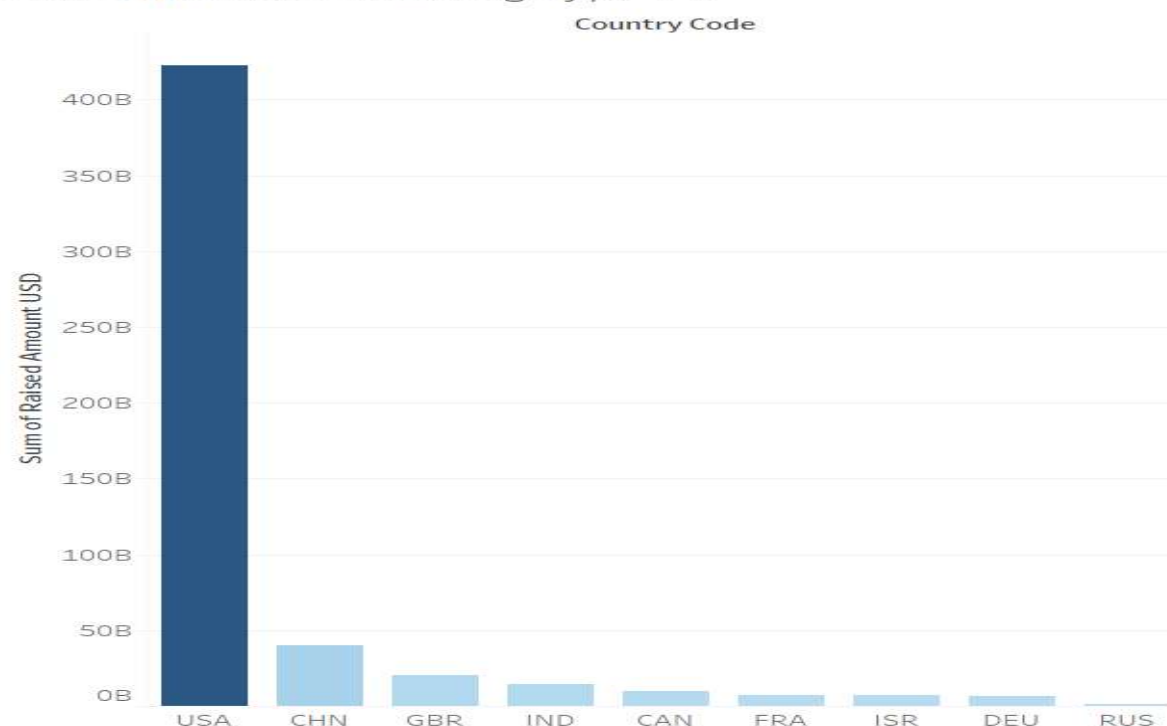
Results for Funding type analysis:

Results for country analysis:

Plot 2 : Top 9 countries receiving the top funding amount. Since we are only interested in English Speaking countries therefore, countries with “English” as its official language will be selected.

So the top 3 countries for Spark Funds’ Investments are : USA, GBR and IND.

PLOT 2 - Top 9 countries against total amount of investments of funding type FT.



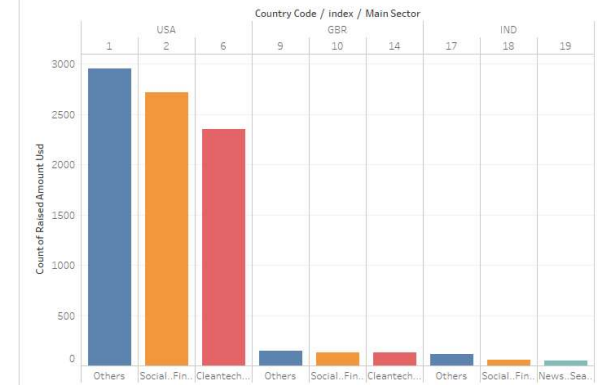
Sum of Raised Amount USD for each Country Code. Color shows sum of Raised Amount USD. The data is filtered on Funding Round Type, which keeps venture. The view is filtered on Country Code, which keeps 9 of 138 members.



Results for sector analysis:

Plot 3: Sum of number of investments for each main sector broken down by country name.
Color shows details about the main sector.

top 3 sectors in top 3 countries



Main Sector





<Conclusions>

By doing data Cleansing/messaging and Integration on Raw Data provided, we were able to analyse and derive some meaningful Insights from the data, which will be used by Higher management of Sparks Fund to make some wise decisions regarding Future investments considering constraints, like the amount of Investment/English Speaking Countries/Best Sectors and also where others are investing.

Thanks,

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