

INVESTMENT CASE STUDY

SUBMISSION

Group Name:

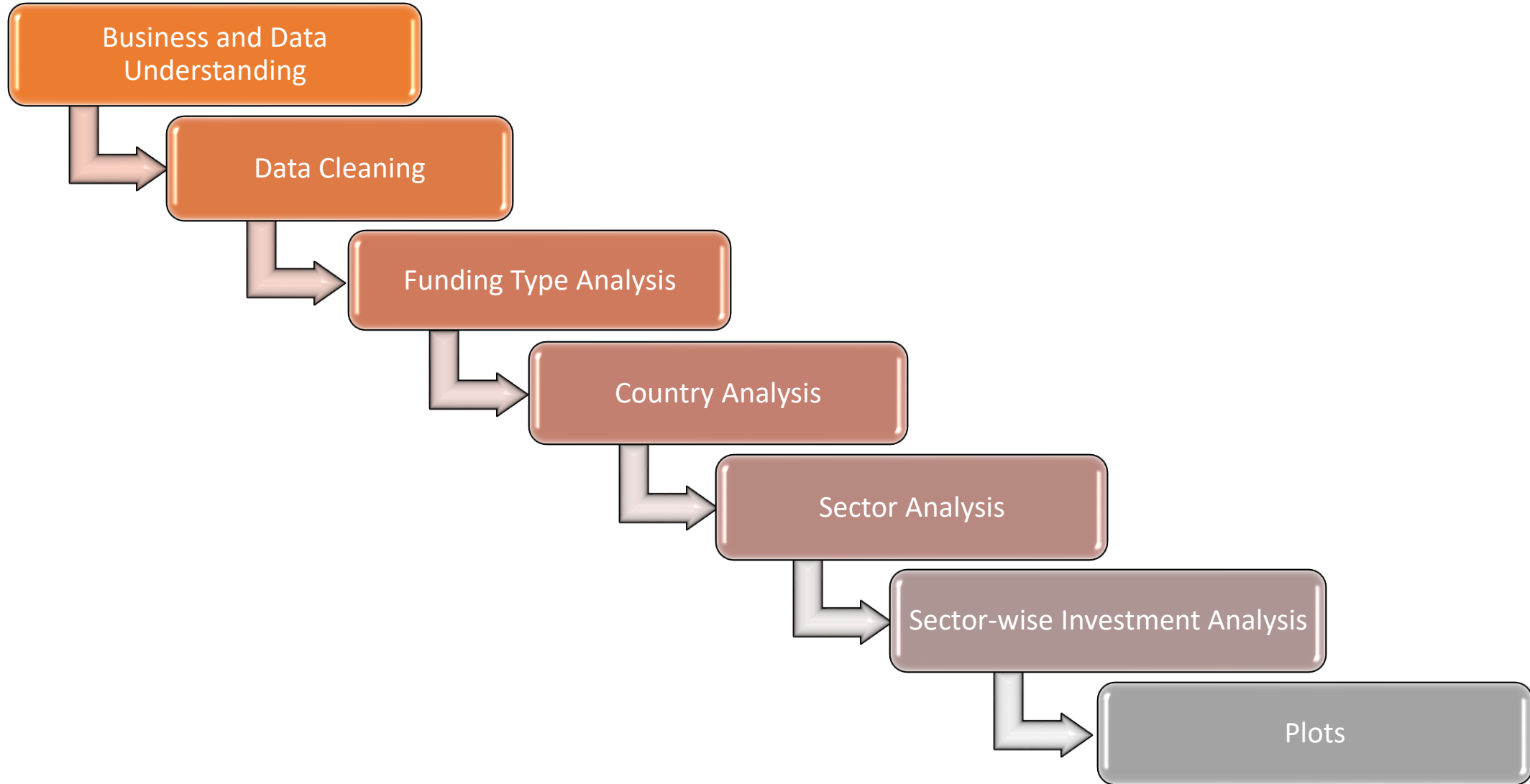
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Abstract

Investment Case Group Project for Spark Funds which is an asset management company wants to make investments in a few companies based on few constraints like investing between 5 to 15 million USD per round of investment and also want to invest in English speaking countries for ease of communication. Spark Funds wants to invest where most other investors are investing. 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.

Goal of analysis is to identify a typical investment amounts in the investment type (venture, seed, angel, private equity etc). best suited for investment, identifying the countries which have been the most heavily invested in the past and Understanding the distribution of investments across the main sectors.

Problem solving methodology



Analysis: Data Cleaning

- ❖ Understanding the data structure of data sets and reading them in python.
- ❖ Treating the special characters in key columns of data sets.
- ❖ Cleansing data by replacing key columns Nan values with 0.
- ❖ Updating values in key columns to lower case for uniformity and identification of unique values.
- ❖ Splitting the string values in key columns as per the need of analysis.
- ❖ Cleaning the values of a columns by replacing 0 with na to map those with the dataframe.
- ❖ Dropping the blank rows as and when needed.
- ❖ Reshaping the data into computer-friendly form by unpivoting a DataFrame from wide format to long format.

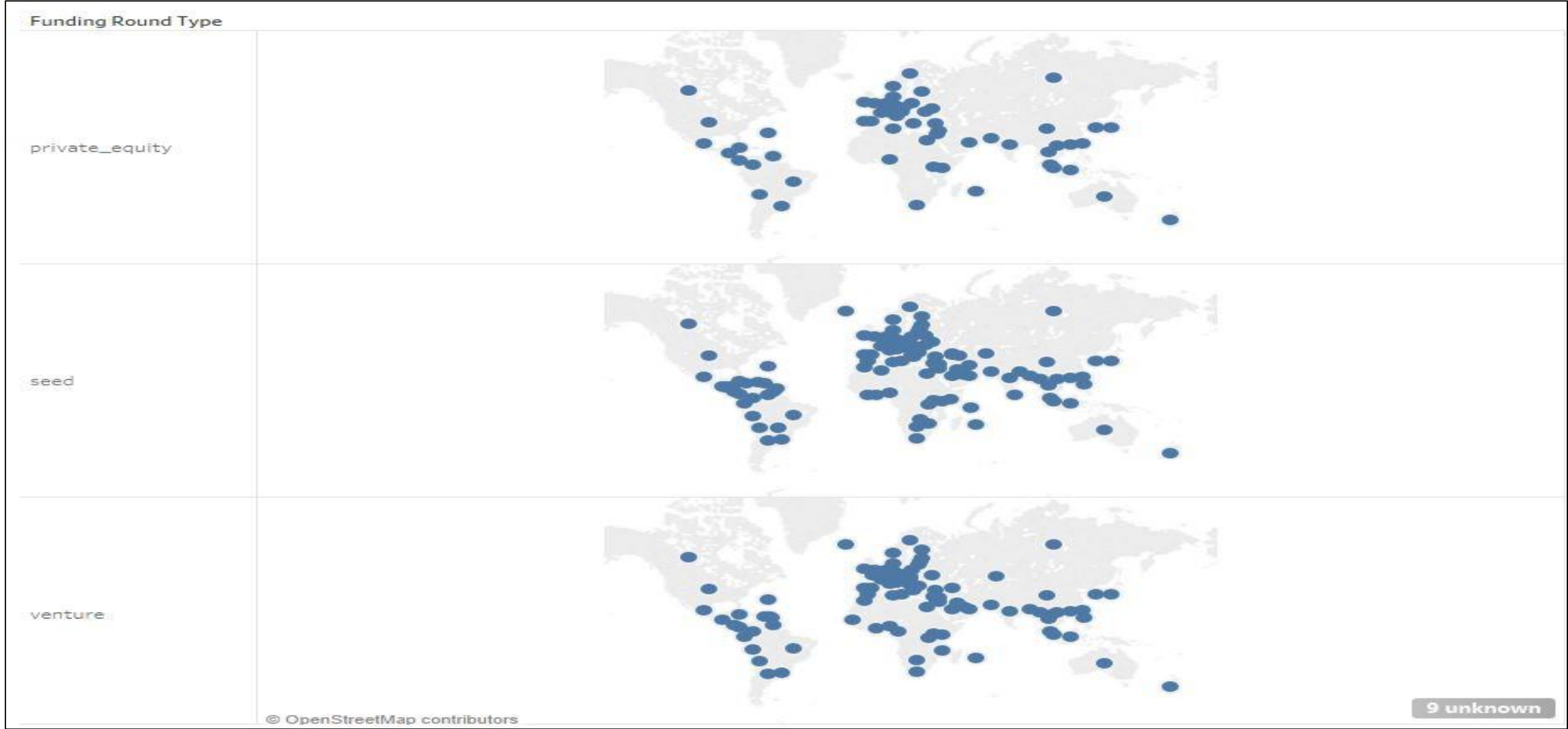
Analysis : Data Modelling

- ❖ The objective of Spark Fund is to identify the best sectors, countries, and a suitable investment type for making investments under the constraints of investment between 5 to 15 million USD per round of investment and invest only in English-speaking countries.
- ❖ As per the above condition identifying the unique companies and finding the average investment as per different investment type.
- ❖ Identifying the best investment type to invest in the range of 5 to 15 million USD by average investment as per different investment type.
- ❖ As per analysis we found **Venture** Funding Type is best suited for Spark Funds.
- ❖ Using the “Venture” Funding Type identifying the top 9 countries for investment.
- ❖ Identifying the top 3 English speaking countries from top 9 countries ideal for investment as per the condition of Spark Funds.
- ❖ As per analysis we found **USA, United Kingdom** and **India** are the countries best suited for Spark Funds.
- ❖ To identify the best sector for investment identifying the primary sector of a company and mapping with main sector for top 3 English speaking countries.
- ❖ Performing analysis of Sector-wise Investment based on count and number of investments for top 3 countries.

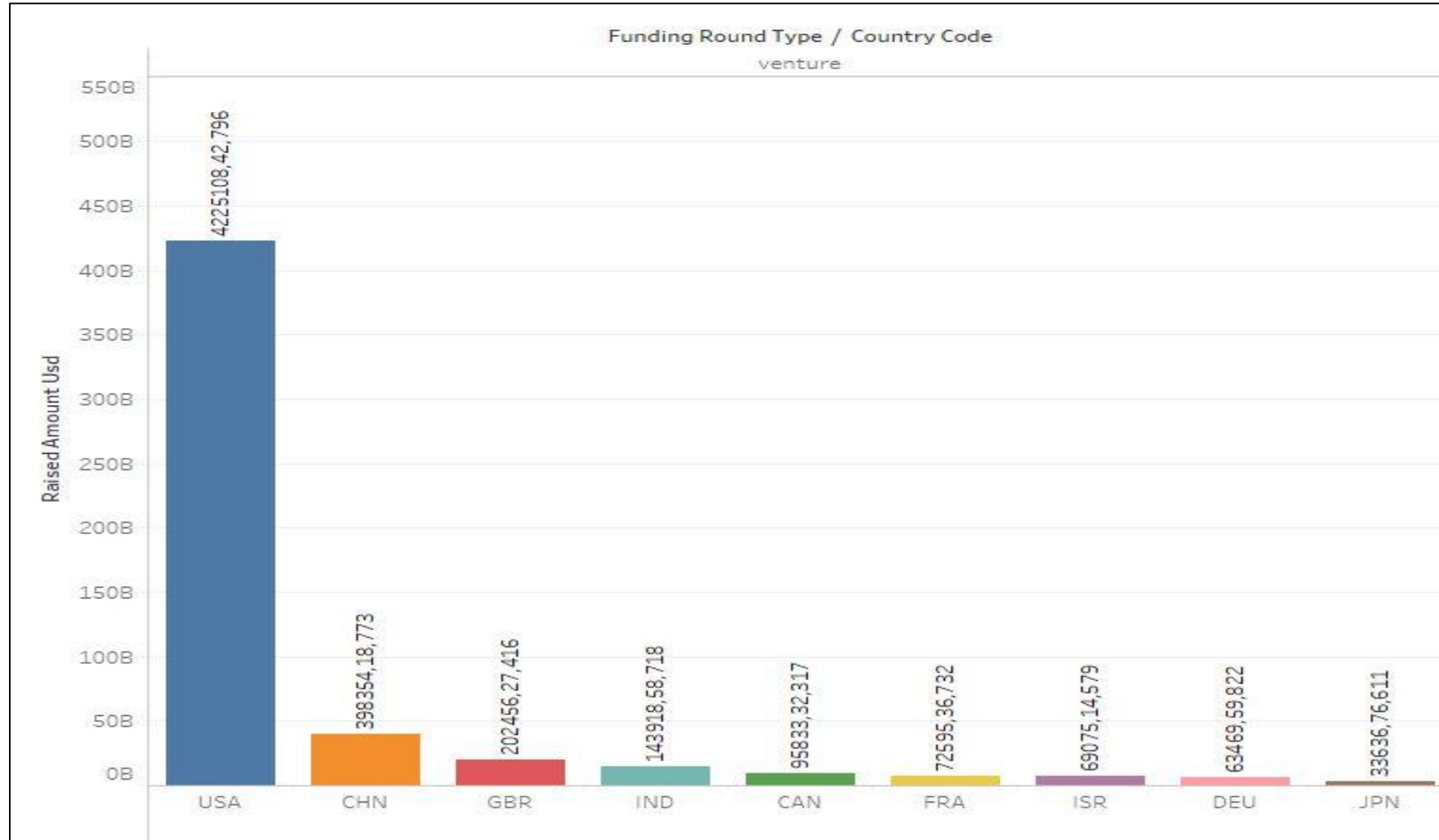
Analysis : Outcome

- ❖ We found the unique companies which are available for investment.
- ❖ Considering that Spark Funds wants to invest between 5 to 15 million USD per investment round, we found the best suited investment type for investment
- ❖ For the chosen investment type, we found the top 9 countries best suited for investment.
- ❖ Out of top 9 countries we also found top 3 English speaking countries as per the Spark Funds requirement.
- ❖ As Spark Funds wants to invest in countries with the highest amount of funding for the chosen investment type and this is a part of its broader strategy to invest where most investments are occurring, we identified the primary sector and mapped to main sector.
- ❖ We found top 3 sectors based on count of investments and number of investments.
- ❖ We also found the company name which received the highest investment based on top sectors.

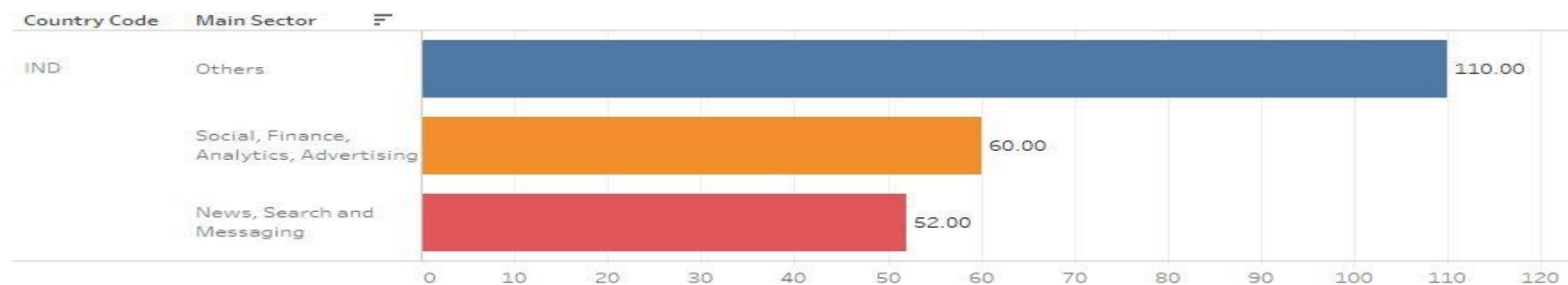
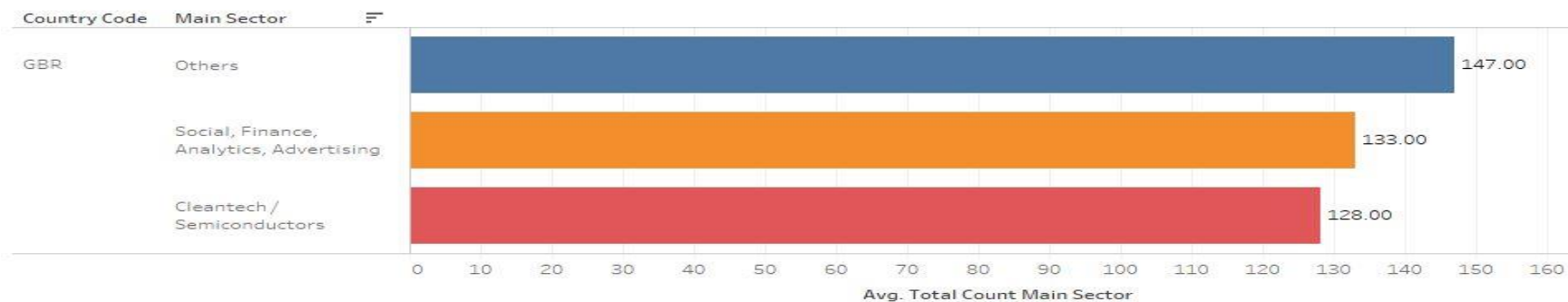
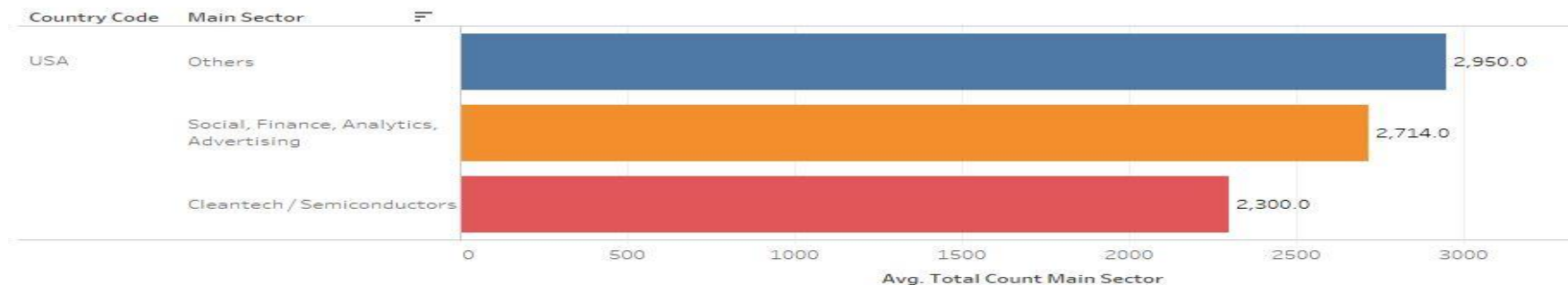
Plot 1 : Fraction of total Investments (globally) in funding type.



Plot 2: Top 9 countries against the total amount of investments of Venture funding type FT



Plot 3: The number of investments in the top 3 sectors of the top 3 countries



Conclusions

Based on Investment Case Group Project for Spark Funds we came with the following conclusion.

- ☐ Based on analysis we found that **venture** is the best funding type for investment in the range of 5 to 15 million USD.
- ☐ As Spark Fund wants to invest only in English-speaking countries because of the ease of communication with the companies we found **USA, United Kingdom and India** are the top 3 countries for investment.
- ☐ Further from sector wise analysis we found that from eight major sectors **Others, Social, Finance, Analytics, Advertising, Cleantech/Semiconductors and News, Search and Messaging** are the top performing sectors in top English speaking countries.