



INVESTMENT CASE STUDY

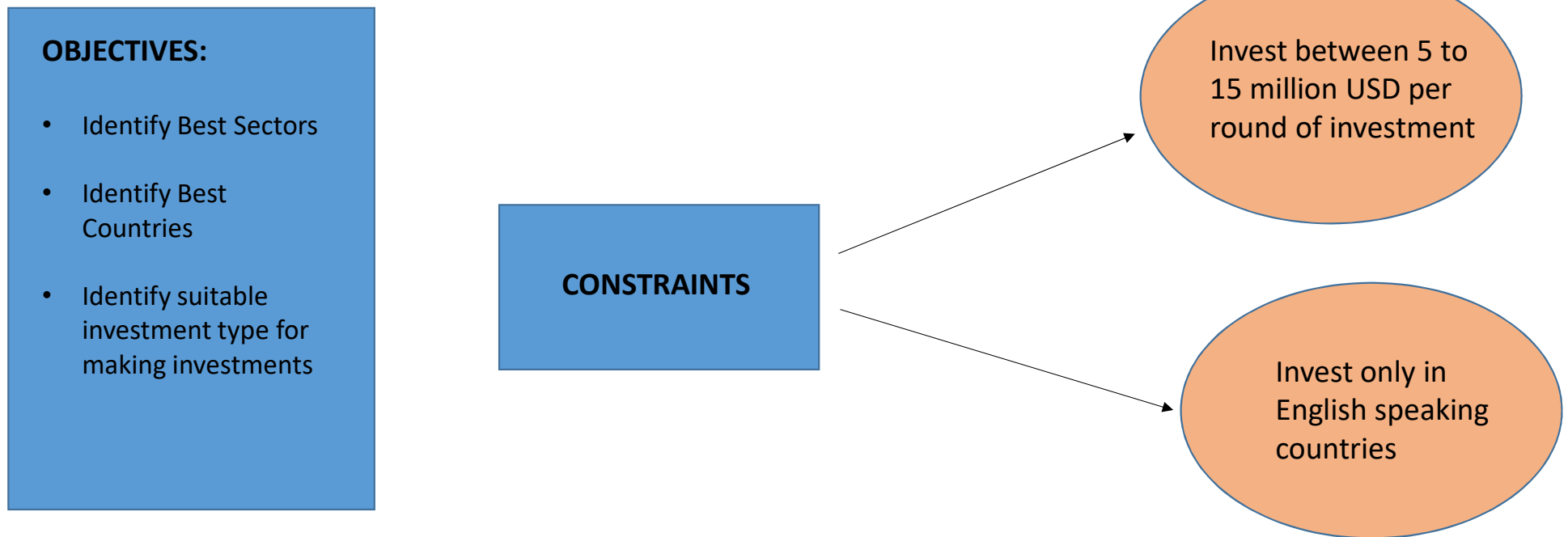
SUBMISSION

Submitted By:

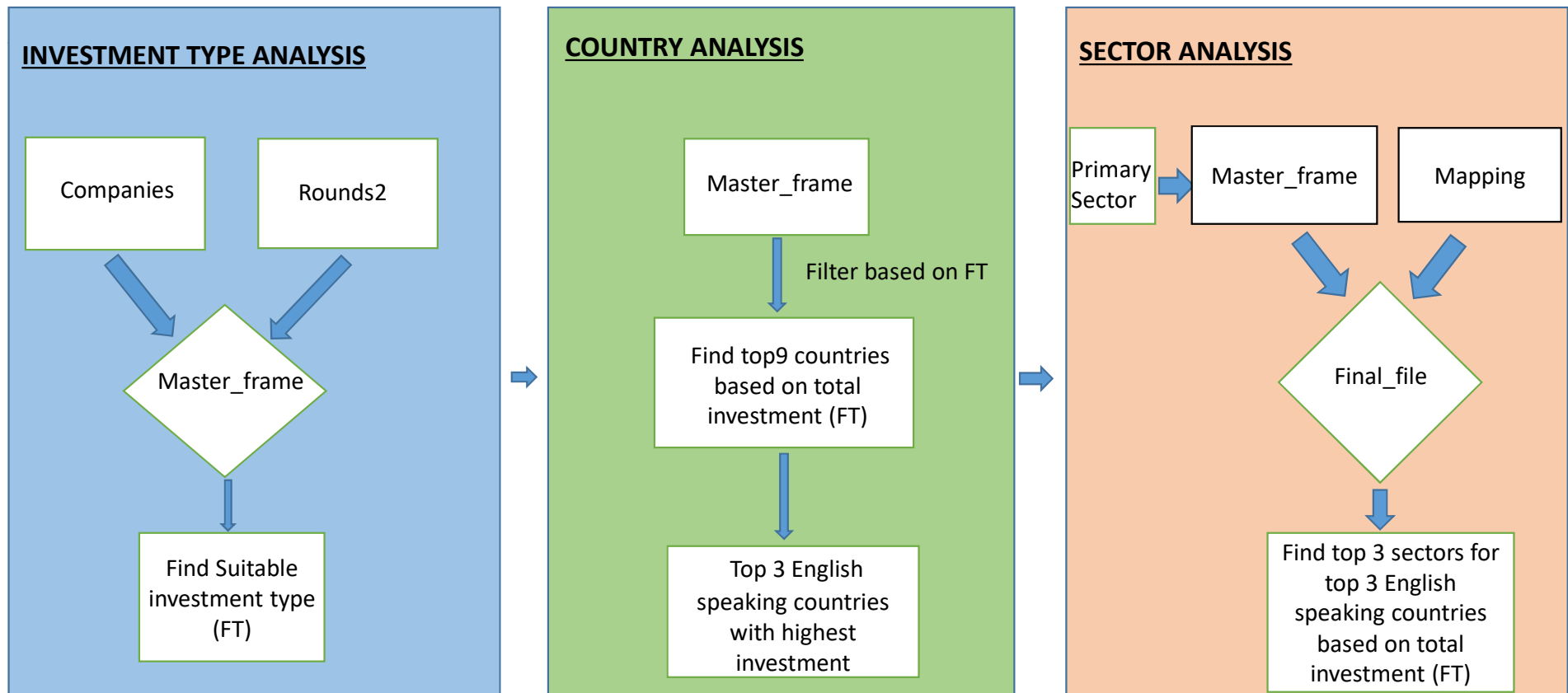
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ABSTRACT :

Spark funds, an asset management company, is looking for a strategic investment options based on global trends. They plan to invest where other companies are investing. But they have certain constraints.



PROBLEM SOLVING METHODOLOGIES:





ANALYSIS:

The analysis is three-fold:

Investment Analysis:

- Required to find the investment type between 5 to 15 million USD.
- Average of each 'funding_round_type' was determined for the mentioned investments type in the merged file of rounds2 and companies dataset.
- Among the above values, the maximum average value is selected as the best suitable funding type.



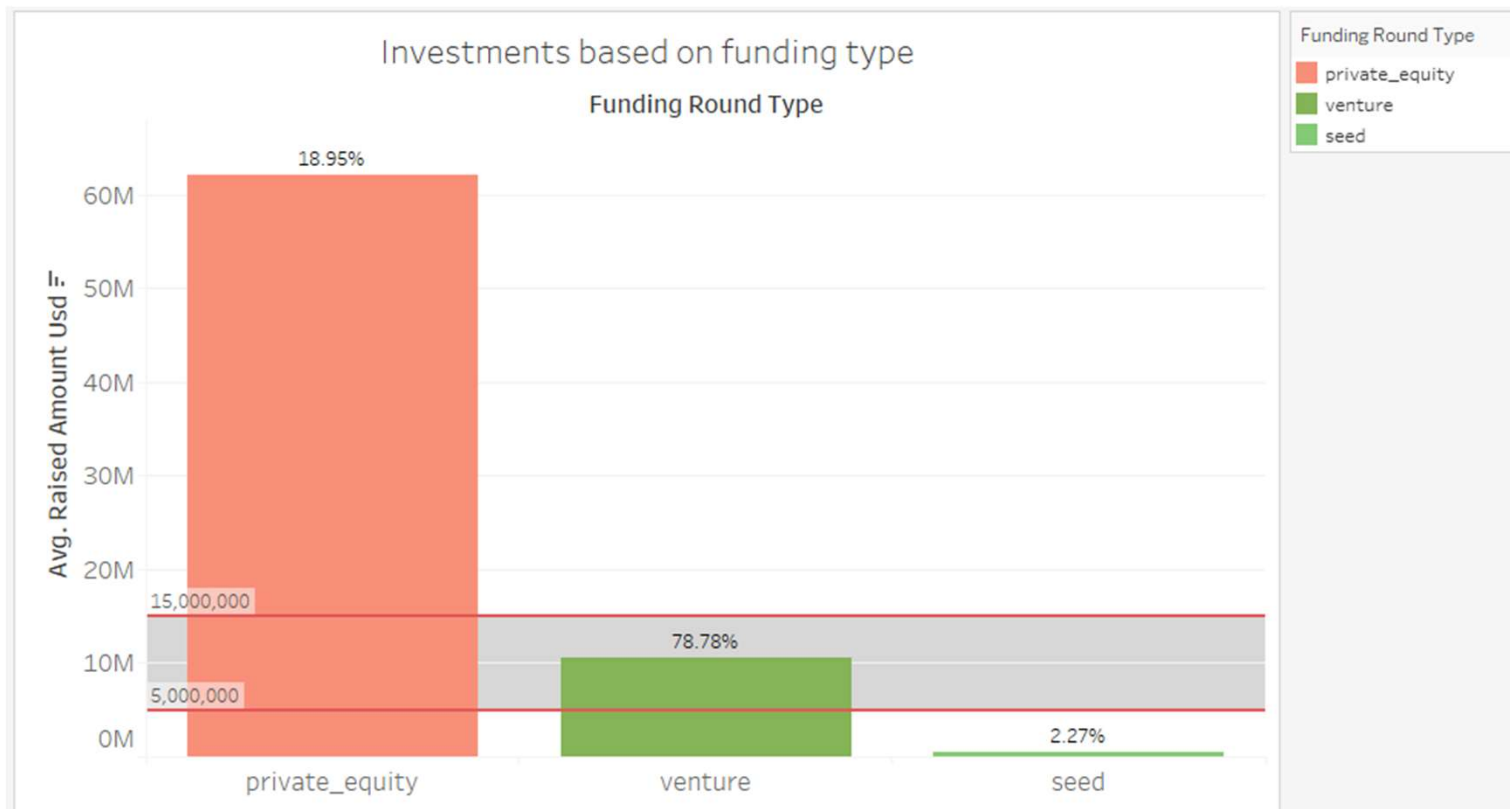
Country Analysis:

- Required to find top 3 English speaking Countries to invest.
- The merged dataset is filtered based on the highest funding type from investment analysis.
- Total investment for each country is obtained and the top 9 countries are determined.
- The top 3 English speaking countries are identified from the top 9 countries.

Sector Analysis:

- Required to find the sector that has the most number of investments in each of the three countries obtained from the country analysis.
- The total number of investments made and the total amount within the range 5 to 15 million USD invested across all sectors is determined for each of the three countries.
- The top three sectors with highest number of investments and their values are determined for each of them.
- The companies for the top two sectors having the highest investment for the required funding type is determined for the above countries.

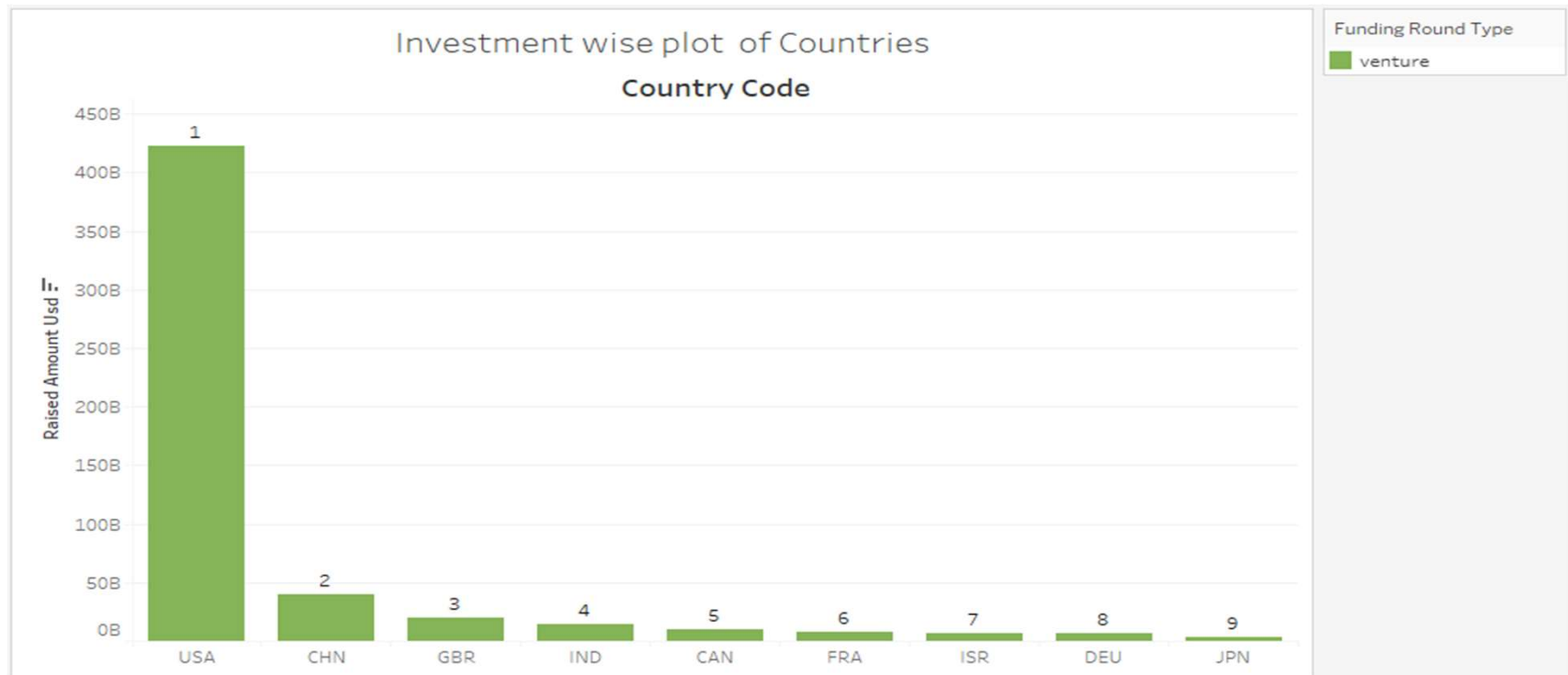
FUNDING TYPE ANALYSIS:



Average of Raised Amount USD for each funding type. Color shows details about Funding Round Type. The marks are labeled by % of Total Raised Amount USD. The view is filtered on Funding Round Type, which keeps private_equity, seed and venture.



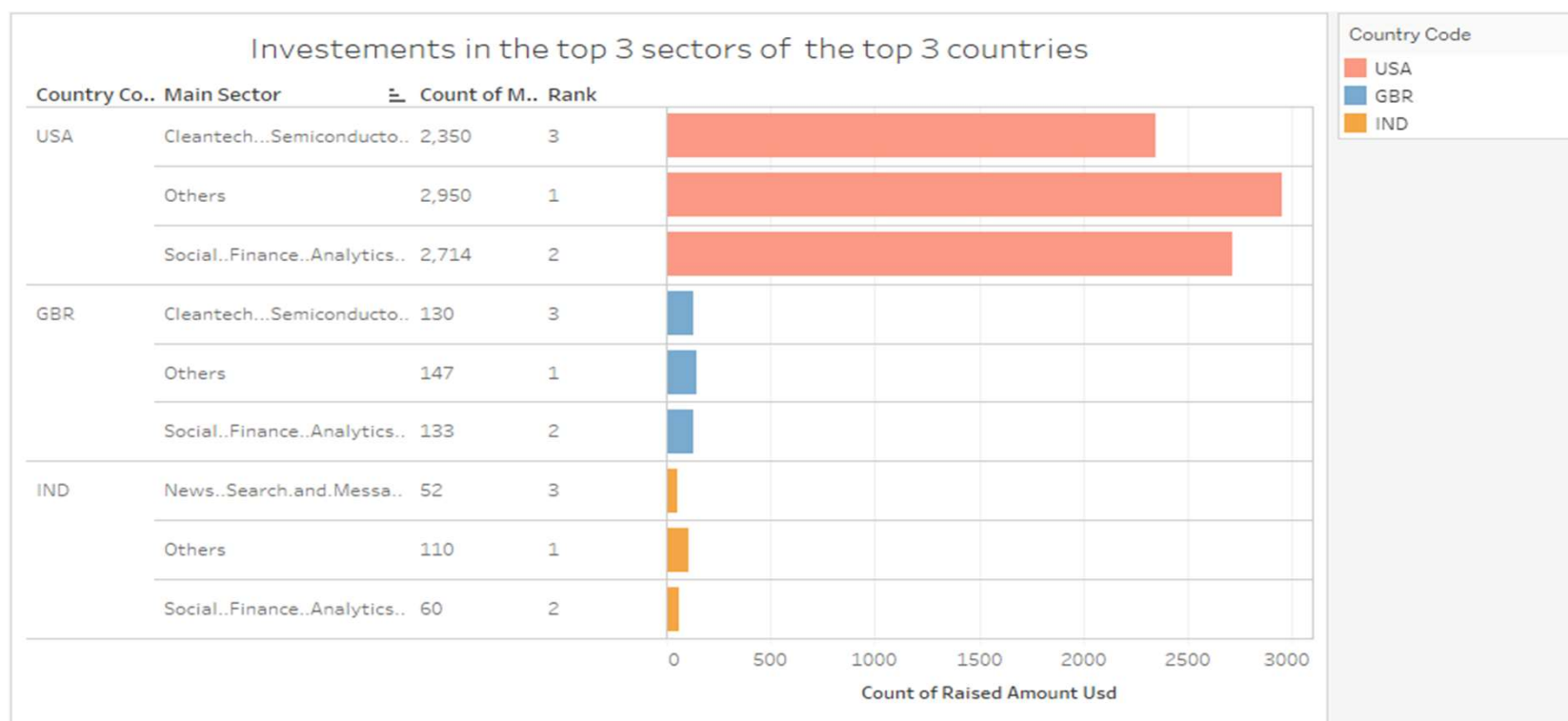
COUNTRY ANALYSIS:



Sum of Raised Amount USD for each Country Code. Color shows details about Funding Round Type. The marks are labeled based on Investment. The view is filtered on Funding Round Type and Country Code. Funding Round Type keeps venture and Country Code filter has multiple members selected.



SECTOR ANALYSIS:



Count of Raised Amount USD on the basis of Country Code and Main Sector. Color shows details about country code. The data is filtered on Funding Round Type, value of Raised Amount USD and Rank. The value of raised amount USD ranges from 5,000,000 to 15,000,000. The Rank ranges from 1 to 3. The view is filtered on Country Code which keeps USA, GBR and IND.



CONCLUSIONS:



Based on the analysis, SparkFunds should choose **Venture** funding type.

BEST COUNTRIES TO BE INVESTED	BEST SECTORS TO BE INVESTED
USA(UNITED STATES OF AMERICA)	OTHERS SOCIAL/FINANCE/ANALYTICS/ADVERTISING CLEANTECH/SEMICONDUCTORS
GBR(UNITED KINGDOM)	OTHERS SOCIAL/FINANCE/ANALYTICS/ADVERTISING CLEANTECH/SEMICONDUCTORS
IND(INDIA)	OTHERS SOCIAL/FINANCE/ANALYTICS/ADVERTISING NEWS/SEARCH/ADVERTISING