

INVESTMENT ASSIGNMENT SUBMISSION

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Spark Funds Investment Analysis

➤ Goals and Objective of Analysis:

- To identify best Investment Type , Countries and Sectors to understand the global trends in investments so that the company can take investment decisions effectively.

➤ Business and Data Understanding :

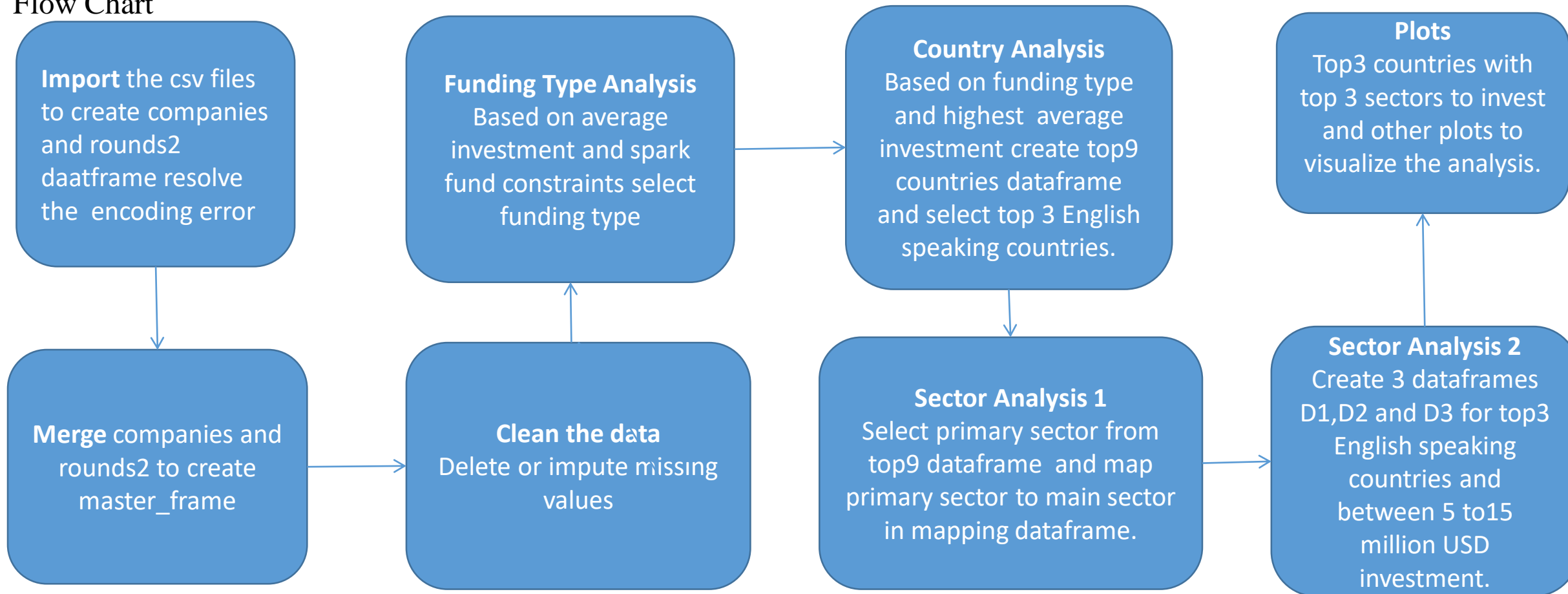
- Spark Funds has two minor constraints for investments:
 1. It wants to invest between **5 to 15 million USD** per round of investment.
 2. It wants to invest only in **English-speaking countries** because of the ease of communication with the companies it would invest in.

➤ Data Source :

- [crunchbase.com](https://www.crunchbase.com)

Spark Funds Problem Solving Flow Chart

Flow Chart



Funding Type Analysis

➤ Spark Funds wants to choose one of the four below mentioned investment types for each potential investment they will make.

- venture
- Seed
- Angle
- Private Equity

➤Based on below table we can tell that venture type funding is suitable for spark funds as it has most number of investments and lies between 5 to 15 million USD.

➤Average investment in these 4 funding type:

| Investment Type | Average Investment(USD in millions) |
|-----------------|-------------------------------------|
| Private Equity | 75976020 |
| Seed | 763279.8 |
| venture | 11893960 |
| Angle | 997188.1 |

Country Analysis

- Spark Funds wants to invest in countries with the highest amount of funding for the chosen investment type(i.e.venture).
- Top9 Countries with highest investment.

| | | | | | | | | |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| USA | CHN | GBR | IND | CAN | FRA | ISR | DEU | JPN |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|



Decreasing order of investment in millions(USD)

- Top3 English Speaking countries for investment.

| | | |
|-----|-----|-----|
| USA | GBR | IND |
|-----|-----|-----|

Sector Analysis :

Eight main sectors after mapping each primary sector to one of the eight main sectors. Including Others.

➤ Top 3 Sectors for investment in USA

- Others
- Social, Finance, Analytics, Advertising
- Cleantech / Semiconductors

➤ Top 3 Sectors for investment in GBR:

- Others
- Social, Finance, Analytics, Advertising
- Cleantech / Semiconductors

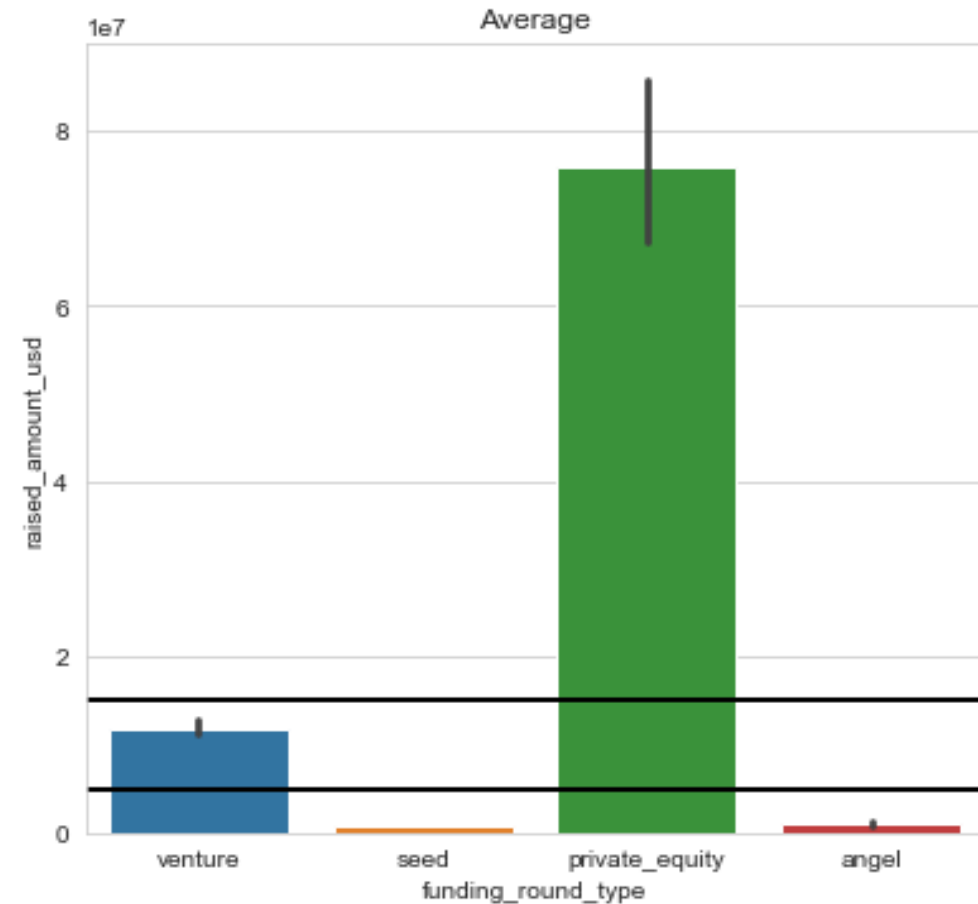
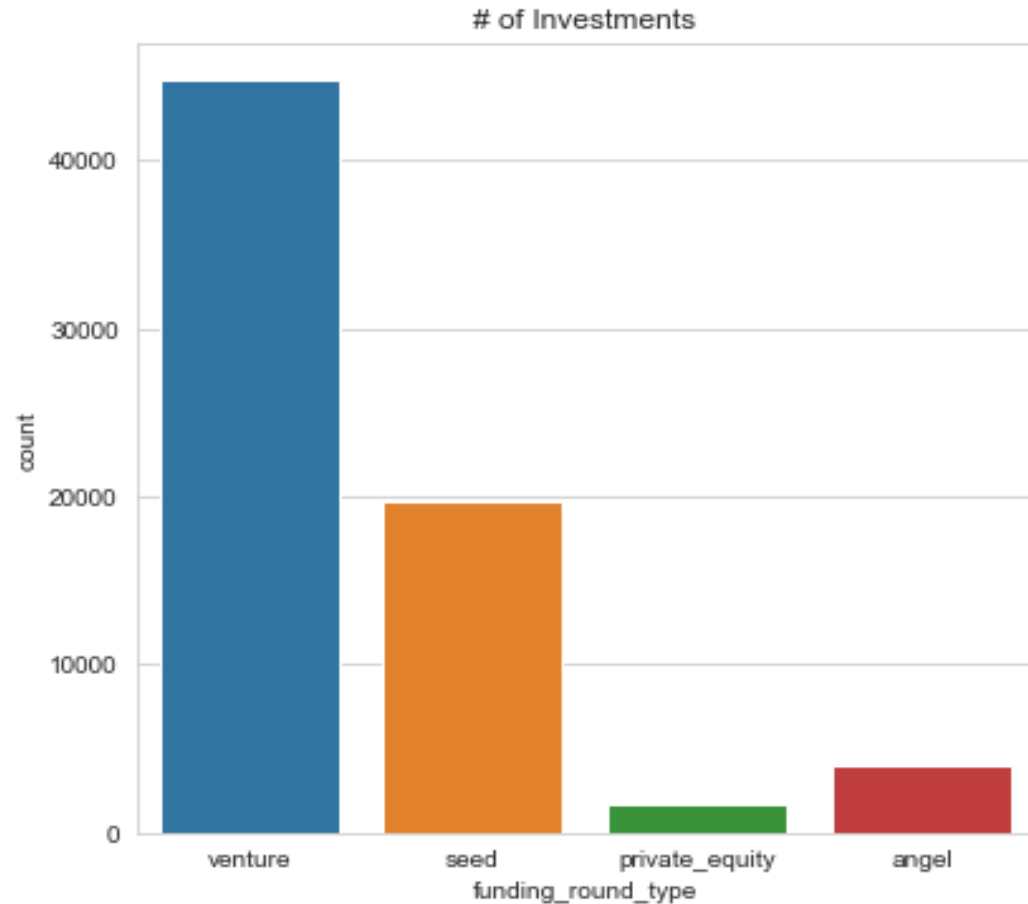
➤ Top 3 sectors for investment in India:

- Others
- Social, Finance, Analytics, Advertising
- News, Search and Messaging

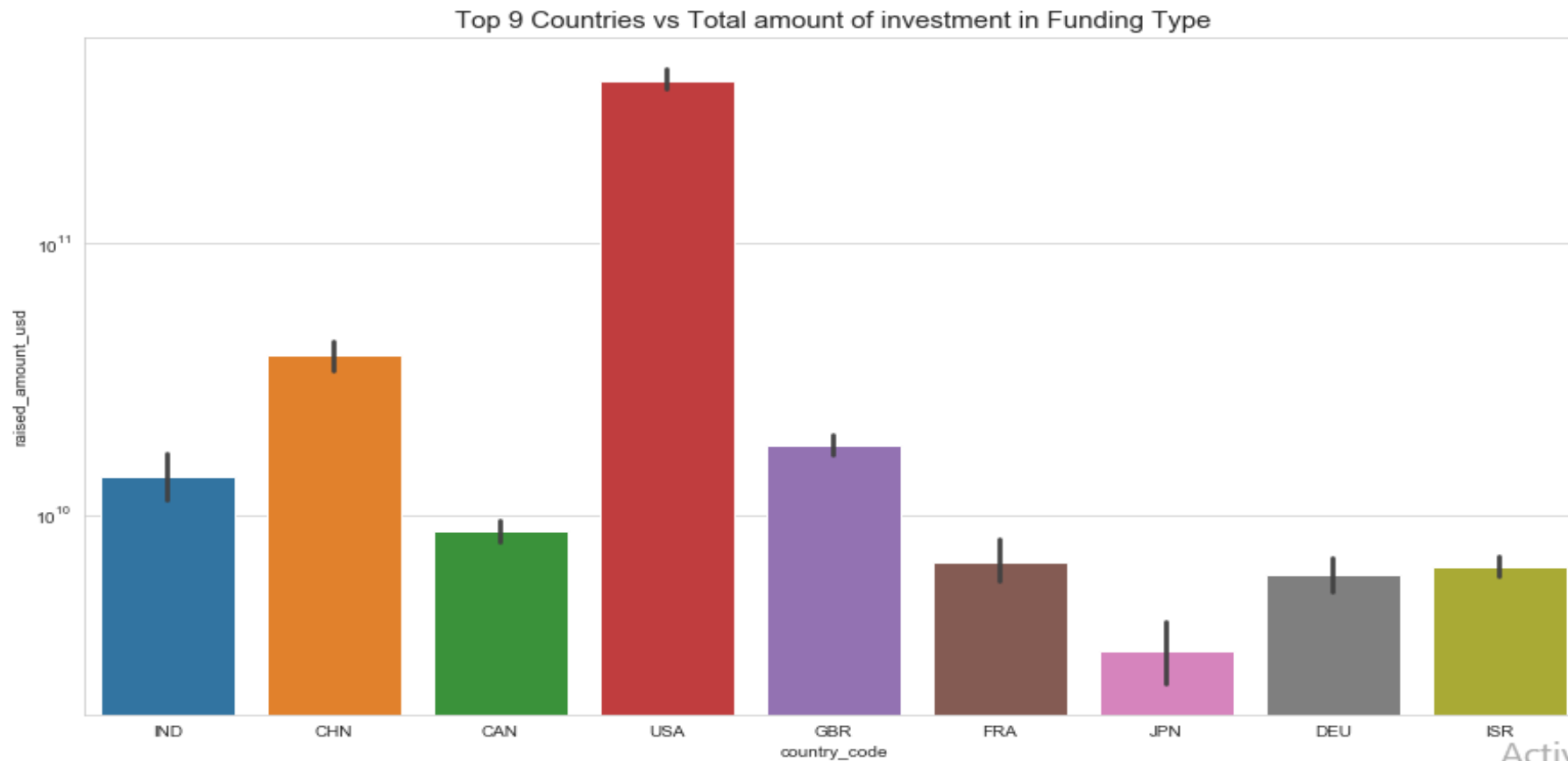
| main_sector |
|---|
| Automotive & Sports |
| Cleantech / Semiconductors |
| Entertainment |
| Health |
| Manufacturing |
| News, Search and Messaging |
| Others |
| Social, Finance, Analytics, Advertising |

Eight main Sectors

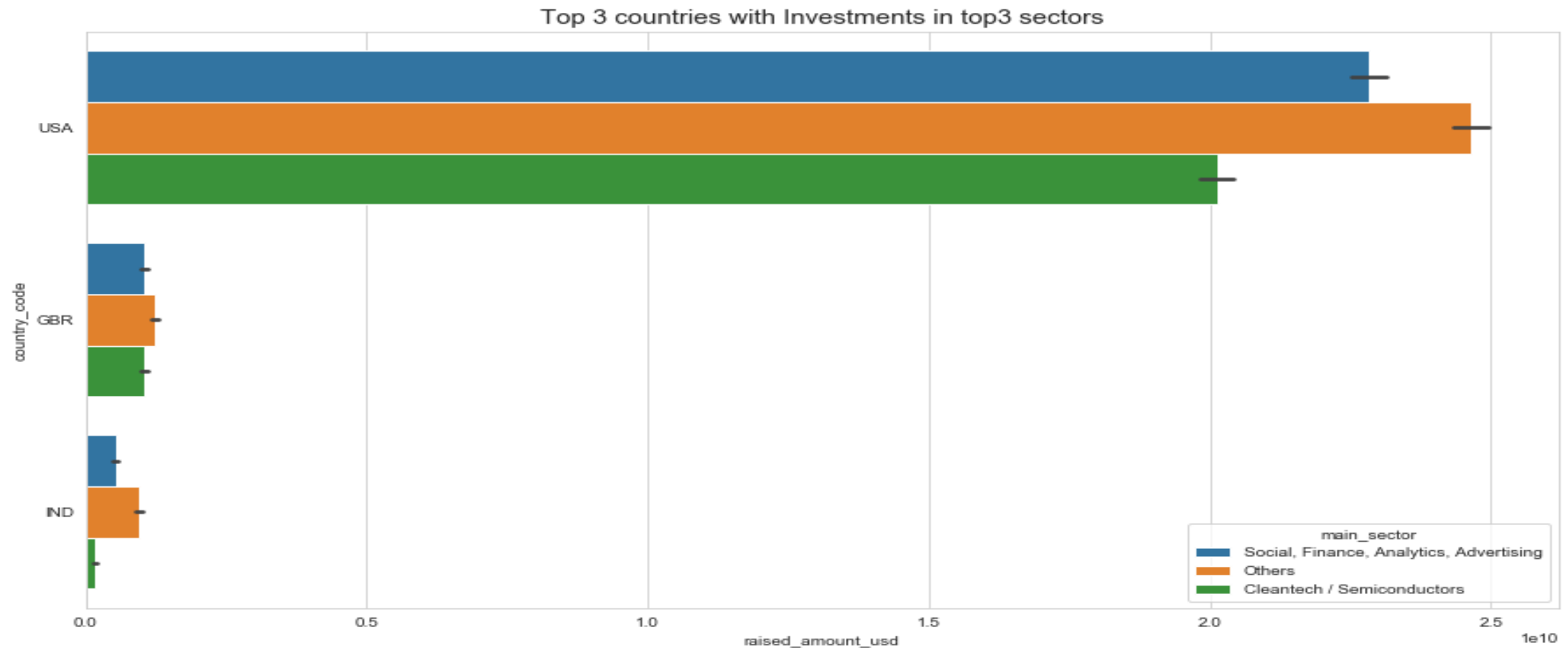
Plot 1 showing the fraction of total investments (globally) in angel, venture, seed, and private equity, and the average amount of investment in each funding type. This chart should make it clear that a certain funding type (FT) is best suited for Spark Funds.



Plot 2 showing the top 9 countries against the total amount of investments of funding type FT. This should make the top 3 countries (USA ,GBR and IND)



Plot 3 showing the number of investments in the top 3 sectors of the top 3 countries on one chart (for the chosen investment type FT).



Conclusions :

- Based on Plot 1 (Slide 7), **Venture** funding type is based suited for based Spark Funds as it satisfies its investment constraints.
- From Plot 2 (Slide 8), top3 Enlisgh speaking Countries are :

| USA | GBR(Great Britain) | IND |
|-----|--------------------|-----|
|-----|--------------------|-----|

- From Plot 3 (Slide 9) top 3 sectors in top 3 countries for invsetment are:

| USA | GBR | IND |
|---|---|---|
| Others | Others | Others |
| Social, Finance, Analytics, Advertising | Social, Finance, Analytics, Advertising | Social, Finance, Analytics, Advertising |
| Cleantech / Semiconductors | Cleantech / Semiconductors | News, Search and Messaging |