# SPARK FUNDS INVESTMENT CASE STUDY

SUBMISSION

SUBMITTED BY

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Abstract

Spark Funds is an asset management company wants to make investments in a few companies. It needs to understand the global trends in investments so that one can take the investment decisions effectively.

It needs to invest 5 – 15 million USD per round of investment only on 'English' speaking countries. Objective towards the investment is to identify the best sectors, countries, and a suitable investment type for making investments.

Assuming myself working in a Spark funds, I need to analyze the data using various strategies and find the best fit investment option. It should help the CEO of Spark Funds to make a decision based on the trends identified.

Problem Solving Methodology
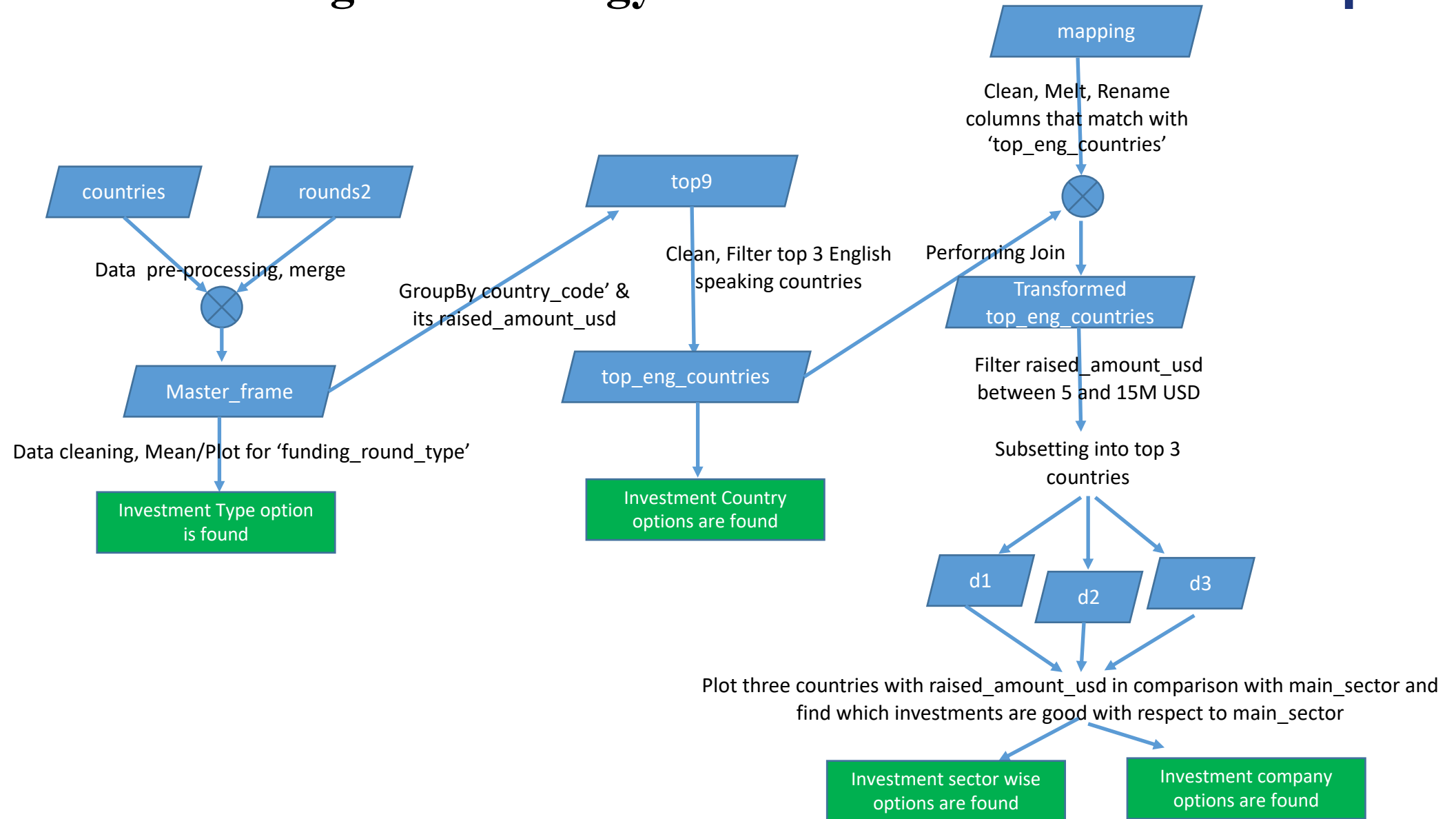
Analysis

- Spark funds must choose the optimal way of investment. It can be achieve through
  - Find the Investment type that gives better raised amount
  - Among them, Find the top 3-9 countries that has good raised amount
  - Among the countries, find the companies that made between 5 – 15M USD
  - Among the companies, find in which sector gives better raised amount.
- Based all these filters, data, plots and visualization, one will come to a conclusion in which sector of the company/country, Spark Funds need to invest.
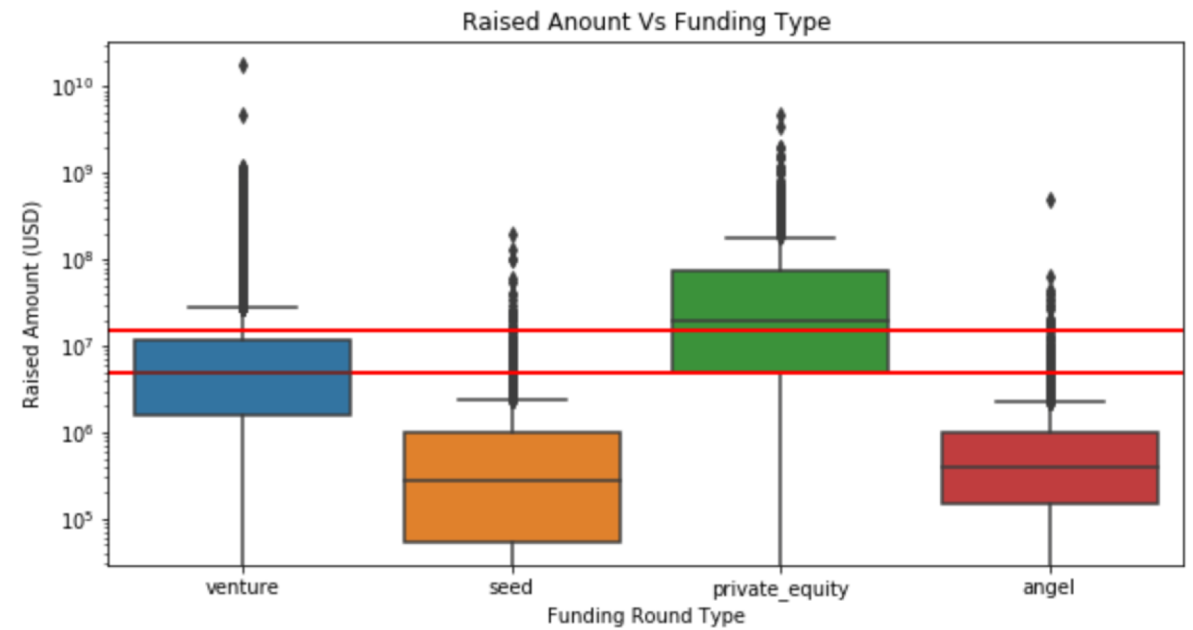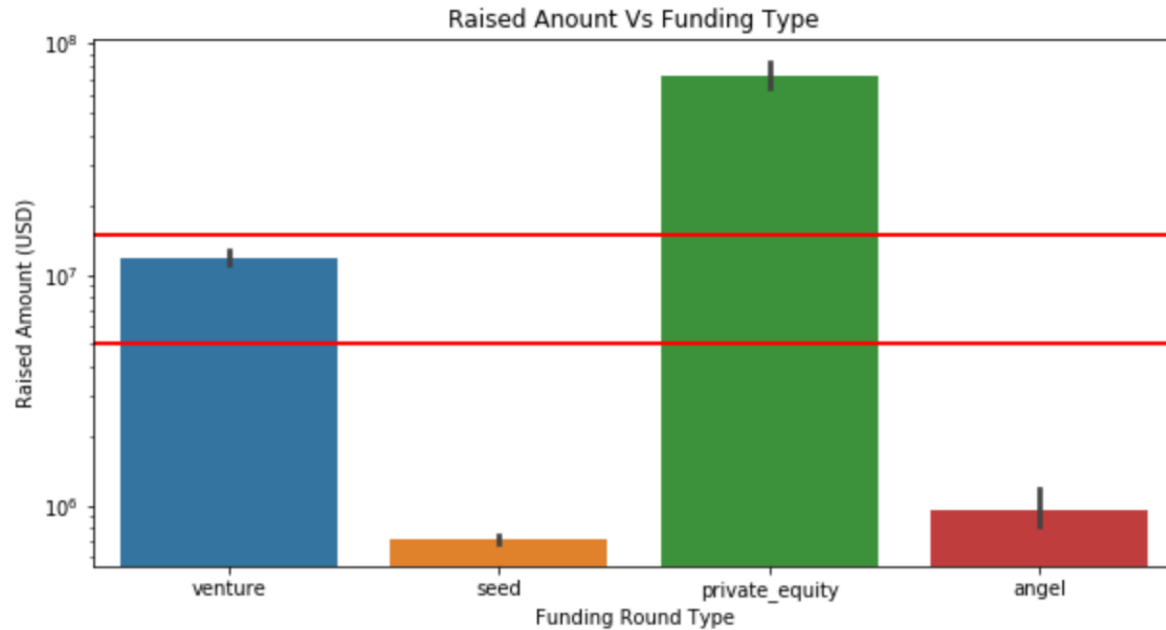
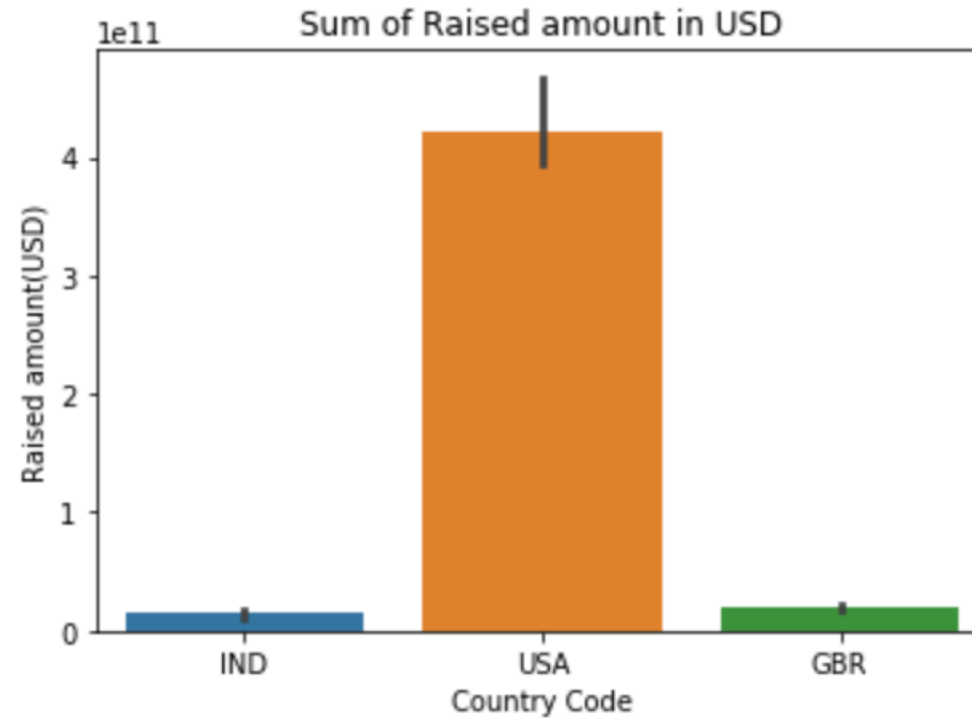# Top 9 countries Vs its Raised USDs
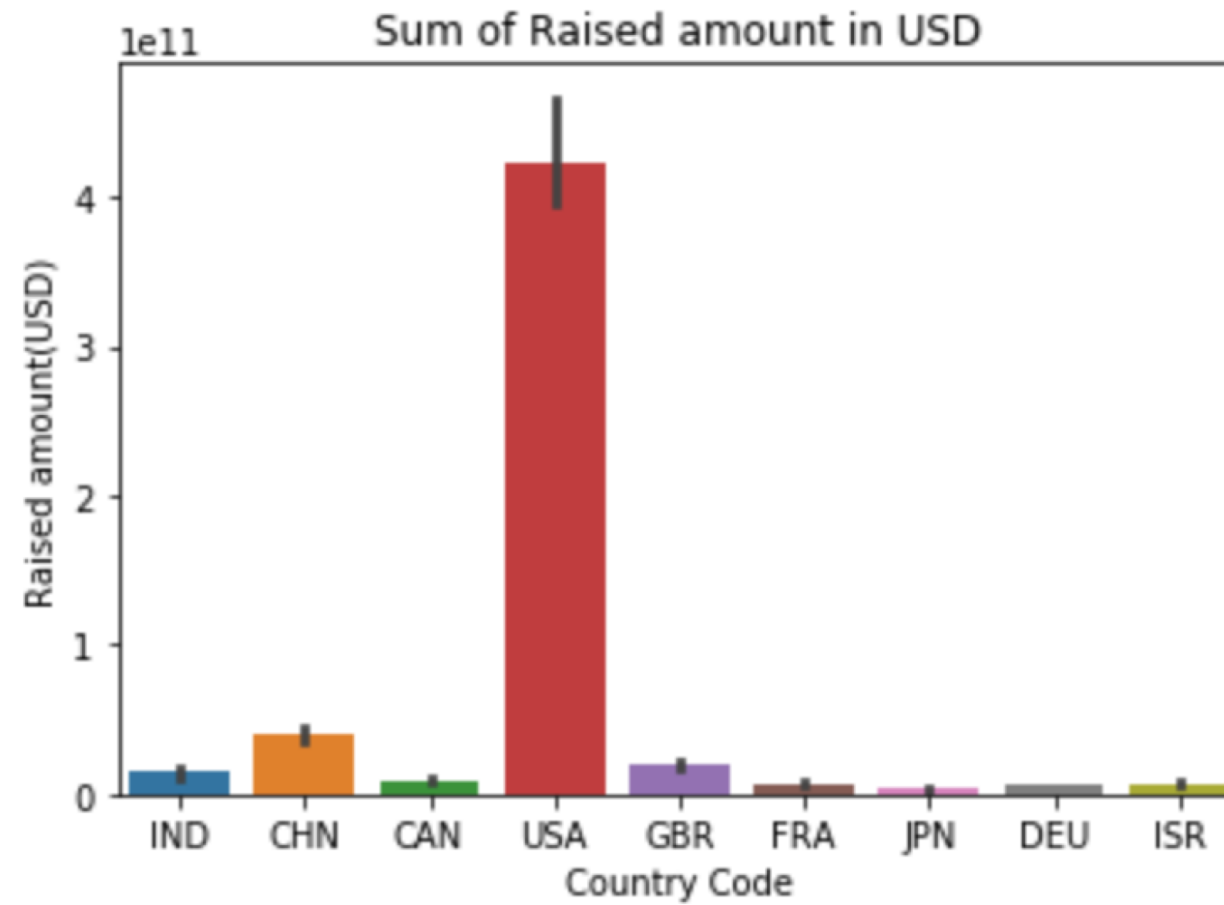
Sectors Vs Countries - Investment
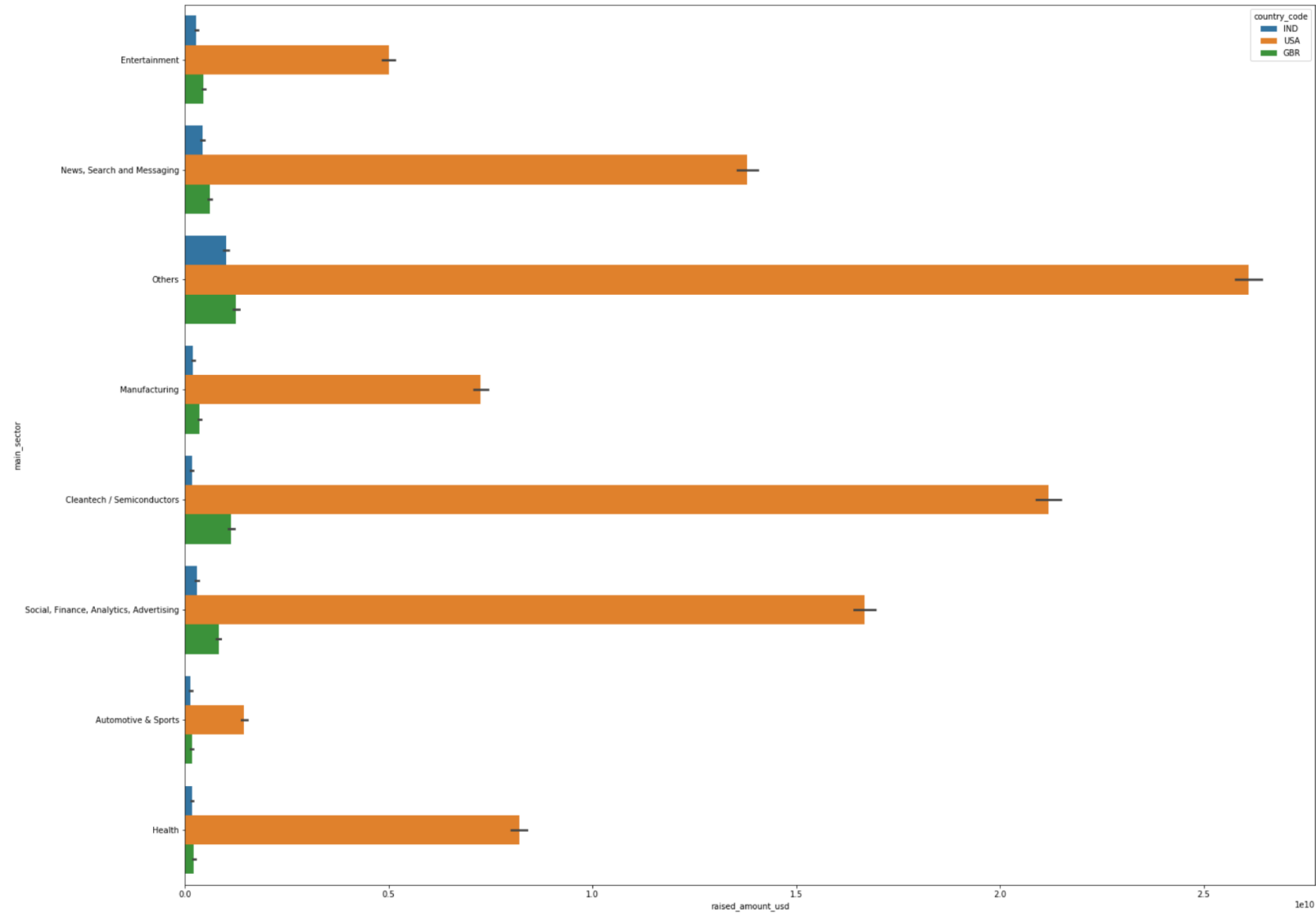
Optimal choices of investing according to Funding Type

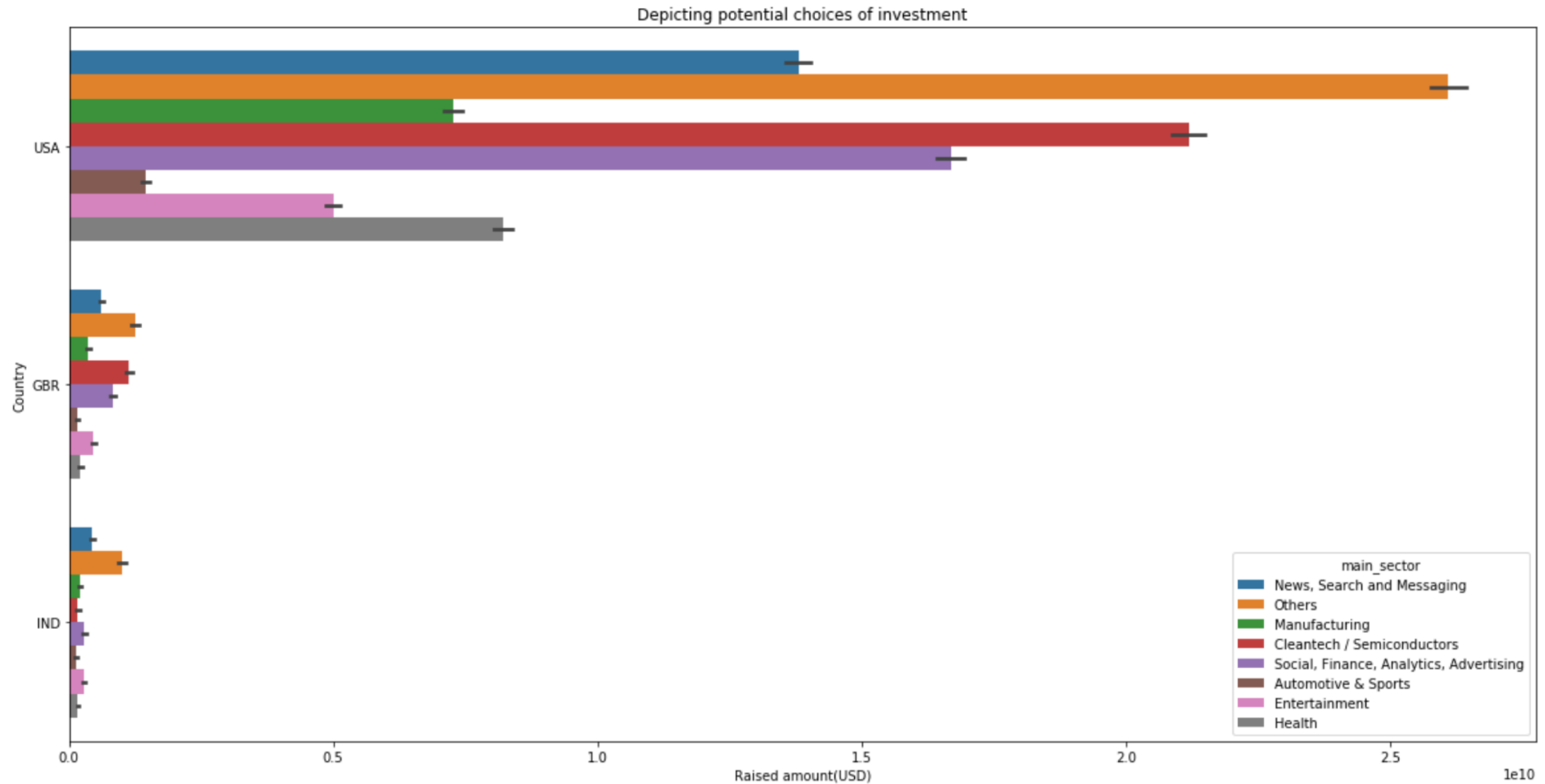'Venture' Funding Type is the optimal choice of investment

Optimal choices of investing based on a geographical location

Country 'USA' is the optimal choice of investment

Optimal choices of investing based on country and sector

Depicting potential choices of investment

'Others' / 'Cleantech/Semiconductors' are the best sector options

Conclusions

- Based on the visualization, it is clear that USA is the best place to make 60% of investments that has type as 'Venture'.
  - Out of 60%, one can invest one half with top sectors like 'Others', 'CleanTech/Semiconductors
  - Out of 60%, one can invest the other half with companies like 'virtustream', 'capella' and 'air-tight-networks'
- 30% of investments can be equally split between based on sectors in Great Britain and India that has type as 'Venture'
- Remaining 10% of invesments can be split between growing 'Venture' top 2 companies of Great Britain and India