INVESTMENT CASE STUDY

SUBMISSION

<u>Champs</u>:

1. Kedim Girish
2. Pravinda Sahu
3. Mridula Chalamalasetti
4. Padma Shyamala Majji

Spark Funds – Investment Strategy Analysis

Spark Funds is an asset management company, which is looking for a investment options based on the global trends.

Business Objective:

1. Identify the Best and Suitable Funding type, Country and Sectors.
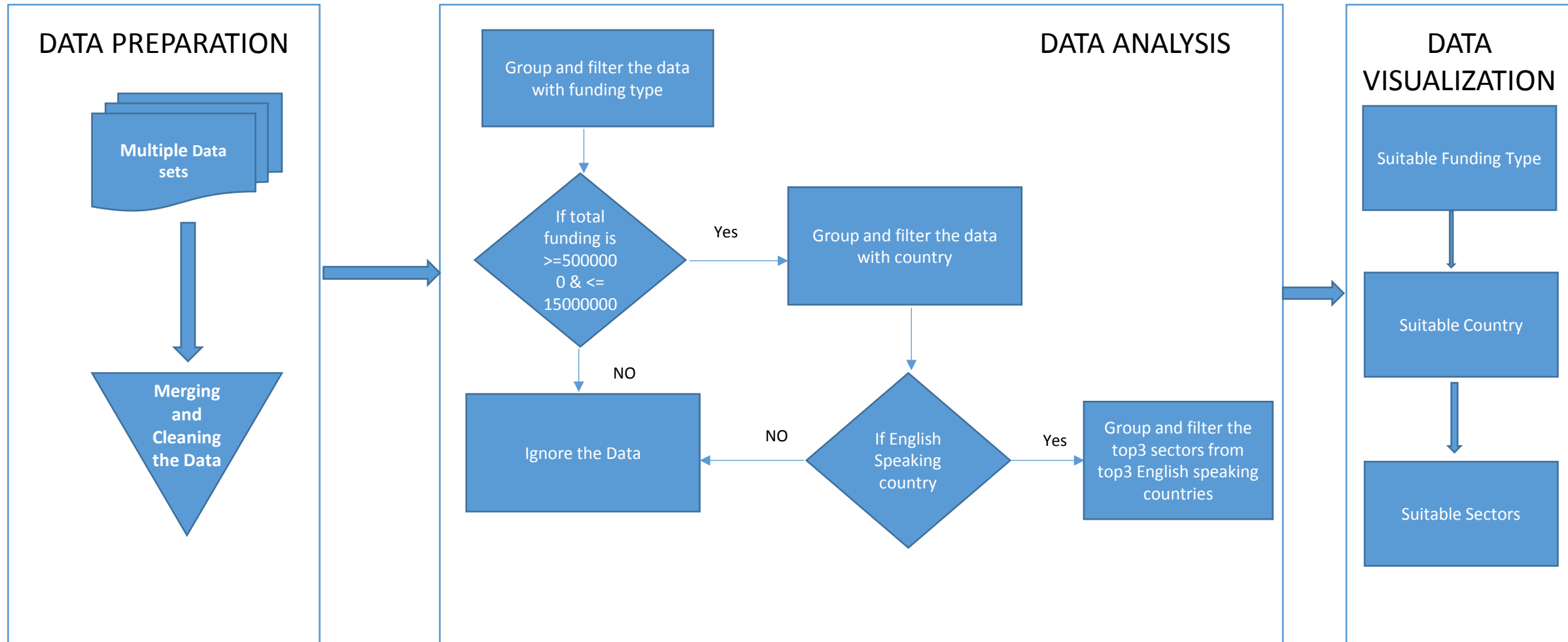2. Analysis of Funding type, Country and Sectors.

Constraints for Investment:

1. Spark Funds wants to invest between 5 Million to 15 Million USD per round
2. Spark Funds wants to invest only in English Speaking countries

Data sets and Tools - Analysis

1. Data sets used for Analysis
   - Rounds2
   - Companies
   - Mapping
2. Tools used for data analysis
   - R Studio
   - Tableau

Strategic Investment – Flow Chart

DATA PREPARATION

Multiple Data sets

Merging and Cleaning the Data

DATA ANALYSIS

Group and filter the data with funding type

If total funding is >=5000000 0 & <= 15000000

Yes → Group and filter the data with country

NO → Ignore the Data

If English Speaking country

Yes → Group and filter the top3 sectors from top3 English speaking countries

NO → Ignore the Data

DATA VISUALIZATION

Suitable Funding Type

Suitable Country

Suitable Sectors

Fund Type Analysis

1. By understanding the companies and round 2 datasets, we understood that permalink is a key for merging both datasets

2. By merging the data from companies and round2, we could able to get the all the information in one dataset (both Fund and the amount invested)

3. By applying grouping by funding round type, we could able to get the suitable fund type for investment.

Country Analysis

1. We are able to find top 9 companies based on investment by grouping the information on countries.

2. Using the data provided about English speaking countries we could able to get the top 3 English speaking countries.
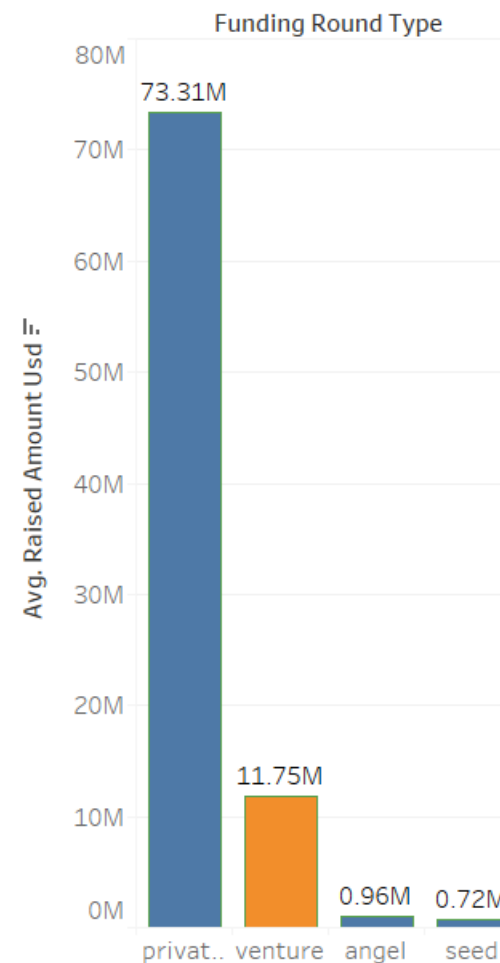
Sector Analysis

1. We understood that mapping dataset is to identify the main sectors and investment preference.

2. We cleaned the mapping dataset

3. We excluded the Blanks and NA values from the main category list to get the results for 8 main sectors.

Suitable Funding Type - Results

Venture is the most suitable funding type between 5 million to to 15 million USD per round

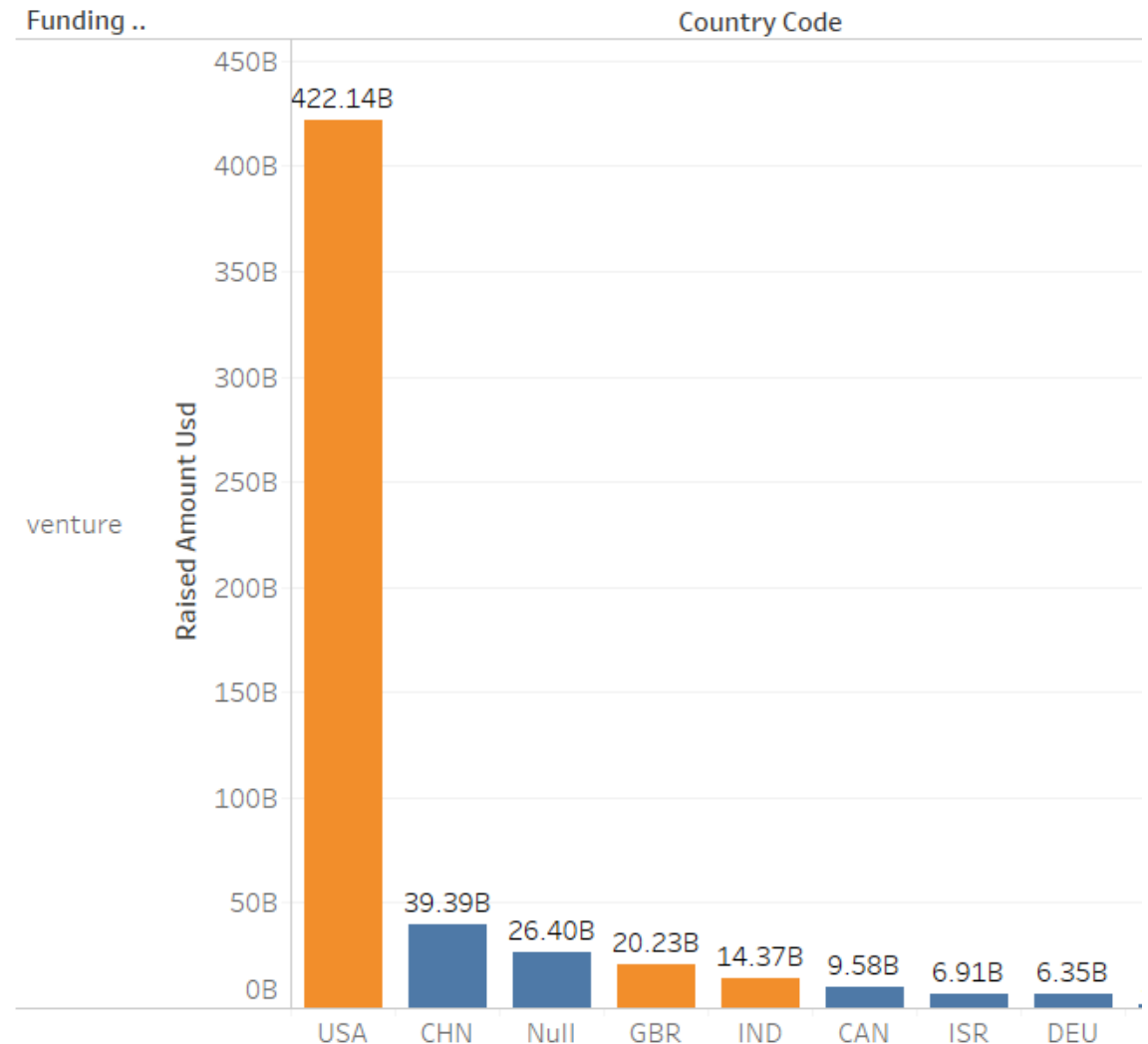Funding Type Analysis

Suitable Country - Results

Top 3 English Speaking Countries out of top 9 Countries from most suitable Funding Type "Venture" are as shown below.

- USA
- GBR
- IND

Note:

1. Null is the unavailable country information
2. China is not a English Speaking country

Country Analysis

Best Sector - Results

From Venture Funding Type, USA, GBR and IND are the top funded English speaking countries

1. Top 3 Sectors in USA for Investment
- Others
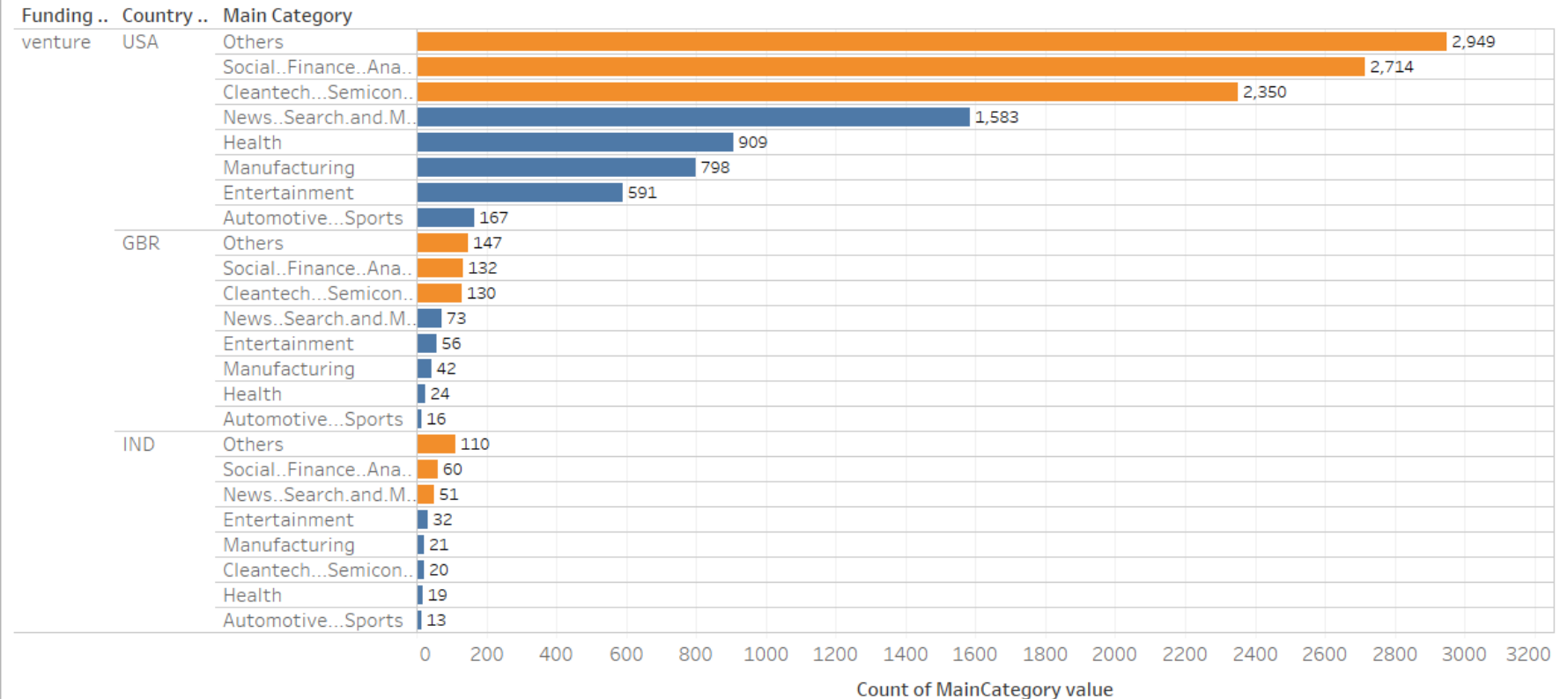- Social, Finance and Analytics
- Cleantech and Semiconductors

2. Top 3 Sectors in GBR for Investment
- Others
- Social, Finance and Analytics
- Cleantech and Semiconductors

3. Top 3 sectors in IND for Investment
- Others
- Social, Finance and Analytics
- News, Search and Messaging

Sector Analysis

Funding ..	Country ..	Main Category	Count
venture	USA	Others	2,949
		Social..Finance..Ana..	2,714
		Cleantech...Semicon..	2,350
		News..Search.and.M..	1,583
		Health	909
		Manufacturing	798
		Entertainment	591
		Automotive...Sports	167
	GBR	Others	147
		Social..Finance..Ana..	132
		Cleantech...Semicon..	130
		News..Search.and.M..	73
		Entertainment	56
		Manufacturing	42
		Health	24
		Automotive...Sports	16
	IND	Others	110
		Social..Finance..Ana..	60
		News..Search.and.M..	51
		Entertainment	32
		Manufacturing	21
		Cleantech...Semicon..	20
		Health	19
		Automotive...Sports	13

Count of MainCategory value

Conclusion

As per the Analysis, Spark Funds should invest on below mentioned Fund type, Countries and Sectors.

Fund Type	Countries	Sectors
VENTURE	USA	Others
		Social, Finance and Analytics
		Cleantech and Semiconductors
	GBR	Others
		Social, Finance and Analytics
		Cleantech and Semiconductors
	IND	Others
		Social, Finance and Analytics
		News, Search and Messaging