

INVESTMENT ASSIGNMENT

SUBMISSION

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SPARK FUNDS INVESTMENT CASE STUDY

Scenario:

Spark Funds has planned *to analyse the global trends on investments* to decide on the investment type, which country to invest on ,which category to invest on , etc

Objective:

To find the best country to invest on and most suitable investment type & sector satisfying the given constraints

Constraints:

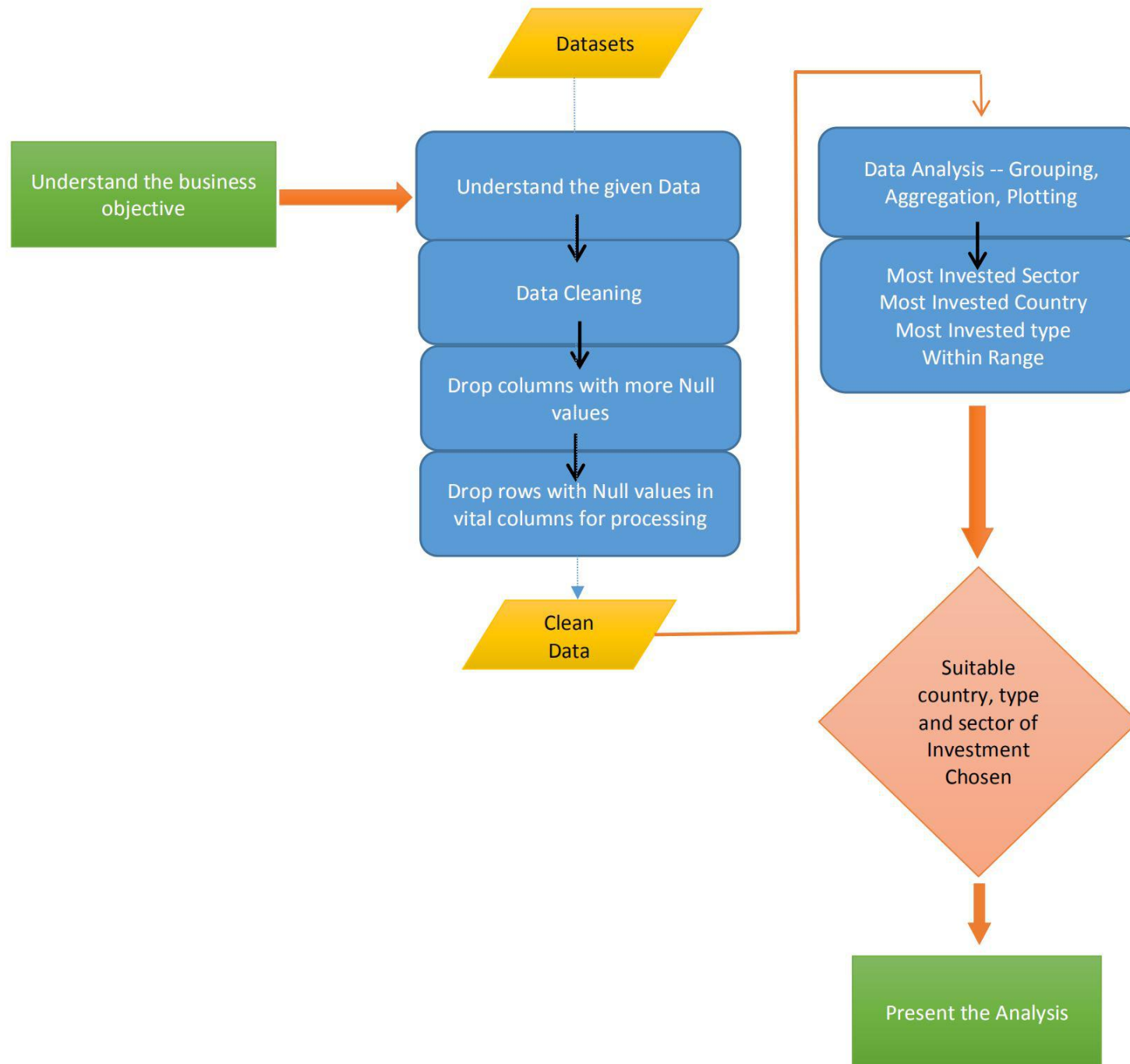
- *Investment Range* : 5-15 million USD
- Invest only in *English Speaking Countries*

Technique:

Finding the *most popular* country, investment type, sector -- Finding where *maximum investments occur*

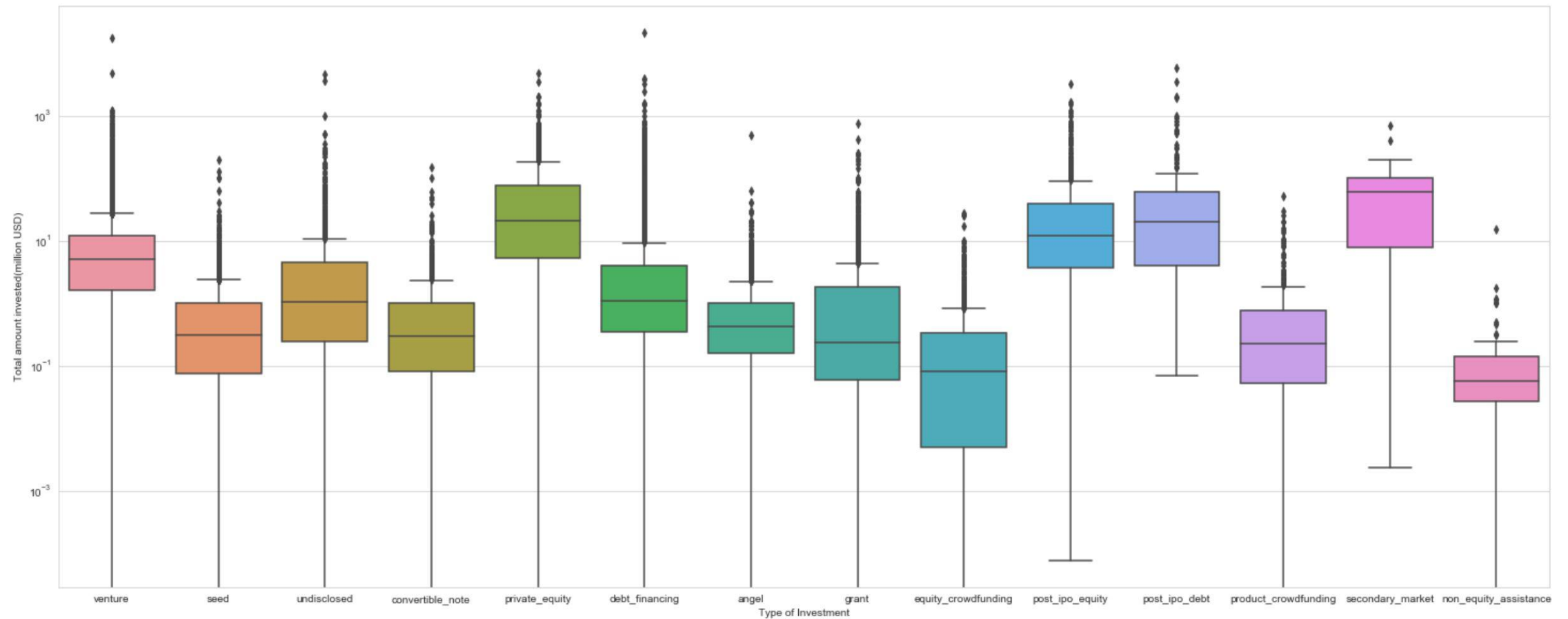
Steps:

- Investment Type Analysis
- Country Analysis
- Sector Analysis



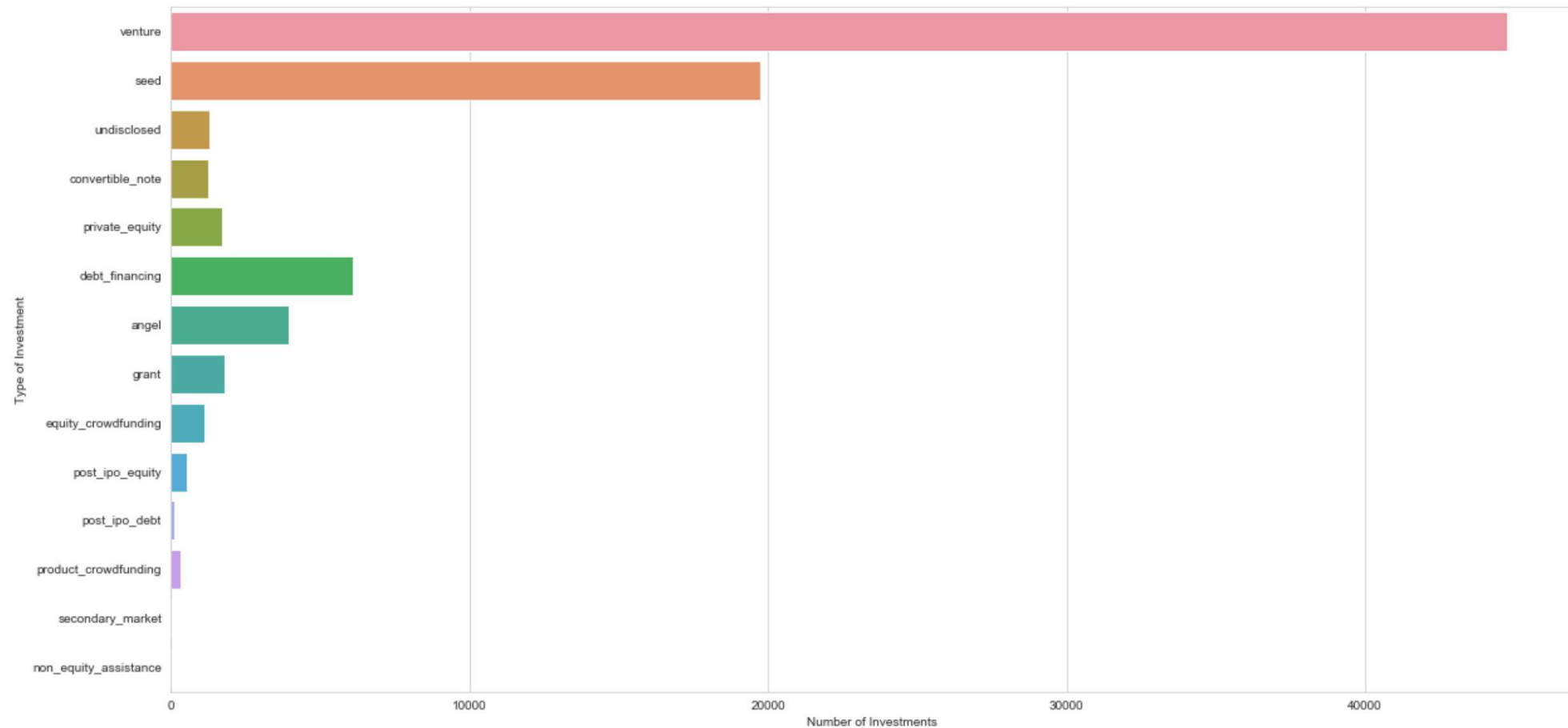
Total Amount Invested for each Funding Type

This plot shows the total amount invested globally for each funding type



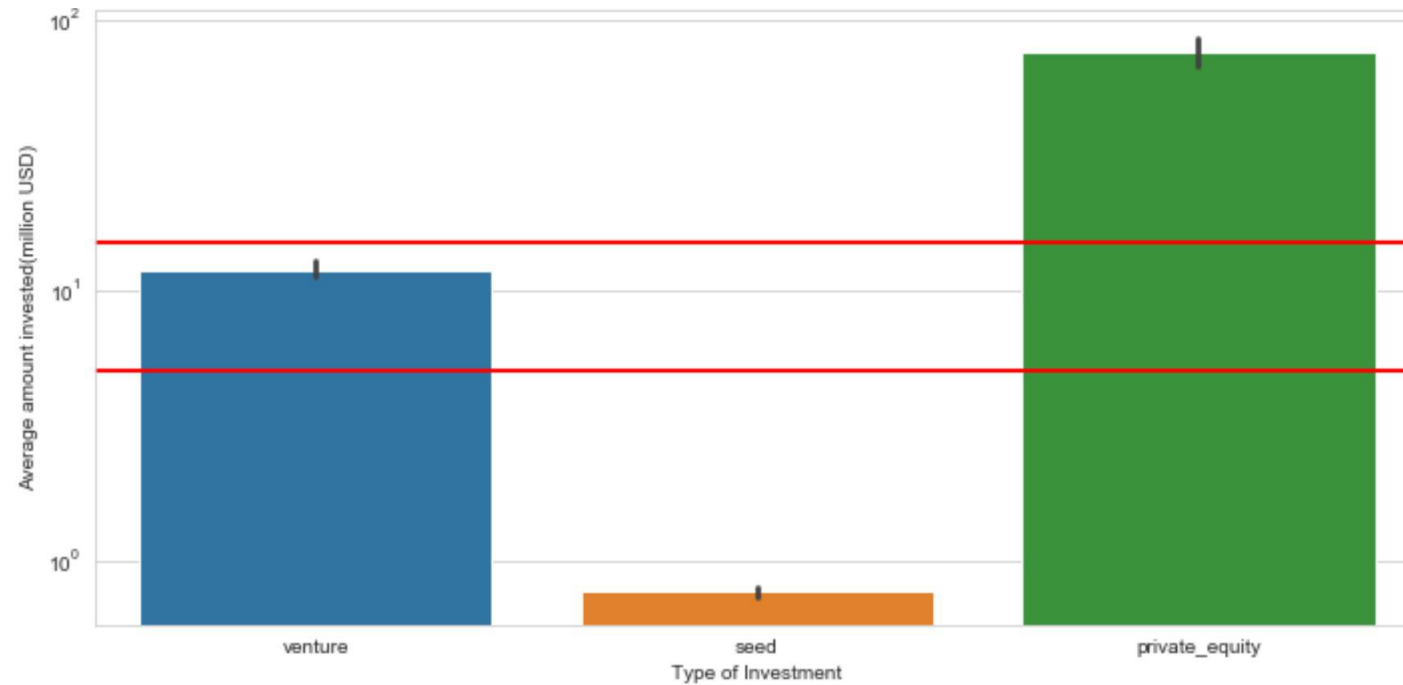
Total Number of Investments of each Funding type

This plot shows that '**venture**' type has maximum number of investments



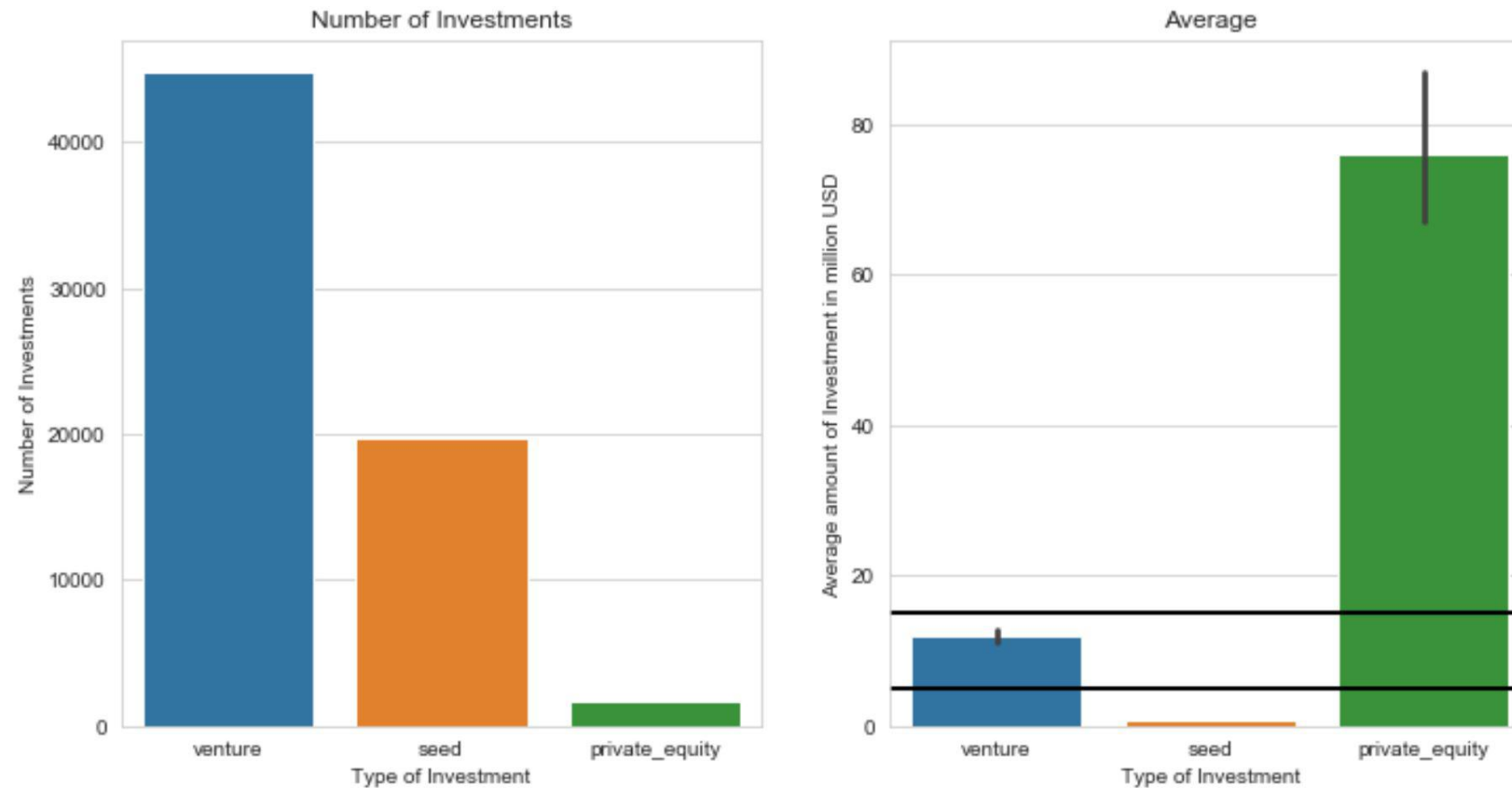
Total Number of Investments of chosen types in the given range

The red lines indicate the range of investment. This plot shows that '**venture**' type lies within our range



Finding the most invested sector in the given range

This plot shows that **'venture' type** is the most popular type & also lies within our range

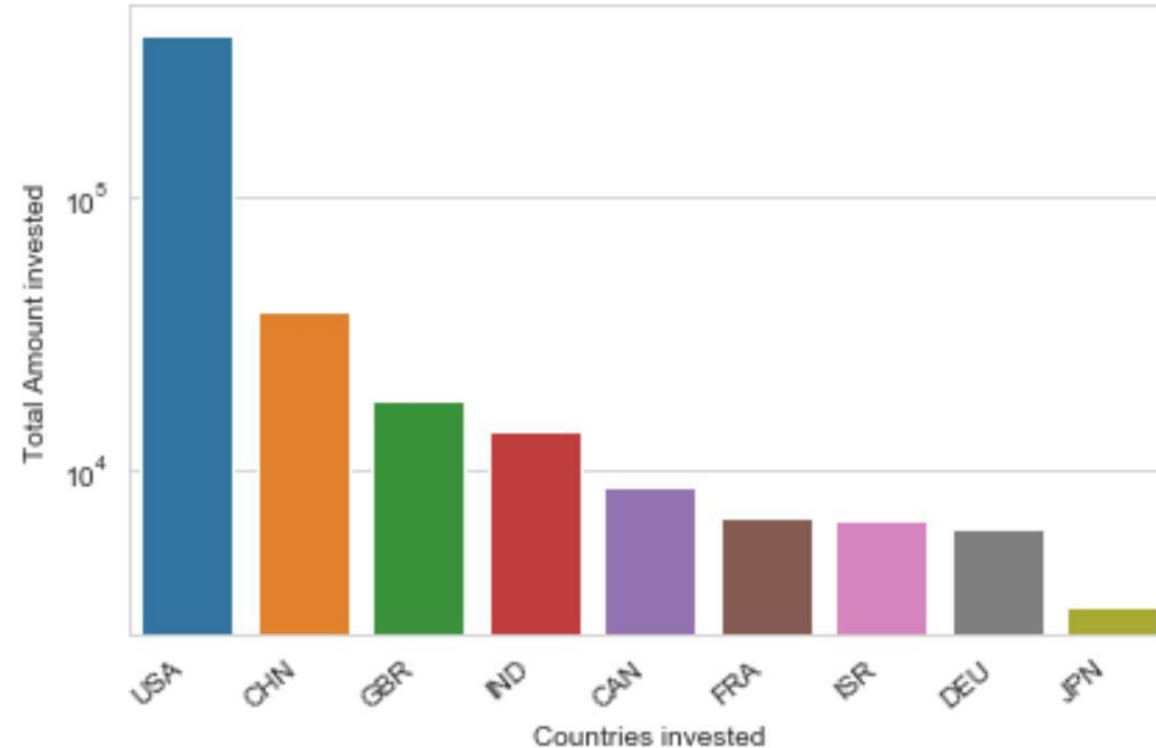


Number of investments and Total Amount invested in Top 3 countries

| Country | Number of Investments | Total Amount Invested(million USD) |
|---------|-----------------------|------------------------------------|
| USA | 11286 | 101000.66677899999 |
| GBR | 582 | 5053.293406000001 |
| IND | 315 | 2820.673602 |

Total Number of Investments of Top invested countries

This plot shows that **USA** has maximum number of investments.
 Since CHN is not an English speaking country, top 3 chosen countries would be **USA,GBR,IND**

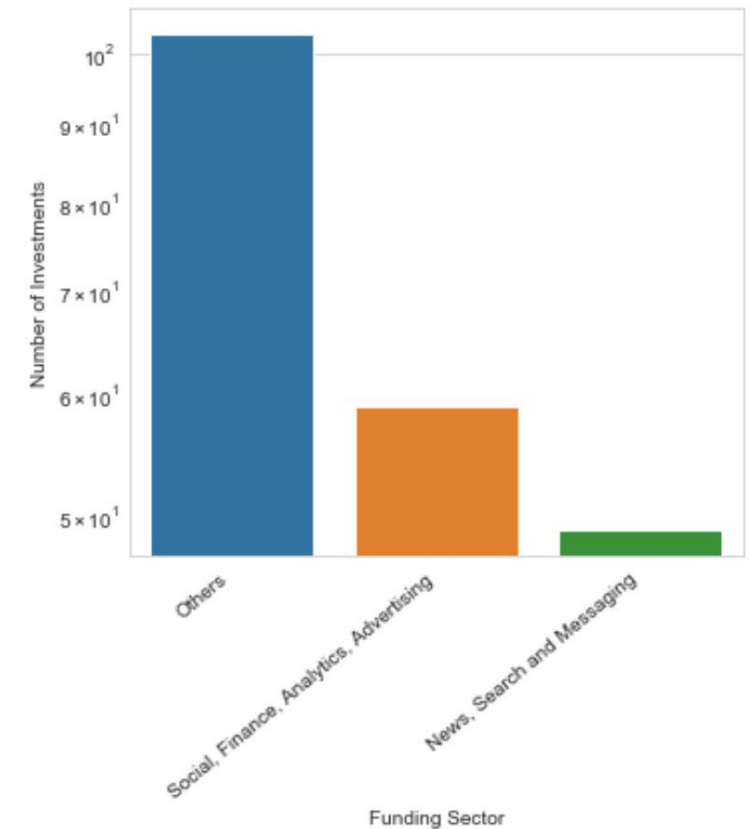
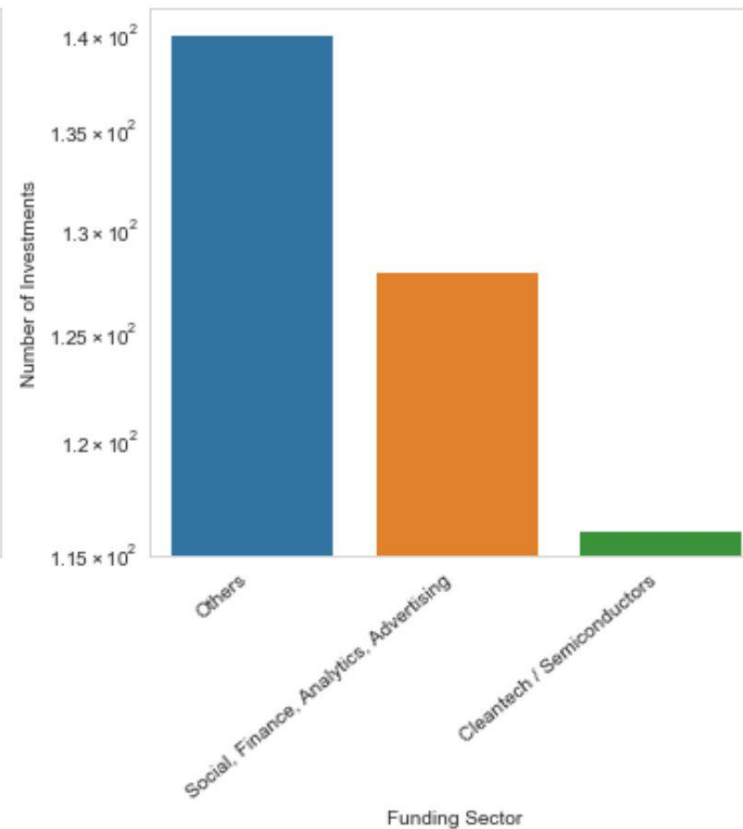
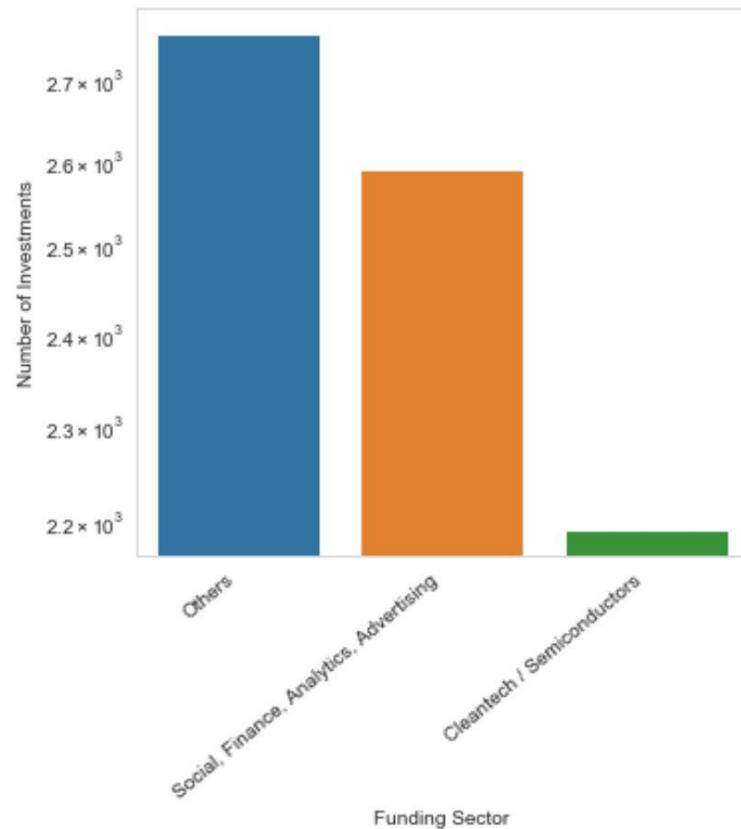


Number of investments in Top 3 Sectors in Top 3 countries

| Country | Sector | Number of Investments |
|---------|---|-----------------------|
| USA | Others | 2758 |
| | Social, Finance, Analytics, Advertising | 2590 |
| | Cleantech / Semiconductors | 2192 |
| GBR | Others | 140 |
| | Social, Finance, Analytics, Advertising | 128 |
| | Cleantech / Semiconductors | 116 |
| IND | Others | 103 |
| | Social, Finance, Analytics, Advertising | 59 |
| | News, Search and Messaging | 49 |

Total Number of Investments of Top 3 types in Top 3 countries

This plot shows '**Others**' sector is the heavily invested sector in all the top 3 countries



Most Invested Company in Top 2 Sectors in Top 3 countries

| Sector | Country | Company |
|---|---------|-----------------------|
| Others | USA | Virtustream |
| | GBR | Electric-cloud |
| | IND | Firstcry-com |
| Social, Finance, Analytics, Advertising | USA | Shotspotter |
| | GBR | Celltick-technologies |
| | IND | Manthan-systems |

Conclusion

Investment Type Analysis

Most Popular Investment type in the range of 5-15 million USD : **Venture**

Country Analysis

Top 3 English Speaking Countries to invest :

- 1. United States of America**
- 2. Great Britain**
- 3. India**

Sector Analysis

Most Popular sector in the range of 5-15 million USD : **Others**

2nd Most Popular sector in the range of 5-15 million USD : **Social, Finance, Analytics, Advertising**

Conclusion

It is highly recommended that Spark Funds can invest in

'Venture' type in 'Others' category in USA followed by Britain and India