

INVESTMENT CASE STUDY

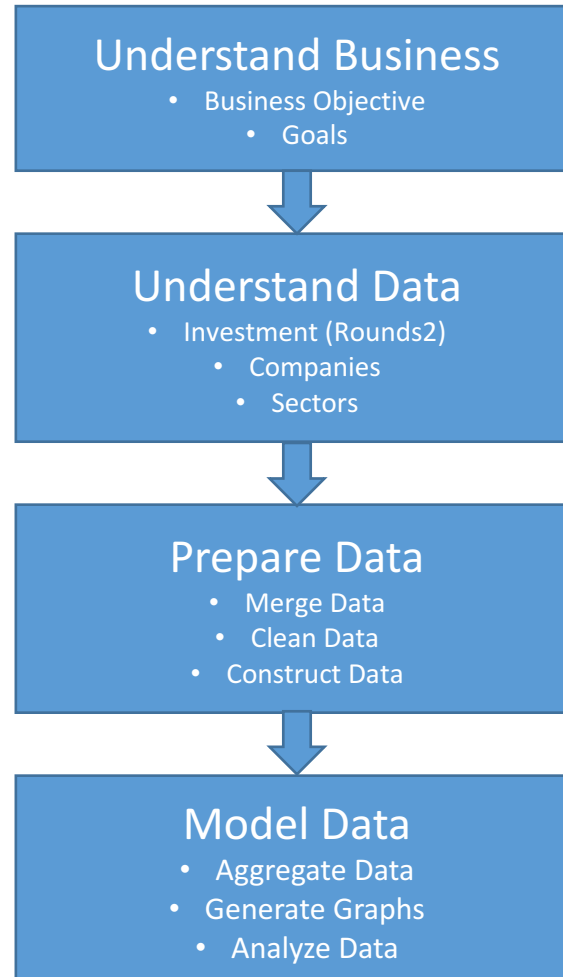
SUBMISSION

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Abstract

Spark Funds (an [asset management company](#)) wants to make investments in a few companies. The CEO of Spark Funds wants to understand the global trends in investments so that she can take the investment decisions effectively. Spark Funds has two minor constraints for investments – (a) Investment between **5 to 15 million USD** per round of investment and (b) It wants to invest only in **English-speaking countries**. Spark Funds' objective is to identify the best sectors, countries, and a suitable investment type for making investments. The overall strategy is to invest where others are investing, implying that the 'best' sectors and countries are the ones 'where most investors are investing'

Problem solving methodology



Assumptions and Data Clean-up

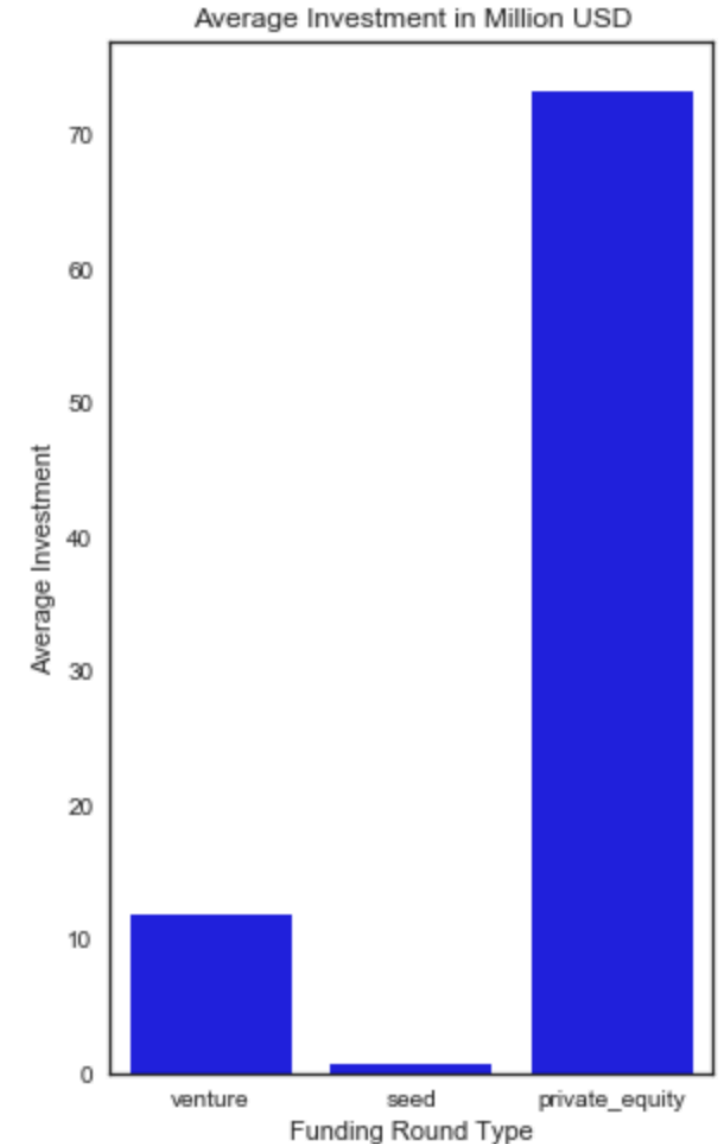
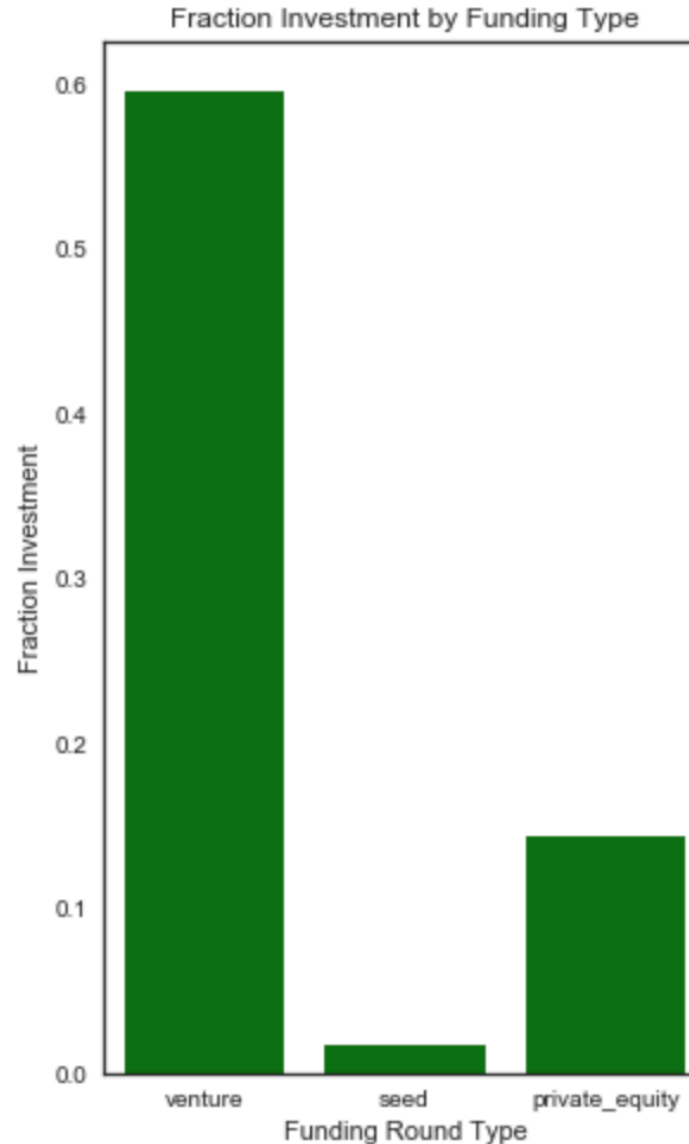
- Analysis by Country and Sector is based on the assumption that SparkFunds is only interested in funding round between 5M and 15M
- Data can be cleaned for all investments where Country is missing
- Data can be cleaned for all investments where the investment amount is missing
- Funding round code is not important. Missing code doesn't mean anything

Funding Type Analysis

Plot shows the fraction of total investments (globally) in venture, seed, and private equity, and the average amount of investment in each funding type.

As per the chart:

- Venture fund has max investments globally
- Venture fund has average investments of 11.75 M USD

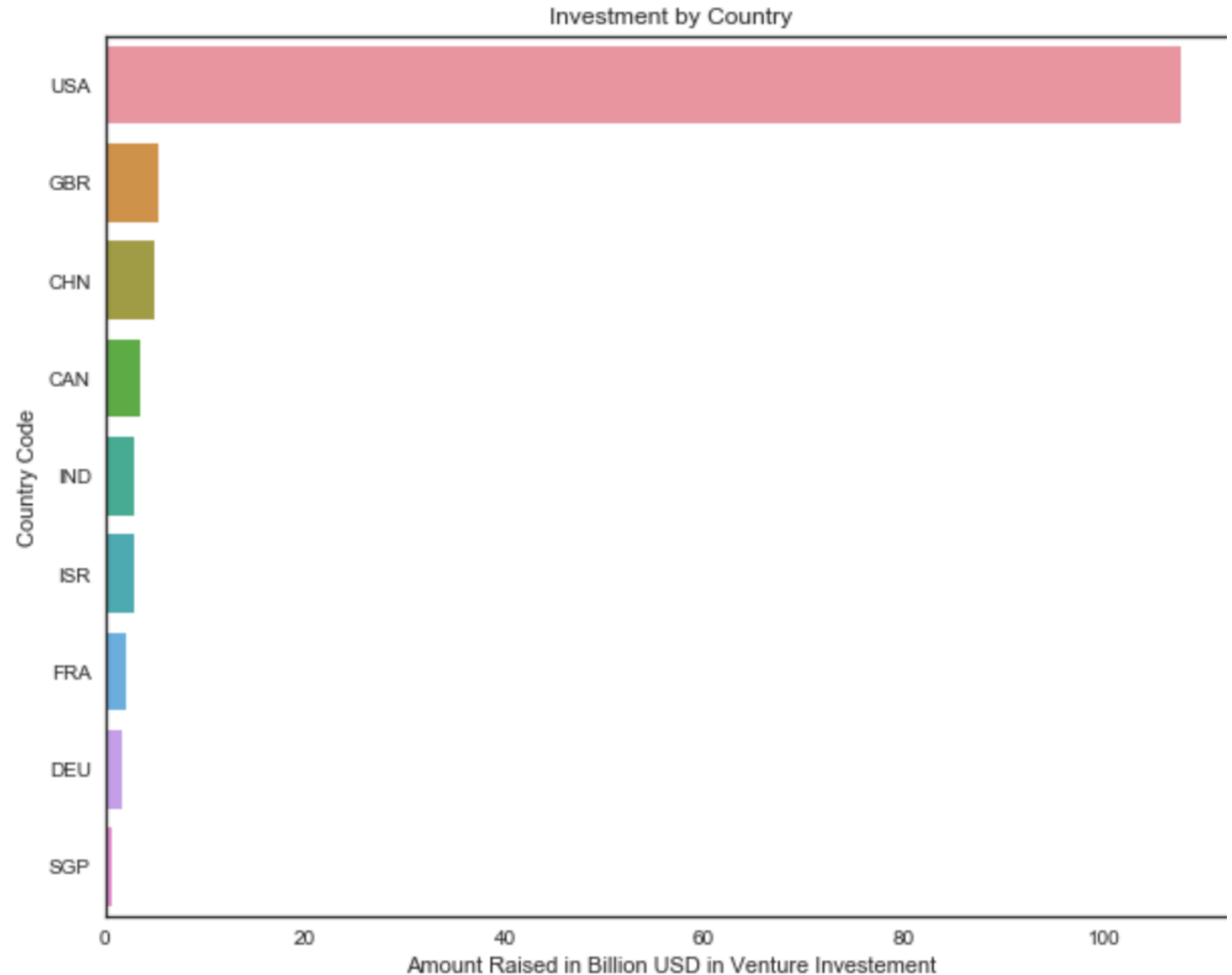


Investment by Country Analysis

Plot shows the top 9 countries against the total amount of investments of funding type Venture and investment round between 5M and 15M

As per the chart, the top three English Speaking countries include:

1. USA
2. GBR
3. CAN



Top 3 sectors of top 3 countries Analysis

Plot shows the number of investments in the **top 3 sectors** of the **top 3 countries** for the funding type Venture and investment round between 5M and 15M

As per the chart, the top three sectors by country include:

USA

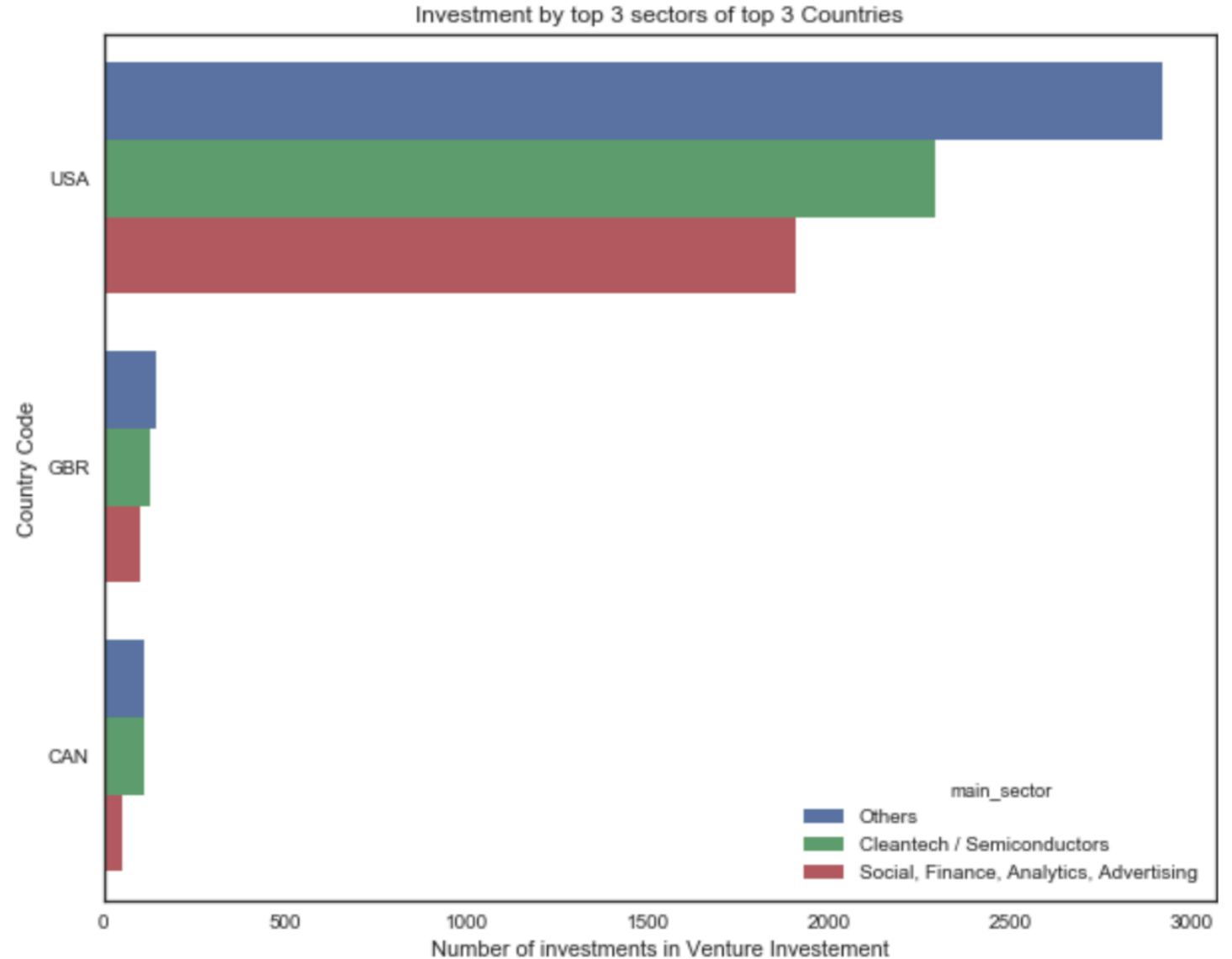
- Others
- Cleantech /Semiconductors
- Social, Finance, Analysis and Advertising

GBR

- Others
- Cleantech /Semiconductors
- Social, Finance, Analysis and Advertising

CAN

- Cleantech /Semiconductors
- Others
- Social, Finance, Analysis and Advertising



Conclusions

Business Objective:

The objective is to identify the best sectors, countries, and a suitable investment type for making investments. The overall strategy is to invest where others are investing, implying that the 'best' sectors and countries are the ones 'where most investors are investing'

Conclusion:

The best sectors to invest include:	The best countries to invest include:	Most suitable investment type include:
<div>a) Others</div> <div>b) Cleantech /Semiconductors</div> <div>c) Social, Finance, Analysis and Advertising</div>	<div>a) USA</div> <div>b) United Kingdom</div> <div>c) Canada</div>	<div>a) Venture Fund</div>