



INVESTMENT CASE STUDY

SUBMISSION

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Objective

Business Objective:

The objective is to identify the best sectors, countries, and a suitable investment type for SPARK funds company to make investments between 5 million to 15 million USD . The overall strategy is to invest where others are investing, implying that the best sectors and countries are the ones where most investments are happening.

Aim is to determine

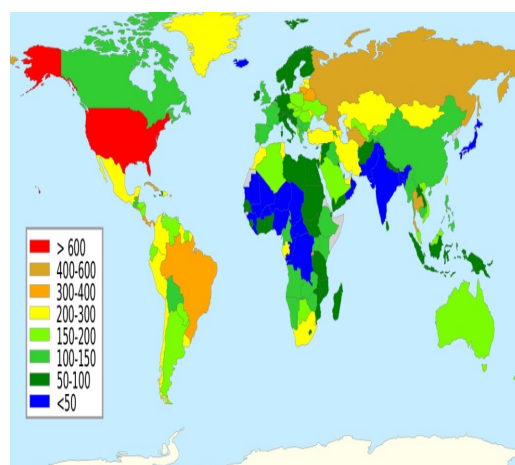
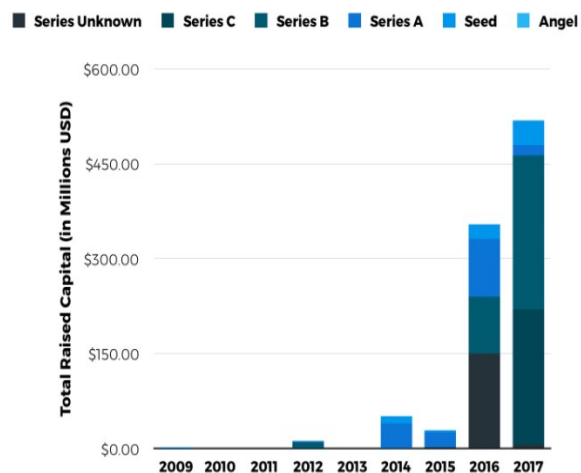
- i. **Type of investment preferred.**
- ii. **Country(English speaking) to invest.**
- iii. **Sectors to invest.**

Methodology

Determine the best suitable funding type on the basis of average amount raised.

Determine top countries for investment on the basis of total investment.

Determine top sectors in top 3 countries on the basis of count of investment.



Analysis: Funding Type

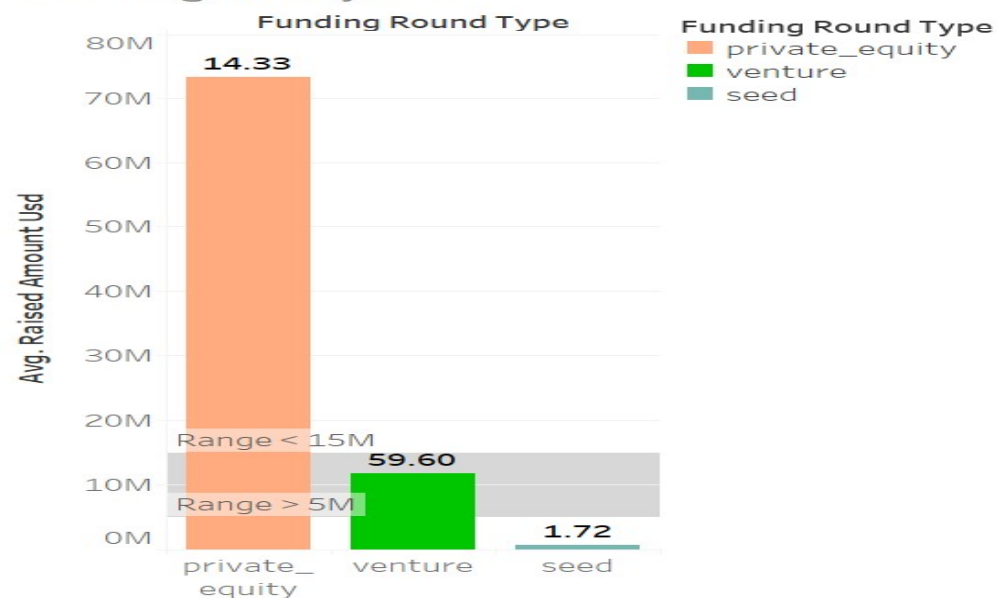
Aim is to understand investments in venture, seed/angel, private equity categories, etc. so that it can be decided which type is best suited for its strategy.

Funding Round Type	Avg Raised Amount
post_ipo_debt	168704572
post_ipo_equity	82182494
secondary_market	79649630
private_equity	73308593
undisclosed	19242370
debt_financing	17043526
venture	11748949
grant	4300576
convertible_note	1453439
product_crowdfunding	1363131
angel	958695
seed	719818
equity_crowdfunding	538368
non_equity_assistance	411203

Average Raised Amount published after grouping the Funding Round Type and calculating the means of each Funding Round Type. The table carries Average Raised Amount for all the Funding round types provided.

Result: Funding Type Analysis

Funding Analysis



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

	Fraction(Raised Amount) of Total Investment	Average Raised Amount (in USD)
Seed	2	7,19,818
Venture	60	1,17,48,949
Private Equity	14	7,33,08,593

In range of **5M to 15M USD** , **Venture** is the best option.

Analysis: Country

Aim is to understand which countries had the most investments in the past.

Funding Round Type: Venture	
Country	Total Raised Amount
United States (USA)	4,22,51,08,42,796
China (CHN)	39,83,54,18,773
England (GBR)	20,24,56,27,416
India (IND)	14,39,18,58,718
Canada (CAN)	9,58,33,32,317
France (FRA)	7,25,95,36,732
Israel (ISR)	6,90,75,14,579
Germany (DEU)	6,34,69,59,822
Japan (JPN)	3,36,36,76,611

The top five countries on the basis of Total Raised Amount are as follows:

- 1. United States (USA)**
- 2. China (CHN)**
- 3. England (GBR)**
- 4. India (IND)**
- 5. Canada (CAN)**

Result: Country Analysis

Based on the data, the top Fund raising countries are United States, China**, England and India.

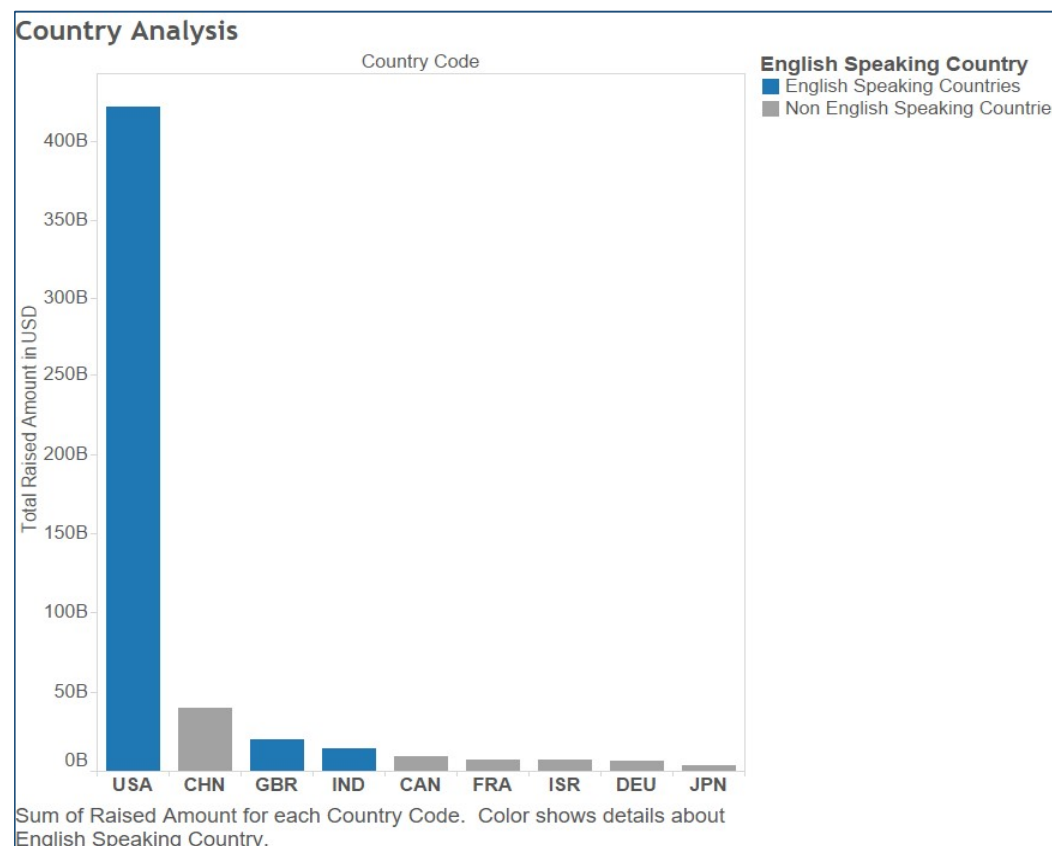
Top 3 English Speaking Countries (on the Basis of Total Raised Amount) for Venture Funding Type

United States (USA)

England (GBR)

India (IND)

***China is not among the English speaking Countries hence **USA**, **GBR** and **IND** were considered as TOP 3.*



Analysis: Sector

Aim is to understand the distribution of investments across the main sectors.

All the sub-sectors have been broadly classified into **eight main sectors**.

The table depicts the major sectors of **Venture type funding** for **United States, England and India**.

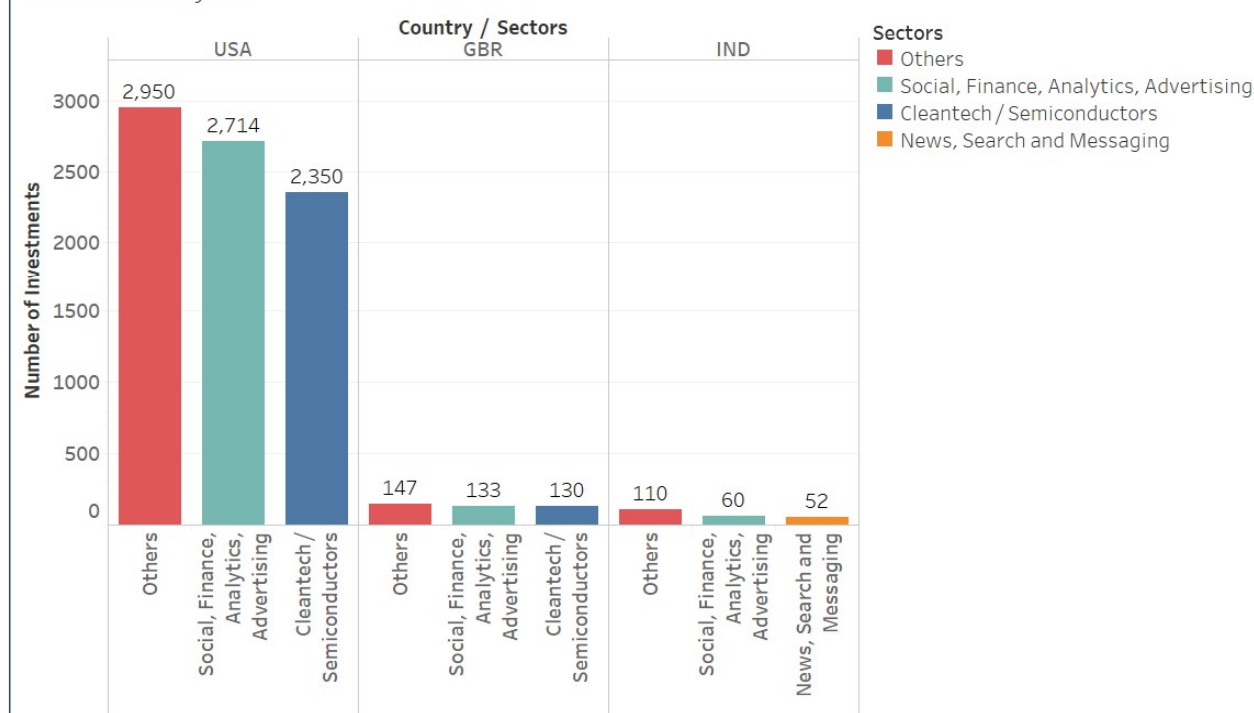
	Number of Investments		
Sector	United States	England	India
Automotive & Sports	167	16	13
Cleantech / Semiconductors	2350	130	20
Entertainment	591	56	33
Health	909	24	19
Manufacturing	799	42	21
News, Search and Messaging	1583	73	52
Social, Finance, Analytics, Advertising	2714	133	60
Others	2950	147	110

Result: Sector Analysis

Venture funding round type for top three sectors of top English speaking countries having raised amount between 5 to 15 millions USD.

Country	Top Sector / Top Company in the Sector	2nd Top Sector / Top Company in the Sector
United States	Others / Edmodo	Social, Finance, Analytics, Advertising / Intacct
England	Others / Notonthehighstreet	Social, Finance, Analytics, Advertising / myThings
India	Others / Pepperfry.com	Social, Finance, Analytics, Advertising / Komli Media

Sector Analysis



Sum of Number of Investments for each Sectors broken down by Country. Color shows details about Sectors.

Conclusions

- **Type of investment preferred :**

Spark Funds can prefer **Venture** Funding round type for investing, although Private equity funding round type tops the chart. Since Spark Funds is interested to **invest between 5 million to 15 million USD**, **Venture funding is best** for the investment. Also, the fraction of total investment in Venture is maximum $\sim 60\%$

- **Country to invest :**

Spark Funds can invest in **United States, England**, and **India** as these countries had the most investments in the past and have English as official language.

- **Sectors to invest* :**

The best sectors to invest in are **Others** and **Social, Finance, Analytics, Advertising**.

**Considering the parameters- Funding Type Venture, 5 to 15 Million USD Investment and Total raised amount by English Speaking Countries.*