

# INVESTMENT CASE STUDY

## SUBMISSION

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# Investment Case Study

## Sparks Funds - an asset management company.

Spark Funds wants to make investments in few companies. The CEO of Spark Funds wants to understand the global trends in investments so that she can take the investment decisions effectively.

### Objective of this Investment case study:

The objective is to identify the best sectors, countries, and a suitable investment type for making investments. The

Objective is divided into 3 sub-goals:

- *Find a particular Funding type which is being preferred by other investors and suitable for Spark Funds with respect to the constraints applied.*
- *Find the countries where that particular Funding type are invested. Also find the top 3 countries in the list.*
- *Understand how investments are distributed across 8 sectors in those top 3 countries.*

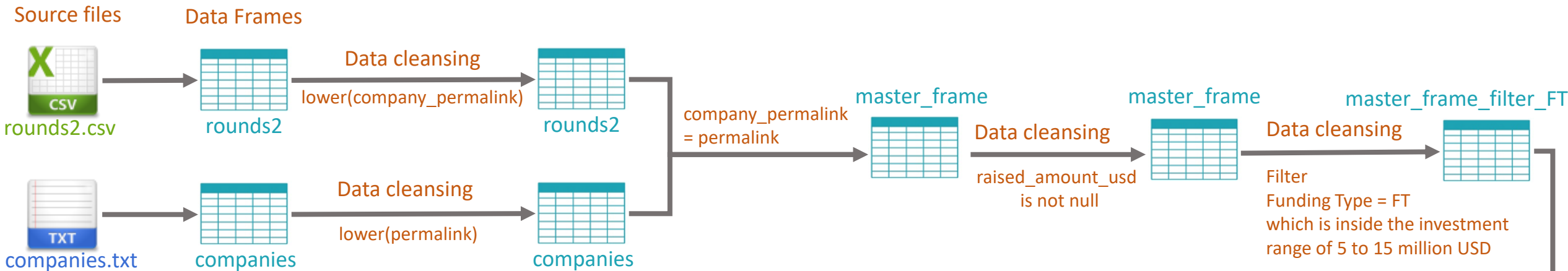
### Spark Funds has two minor constraints for investments:

- It wants to invest between 5 to 15 million USD per round of investment
- It wants to invest only in English-speaking countries because of the ease of communication with the companies it would invest in

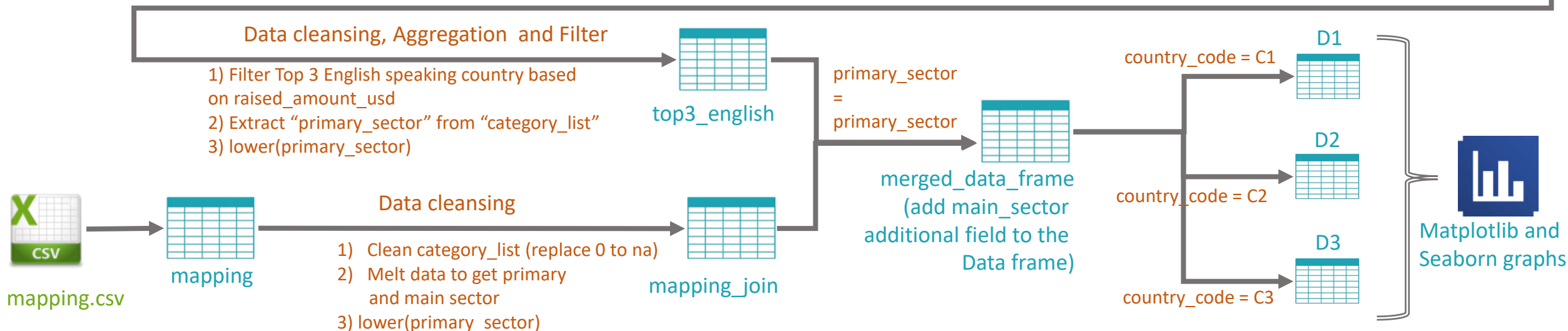
# Investment Case Study

## Data Analysis flow chart

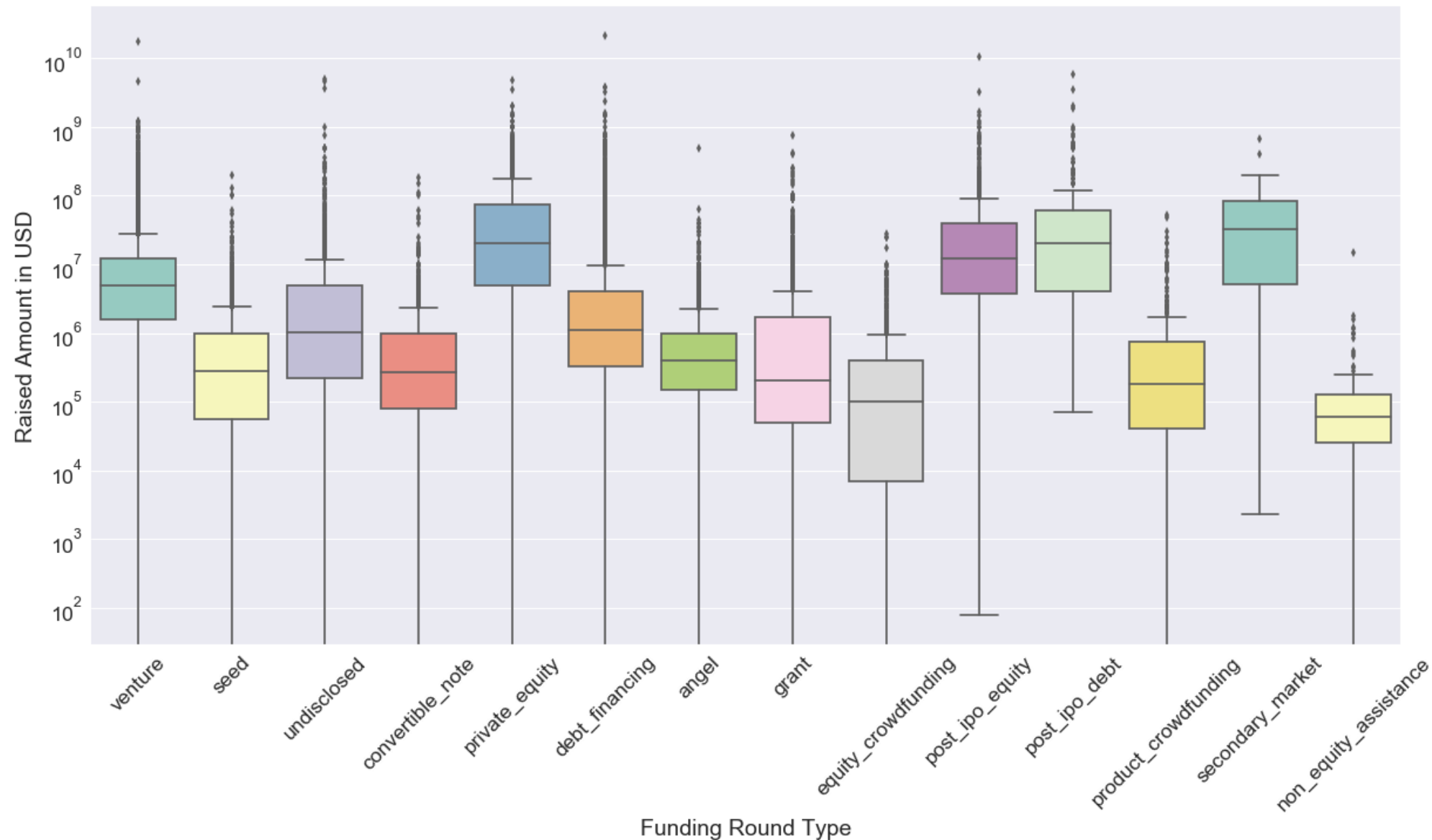
Process of creating “master\_frame” data frame to answer check point 1,2 and 3



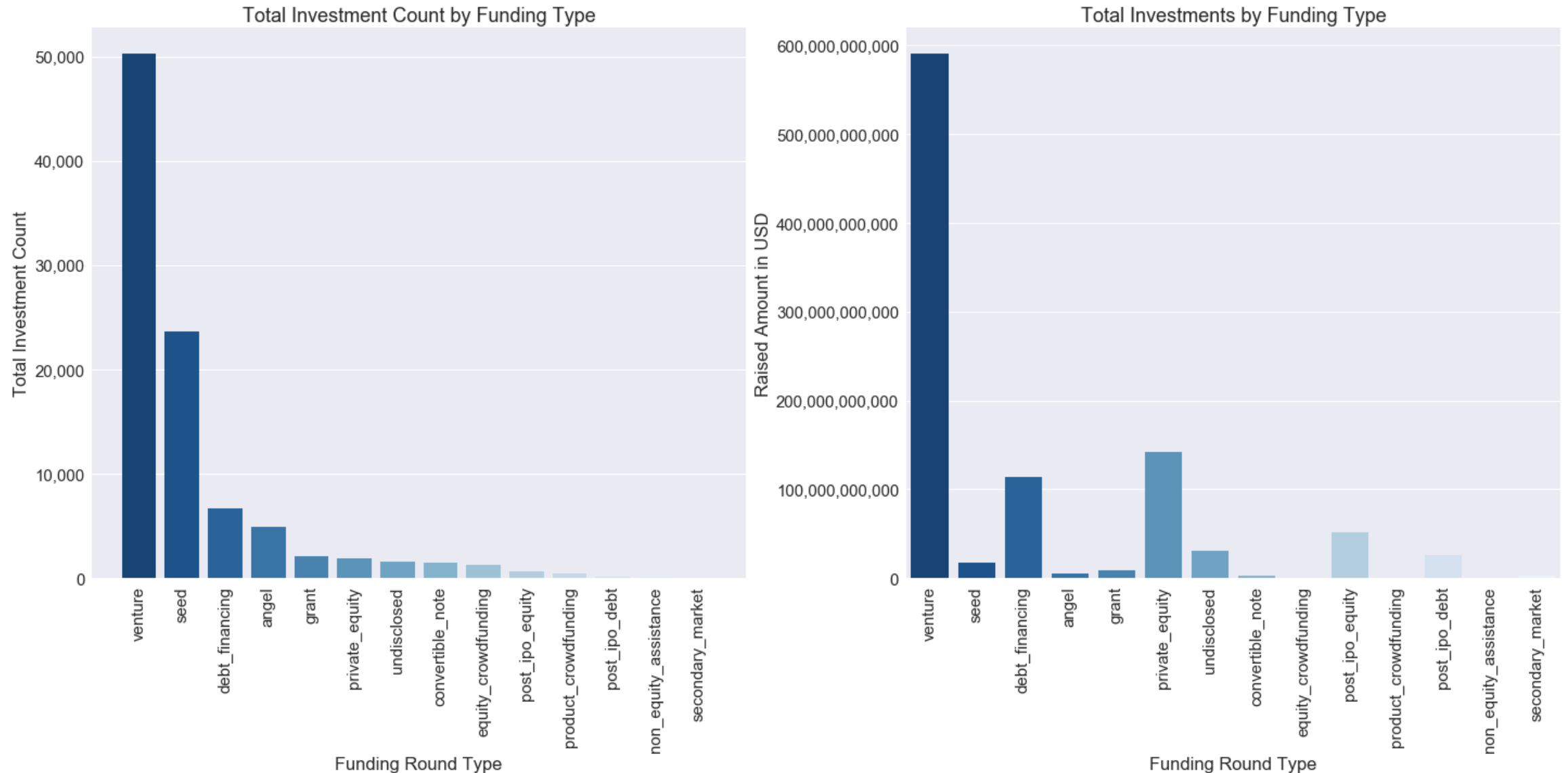
Process of creating D1, D2 and D3 data frame to answer check point 4, 5 and 6



# Distribution of Investments globally in all Funding Type

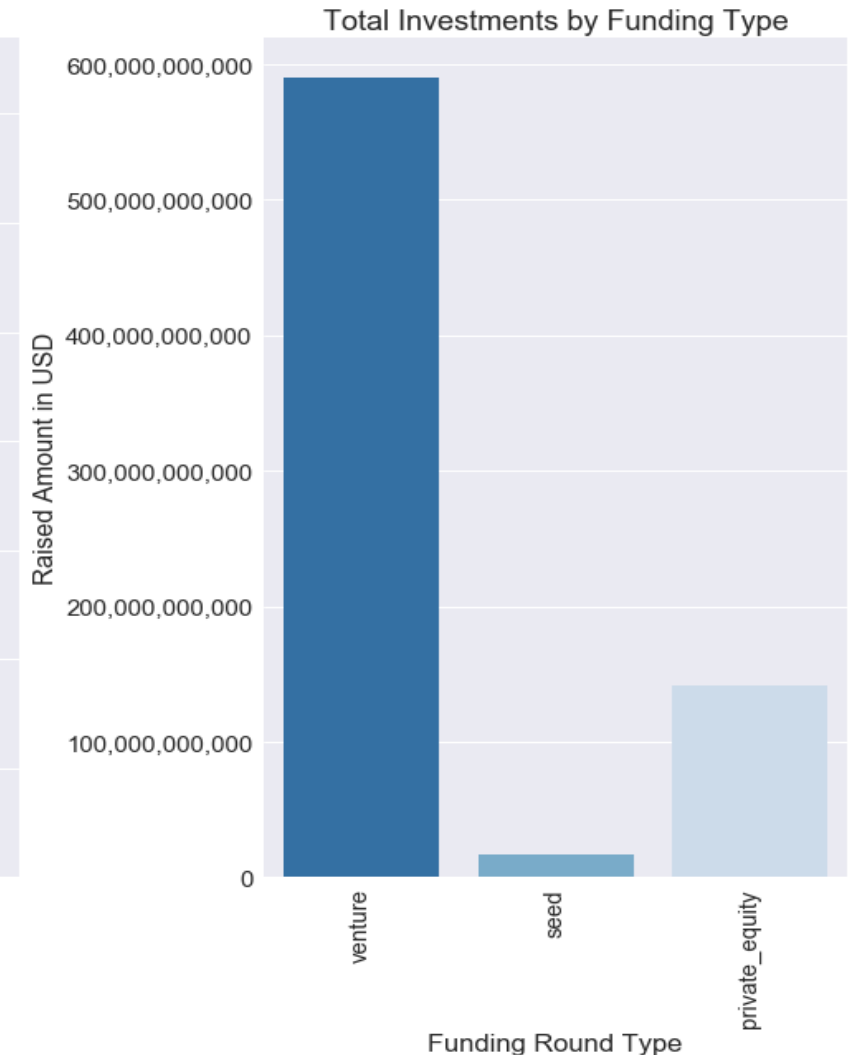
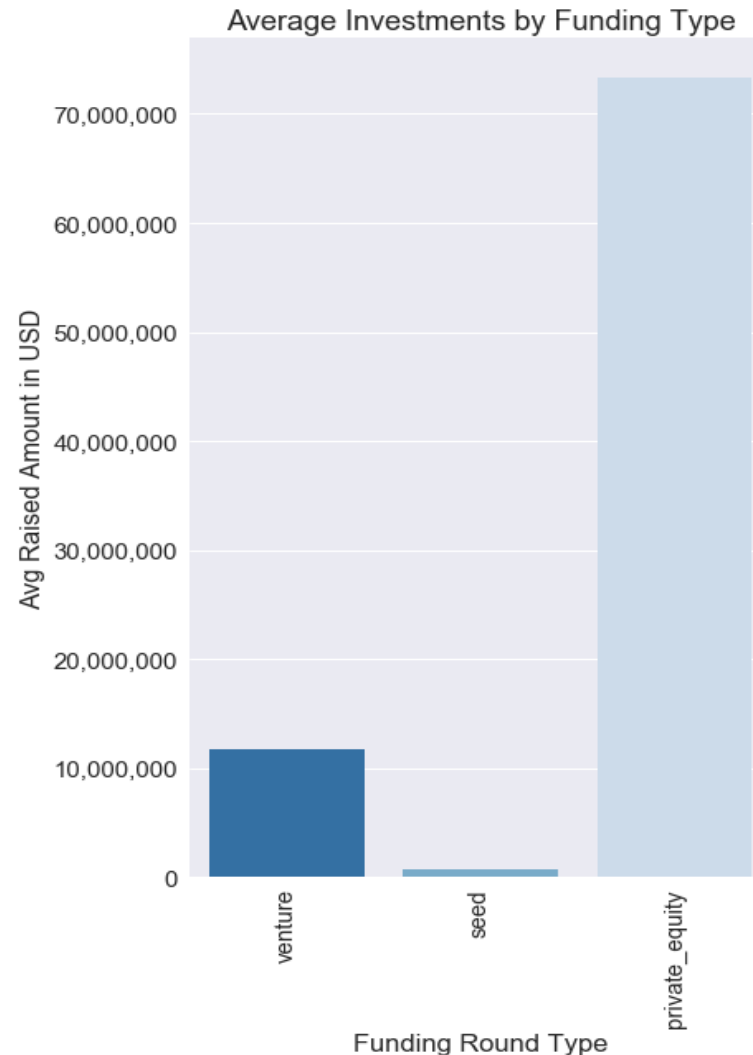
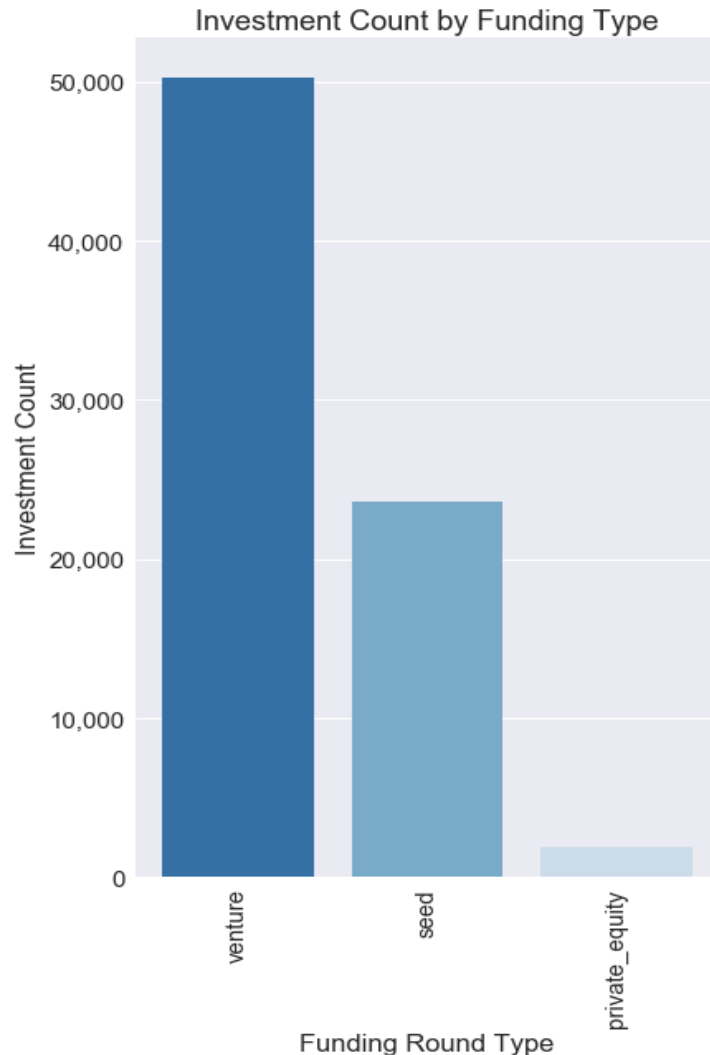


# Total Investment Count and Investment Value in all Funding Type



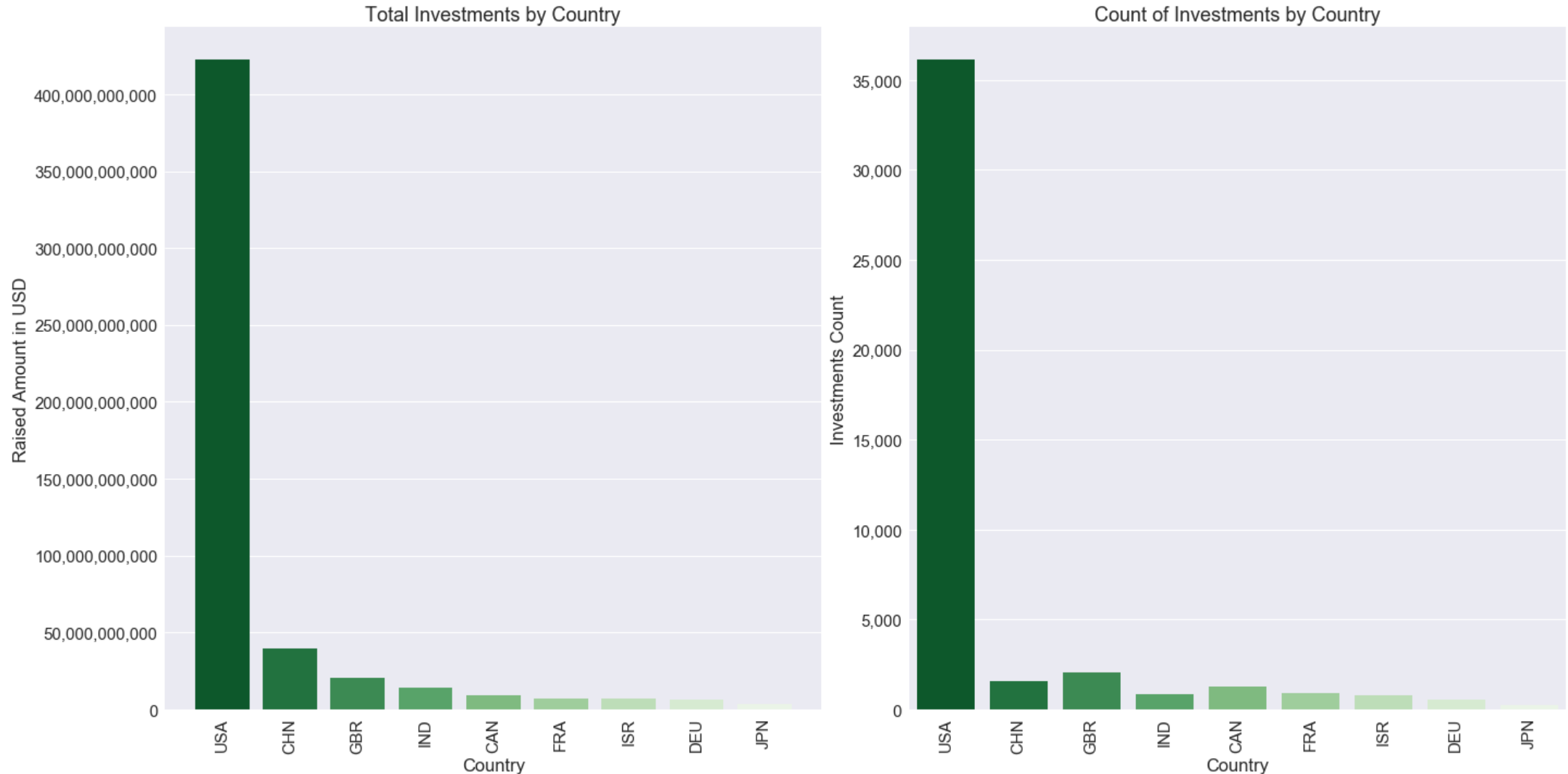
# Total investments (globally) in venture, seed, and private equity

*Findings: Average investment of Venture funding lies within range of funding preferred by Spark Funds which is 5 to 15 million USD. Also “Venture” funding has the highest count and value of investment globally. Clearly “venture” funding stands out as the best bet.*

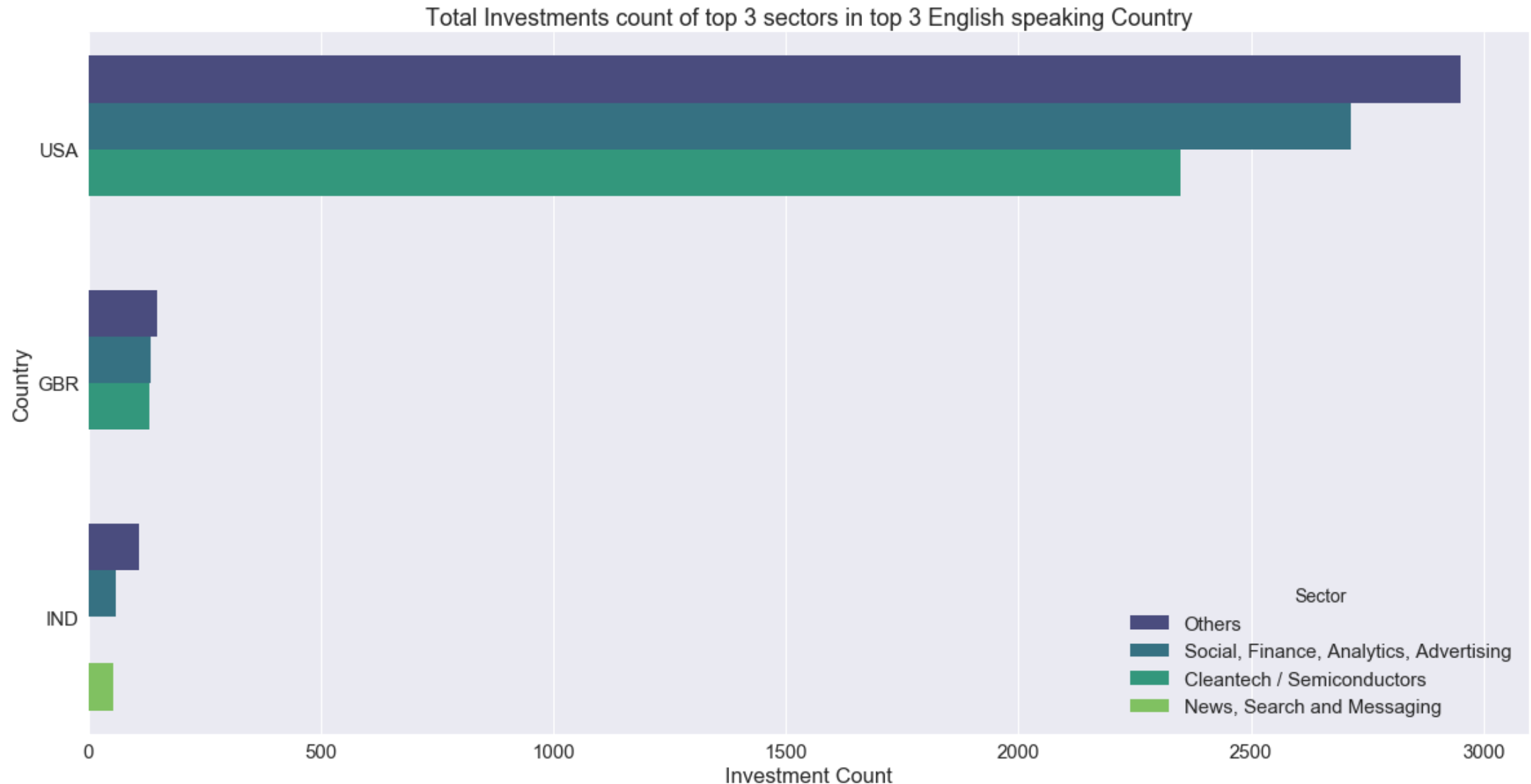


Top 9 countries against the total amount of investments of funding type 'venture'

*Result: Top 3 English Speaking Countries attracting Venture funding are: 1) USA, 2)GBR and 3)IND*



# Investments Count across top 3 sectors in top 3 countries. (For the chosen investment type FT - “venture”)





# Conclusion

## Investment type analysis

As a result of Investment type analysis, what we have found is “venture” funding is the most and widely preferred investment by all investors.

Contributing around 59.6% and 52.9% in terms of total investment and count of investment respectively.

Please refer to Slide # 5.

## Country analysis

As a result of Country analysis, it is very clear that countries ‘USA’ (United States of America), ‘GBR’ (United Kingdom) and ‘IND’ (India) are the top 3 English speaking countries attracting “venture” funding.

Please refer to Slide # 7.

## Sector analysis

In USA and GBR countries, Sectors like "Others", "Social, Finance, Analytics, Advertising" and "Cleantech / Semiconductors" are the major sectors of investment under “venture” funding contributing to 66.59% and 65.75% of total investment amount respectively.

In IND - Sectors like "Others", "Social, Finance, Analytics, Advertising" and "News, Search and Messaging" are the major sectors of investment under “venture” funding contributing to 67.73% of total investment amount.

Please refer to Slide # 8.