INVESTMENT CASE STUDY

SUBMISSION

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Abstract

Business Objective:
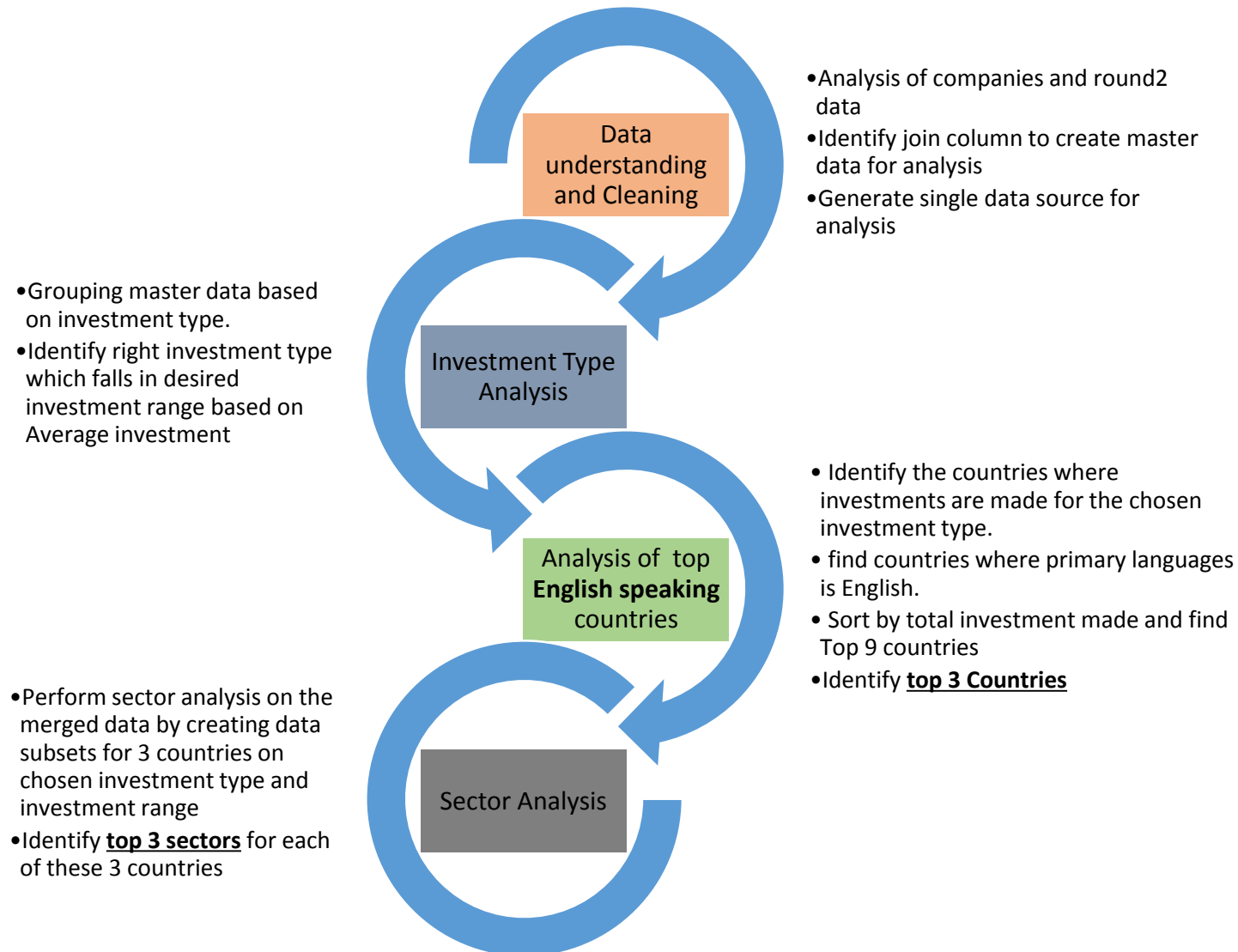Identify the best sectors, countries, and a suitable investment type for making investments.

Strategy: Invest where most **other investors are investing**.

Constraints:

- invest between **5 to 15 million USD** per round of investment
- invest only in **English-speaking** countries

Data Source:

- Real investment data from **crunchbase.com.**
- Analysis more than 66,000 companies listed with different countries, investment types and sectors.

Problem solving methodology

Data understanding and Cleaning

- Analysis of companies and round2 data
- Identify join column to create master data for analysis
- Generate single data source for analysis

Investment Type Analysis

- Grouping master data based on investment type.
- Identify right investment type which falls in desired investment range based on Average investment

Analysis of top English speaking countries

- Identify the countries where investments are made for the chosen investment type.
- find countries where primary languages is English.
- Sort by total investment made and find Top 9 countries
- Identify **top 3 Countries**

Sector Analysis

- Perform sector analysis on the merged data by creating data subsets for 3 countries on chosen investment type and investment range
- Identify **top 3 sectors** for each of these 3 countries

Analysis – Identifying the Right Investment Type

Problem Statement
- Understanding investments made across various investment types.
- Identify the most suitable Investment type

Criteria
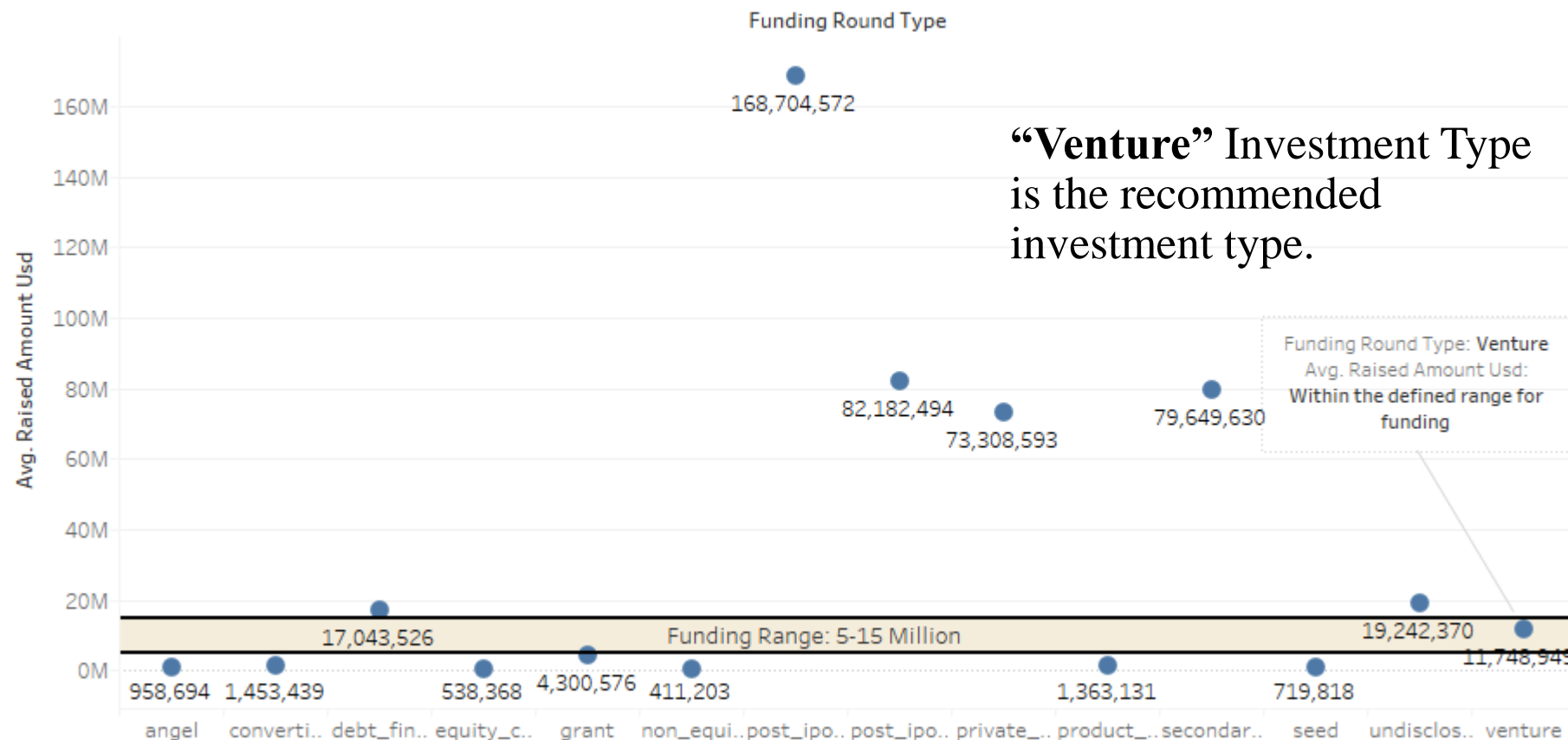- Invest between **5 to 15 million USD** per round of investment

Assumption
- companies, for which the investment amount was missing, were ignored during analysis.

Conclusion
- Best suited Investment type: **"*Venture*"**

Analysis – identify top 3 countries for chosen investment type

Problem Statement
- Identify total investments made across various countries for Investment type: Venture
- Identify top 9 countries with highest investments.

Criteria
- Investments should be made in **_English-speaking_** countries

Assumption
- companies, for which the country code was missing, were ignored during analysis.

Conclusion
- Top 3 countries for with highest investment in **Venture** investment type:
  - *1.USA*   *2. Great Britain*   *3. India*

Analysis – Sector Analysis

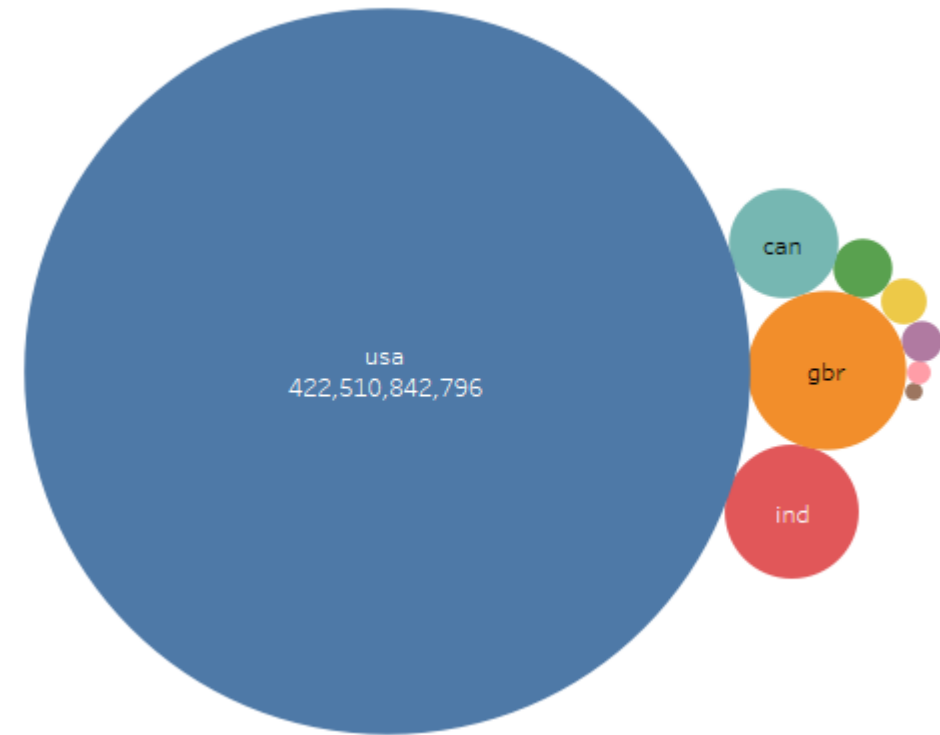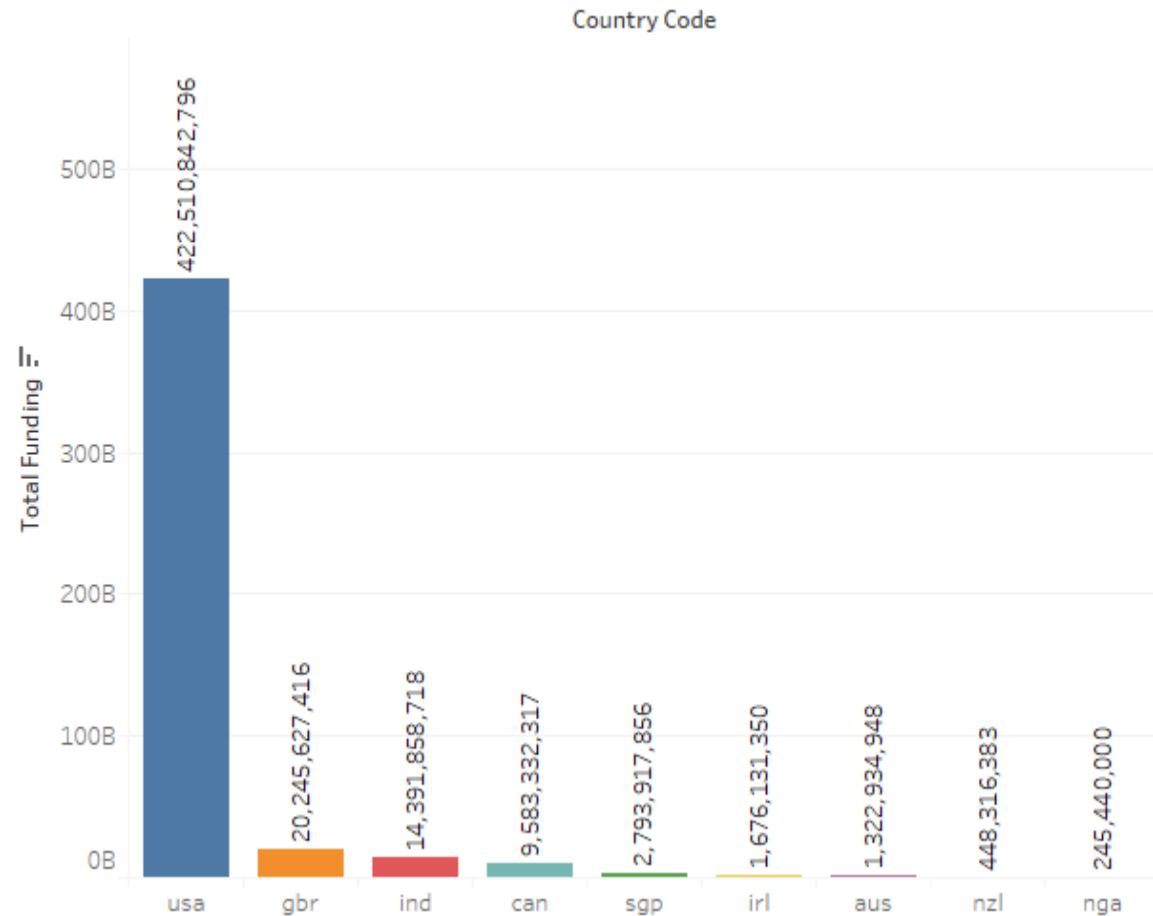|	
Problem Statement	• Identify the primary sector for the company. • Find **top 3 sectors** in each of the 3 countries where maximum investments are made for the "Venture" investment type.
Criteria	• Total amount of Investments made for each sector and investment type as **"Venture"** for the top 3 countries.
Assumption	• companies, for which the investment amount was missing, were ignored during analysis.

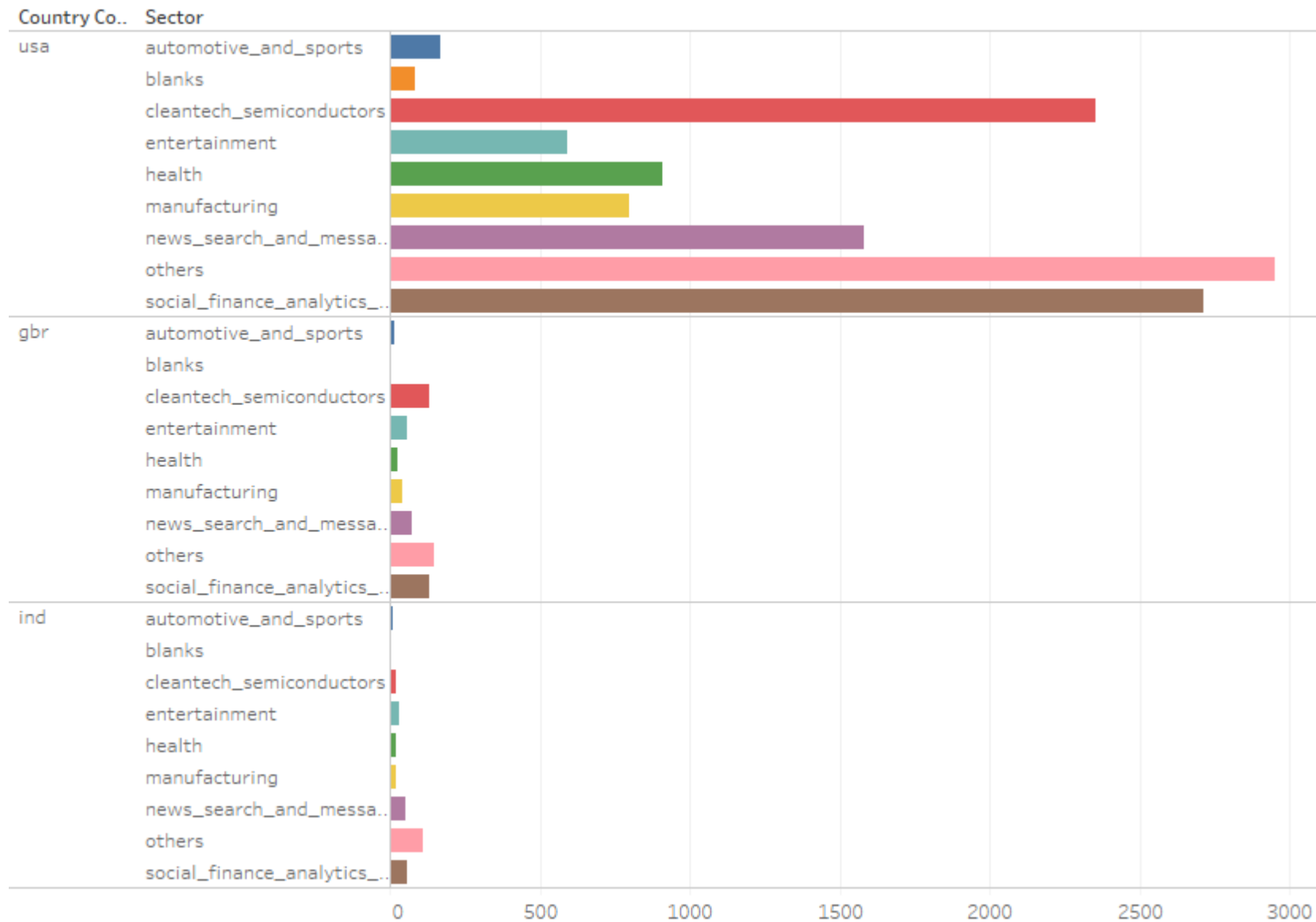| USA	Great Britain	India
Others	Others	Others
Social, Finance, Analytics, Advertising	Social, Finance, Analytics, Advertising	Social, Finance, Analytics, Advertising
Cleantech / Semiconductors	Cleantech / Semiconductors	News, Search and Messaging

Conclusion

Top 9 countries against the total amount of investment of funding type:
Venture

Sector Analysis

Conclusions

❖Investment type Recommendation: **Venture**

❖Recommendation on Countries where Investment can be made:
1. USA
2. Great Britain
3. India

❖Recommendation on Top 3 sectors for the 3 countries:
❑ USA:
1. Others
2. Social, Finance, Analytics, Advertising
3. Cleantech / Semiconductors
❑ Great Britain:
1. Others
2. Social, Finance, Analytics, Advertising
3. Cleantech / Semiconductors
❑India:
1. Others
2. Social, Finance, Analytics, Advertising
3. News, Search and Messaging