INVESTMENT CASE STUDY SUBMISSION

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ABSTRACT

Sparks Funds is an asset management company looking to invest in some sectors and companies. Sparks Funds has some constraints about these investments. Firstly, they want to invest between 5 to 15 million USD per round of investment. Secondly, they prefer English-Speaking countries to ensure ease of understanding and communication between the firm and the companies it is investing in.

The goals of this analysis are three-fold. Firstly, we need to find a suitable investment type for Sparks Funds to invest with taking in note their constraint for funds. Secondly, we need to identify the best countries to invest in, taking into account the second constraint. Thirdly, we need to find the most profitable sectors to invest in within these countries.

This presentation will delve further into the above problems and their subsequent analysis along with the approach that went into solving these issues.

1	2	3	4	5
Identify the Funding Type (FT) which is most appropriate for Sparks Funds

•Constraint: 5 to 15 Million USD of investments as per the data analysed. | Find the countries where most investments are made. | Find the Top 3 Countries to invest in by sum of total investments.

•Constraint: English should be an official language. | Identify the best sectors to invest in within these countries. | We have the best possible options for Sparks Funds to invest in as a summary of Top 3 Countries with the Top 3 Sectors within those countries. |

PROBLEM SOLVING METHODOLOGY

ANALYSIS: FUNDING TYPE

Some basic understanding of the data showed us that there were a total of 1, 14, 909 companies in our data set.

The first part was Funding Type Analysis:

We learned through crunching the data that there were four main types of funding available. Namely, Venture, Angel, Seed and Private Equity.

Each of these had a average of investments as follows:

- Venture: 11,748, 701 USD

- Angel: 958,891 USD

- Seed: 719,803 USD

- Private Equity: 73,308,593 USD

Note that all of these are rounded-off to the nearest whole number.

We found it clear enough that only one type fell in Sparks Funds' range which was **Venture.**

ANALYSIS: COUNTRY ANALYSIS

Upon finding a the list of top 9 countries by **Venture** type of investments, we learned that the top 9 countries to invest in were:

- United States of America
- China
- United Kingdom
- India
- Canada

- France
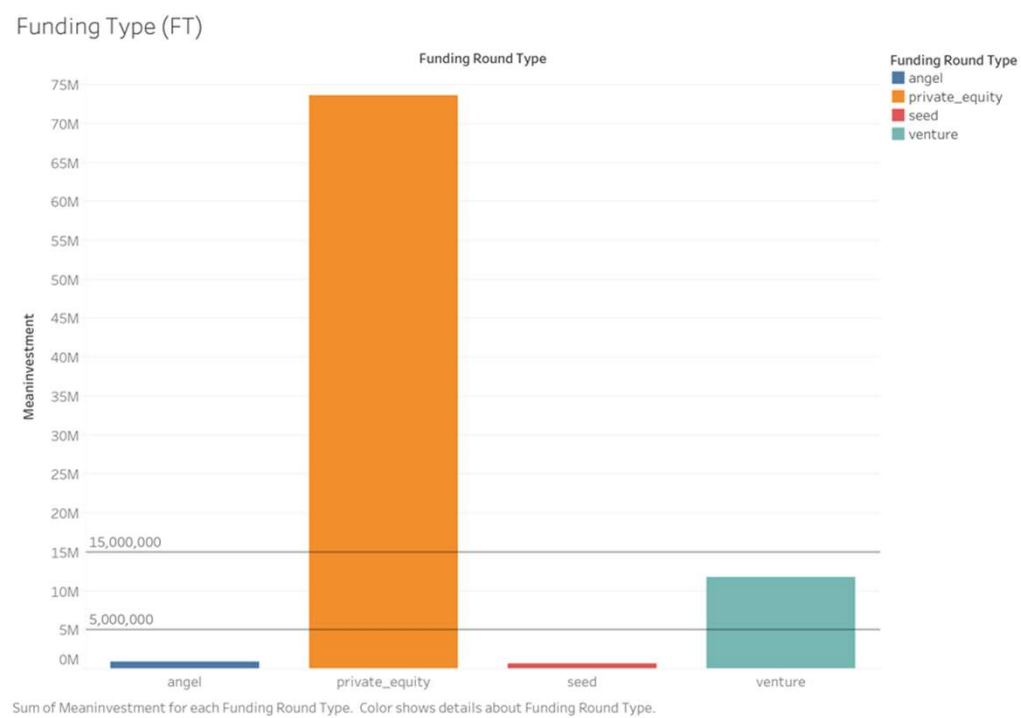- Germany
- Israel
- Japan

Out of these, the first three countries that speak English as an official language are the **United States of America, United Kingdom and India** which is our required list of countries.

ANALYSIS: SECTOR ANALYSIS

We started to analyse the sectors which would lead the most profits in these countries. We divided the sectors as per country in three separate dataframes as discussed. We then analysed the dataframes and found the most invested sectors in those countries respectively. We learned the following insights:
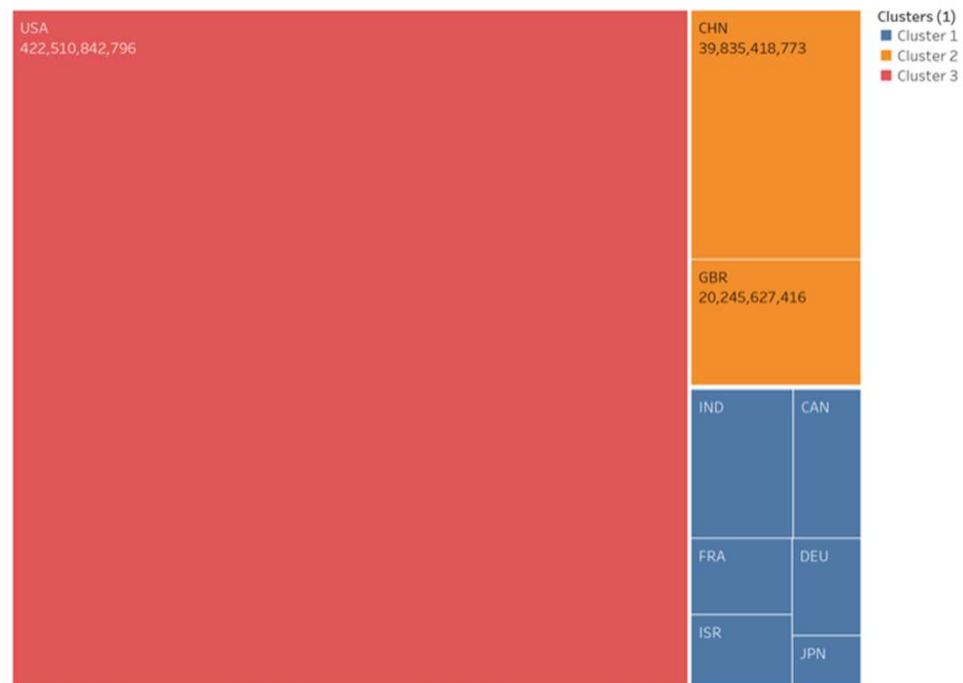
- **Others** is the most invested sector in each of the three countries with 8693 investments in the USA, 571 investments in the UK and 329 investments in India.

- For the second most invested sector, the USA and UK have **Cleantech and Semiconductors** (8113 and 456 respectively) while India has **News, Search and Messaging** (154).

- For the third preferable sector we have **Social, Finance, Analytics and Advertising** in all three countries with 5553, 359, and 104 investments made in the USA, UK and India respectively.

RESULTS

Top 9 Countries (Divided as Clusters)

USA 422,510,842,796	CHN 39,835,418,773
	GBR 20,245,627,416
	IND / CAN / FRA / DEU / ISR / JPN

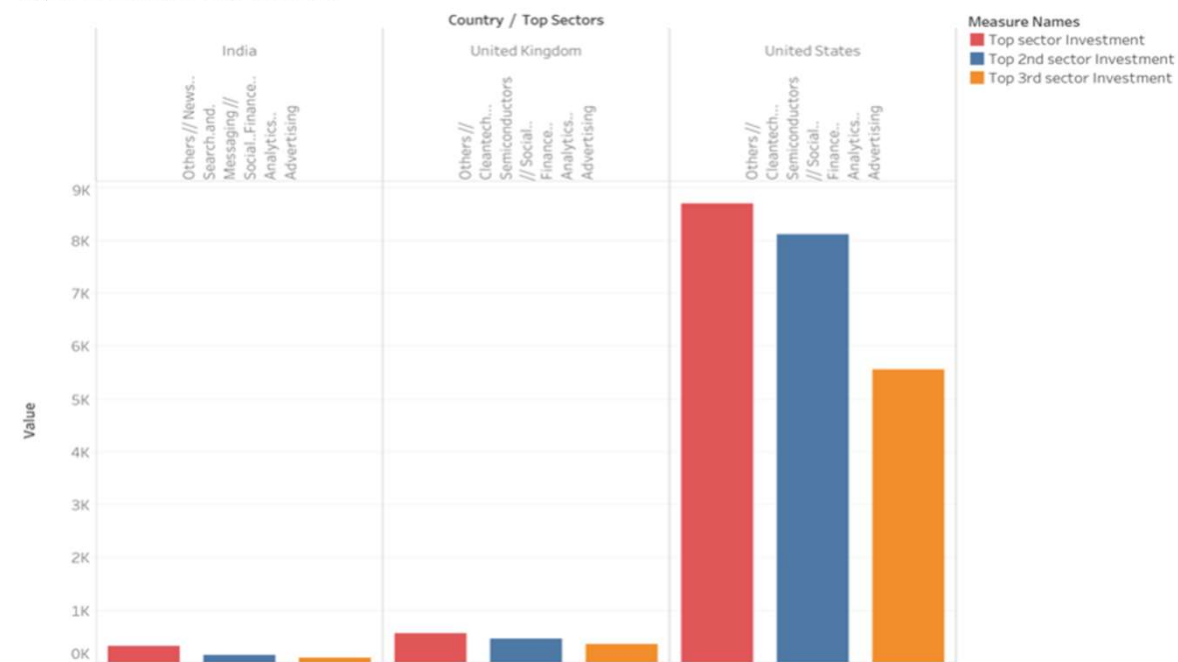Clusters (1)
■ Cluster 1
■ Cluster 2
■ Cluster 3

Country Code and sum of Suminvestment. Color shows details about Clusters (1). Size shows sum of Suminvestment. The marks are labeled by Country Code and sum of Suminvestment.

CONCLUSIONS

The conclusions are simple enough from our analysis and subsequent charts. Sparks Funds should clearly invest in the USA, UK and India.

- This can be done following a trend toward the **Others** sector.

- In India, after they are done considering **Others,** they should move to the **News, Search and Messaging** sector while in the other two countries, they should focus on **Cleantech and Semiconductors.**

- If they are looking toward the third most profitable sector, they should clearly go toward **Social, Finance, Analytics and Advertising** in all the three countries.

We think that these sectors and countries, with most confidence, would lead the maximum amount of profits for Sparks Funds.