

INVESTMENT CASE STUDY

SUBMISSION

Kolkata AR:

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Motivation-Business Goals



Spark Fund n Finance and Investment company interested to invest in companies preferably interested in Seed, Private Equity or Venture funding.

They want to adopt “Follow the crowd” strategy which is, Invest where most investment are happening. They preferred ticket size is USD5 MN to USD15 MN. This gives us following guiding philosophy for our Analysis:

1. Find countries where most investments has happened.
2. Find Sectors where most invest are happening in those countries.
3. Finding funding type that fits their preferred Ticket Size.

Intro to Datasets

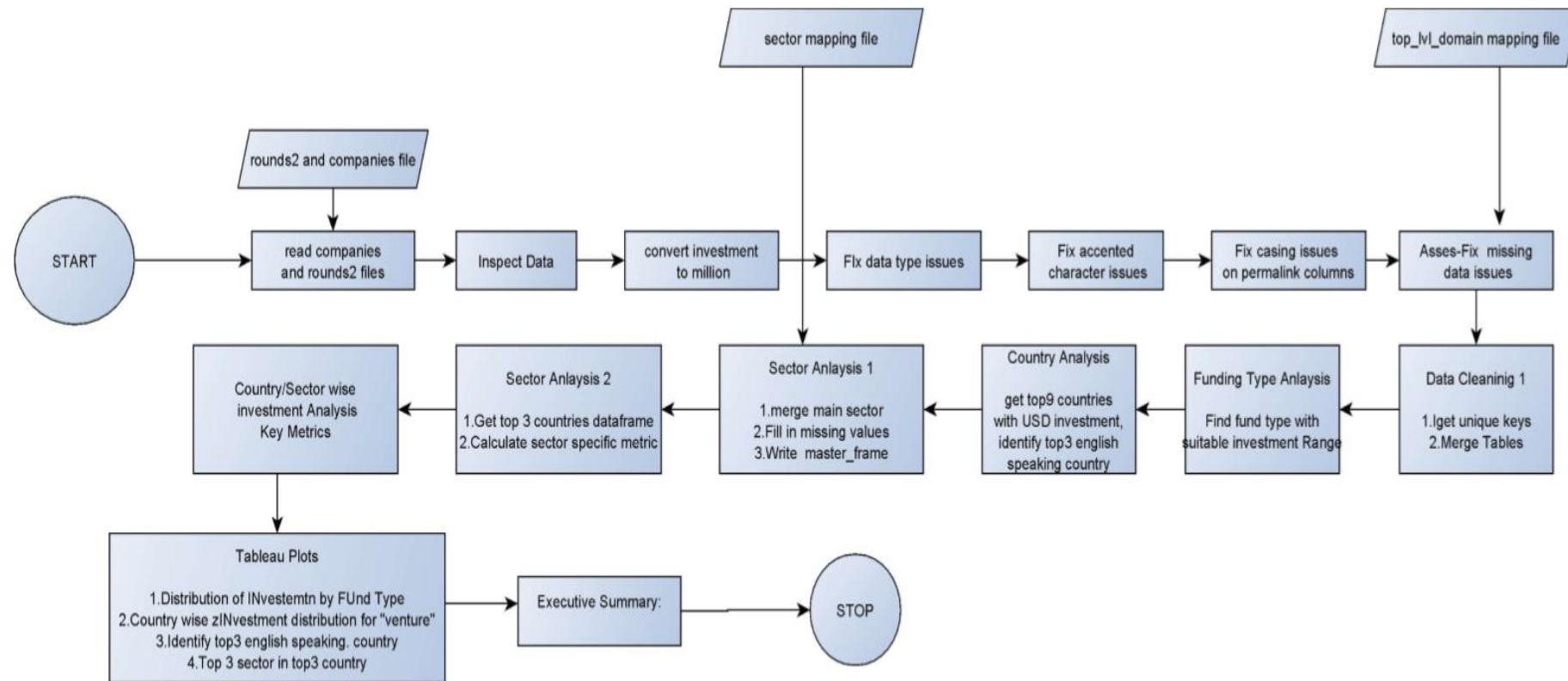
```
print(rounds2.info())
```

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 114949 entries, 0 to 114948
Data columns (total 6 columns):
company_permalink      114949 non-null object
funding_round_permalink 114949 non-null object
funding_round_type     114949 non-null object
funding_round_code     31140 non-null object
funded_at              114949 non-null object
raised_amount_usd      94959 non-null float64
dtypes: float64(1), object(5)
memory usage: 5.3+ MB
None
```

```
print(companies.info())
```

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 66368 entries, 0 to 66367
Data columns (total 10 columns):
permalink              66368 non-null object
name                   66367 non-null object
homepage_url           61310 non-null object
category_list          63220 non-null object
status                 66368 non-null object
country_code           59410 non-null object
state_code             57821 non-null object
region                 58338 non-null object
city                   58340 non-null object
founded_at             51147 non-null object
dtypes: object(10)
memory usage: 5.1+ MB
None
```

Project Workflow



Analysis- Understanding Datasets

Anlaysis-Understanding the Datasets	
Unique companies are present in rounds2?	66368
Unique companies are present in the companies file?	66368
Column tha can be used as the unique key for each company	permalink
DO we have all companies details for which we have investemtn data	Y

Analysis- Insights from Datasets

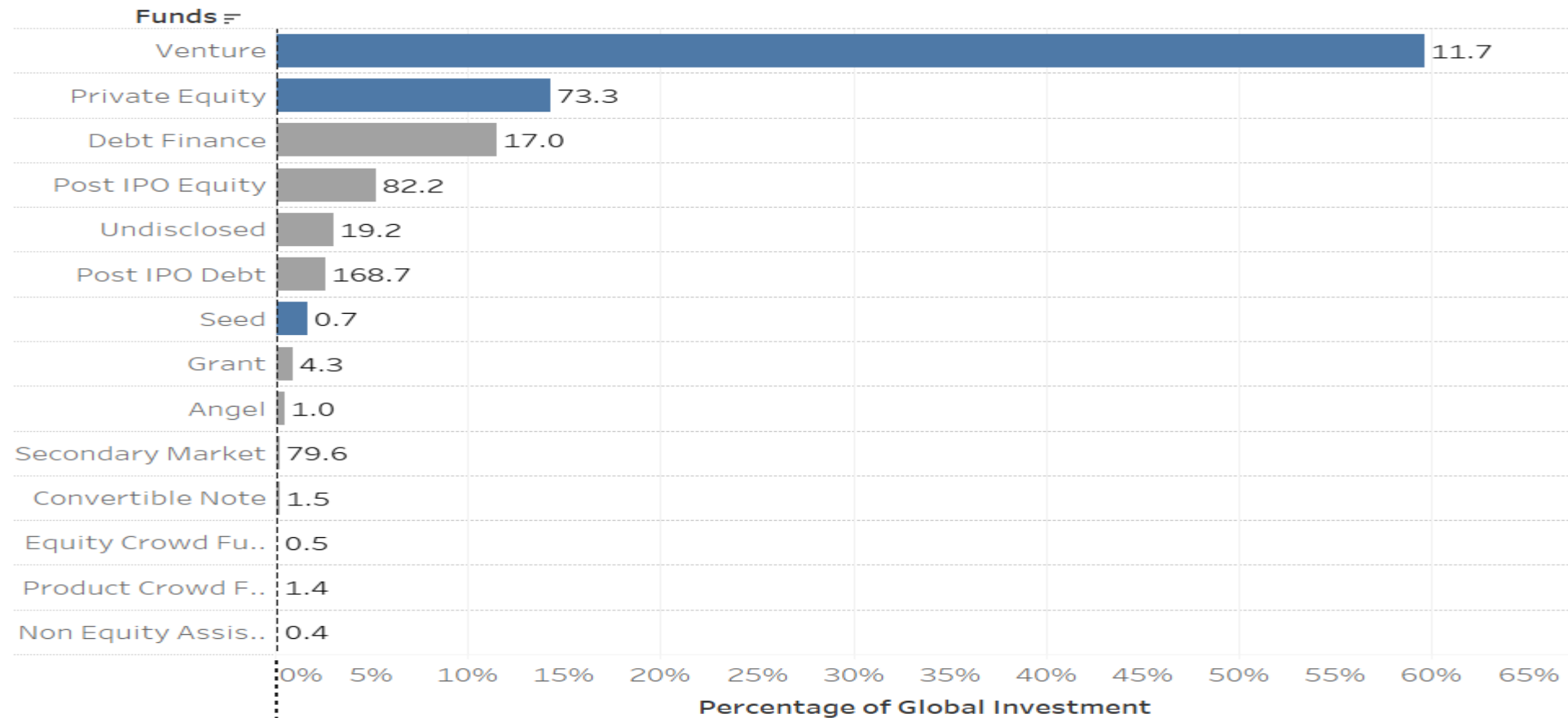
Anaysis-Insights from datasets	
Average funding amount of venture type	11.75
Average funding amount of angel type	0.96
Average funding amount of seed type	0.72
Average funding amount of private equity type	73.31
Investment type suitable for Spark Fund with preferred ticket size of US D5-15 mn	venture
Top English speaking country	USA
Second English speaking country	GBR
Third English speaking country	IND

Analysis- Insights from Datasets

Analysis- Insights- Key Country Specific metrics	USA	GBR	IND
Total number of Investments (count)	12151	630	330
Total amount of investment (USD)	108536	5455	2977
Top Sector name (no. of investment-wise)	Others	Others	Others
Second Sector name (no. of investment-wise)	Social, Finance, Analytics, Advertising	Social, Finance, Analytics, Advertising	Social, Finance, Analytics, Advertising
Third Sector name (no. of investment-wise)	Cleantech / Semiconductors	Cleantech / Semiconductors	News, Search and Messaging
Number of investments in top sector (3)	3028	153	110
Number of investments in second sector (4)	2672	130	60
Number of investments in third sector (5)	2347	129	52
Companythat received the highest investment in 1st top sector?	Virtustream	Electric Cloud	FirstCry.com
Companythat received the highest investment in 3nd top sector?	(Formerly ShotSpotter)	Celltick Technologies	Manthan Systems

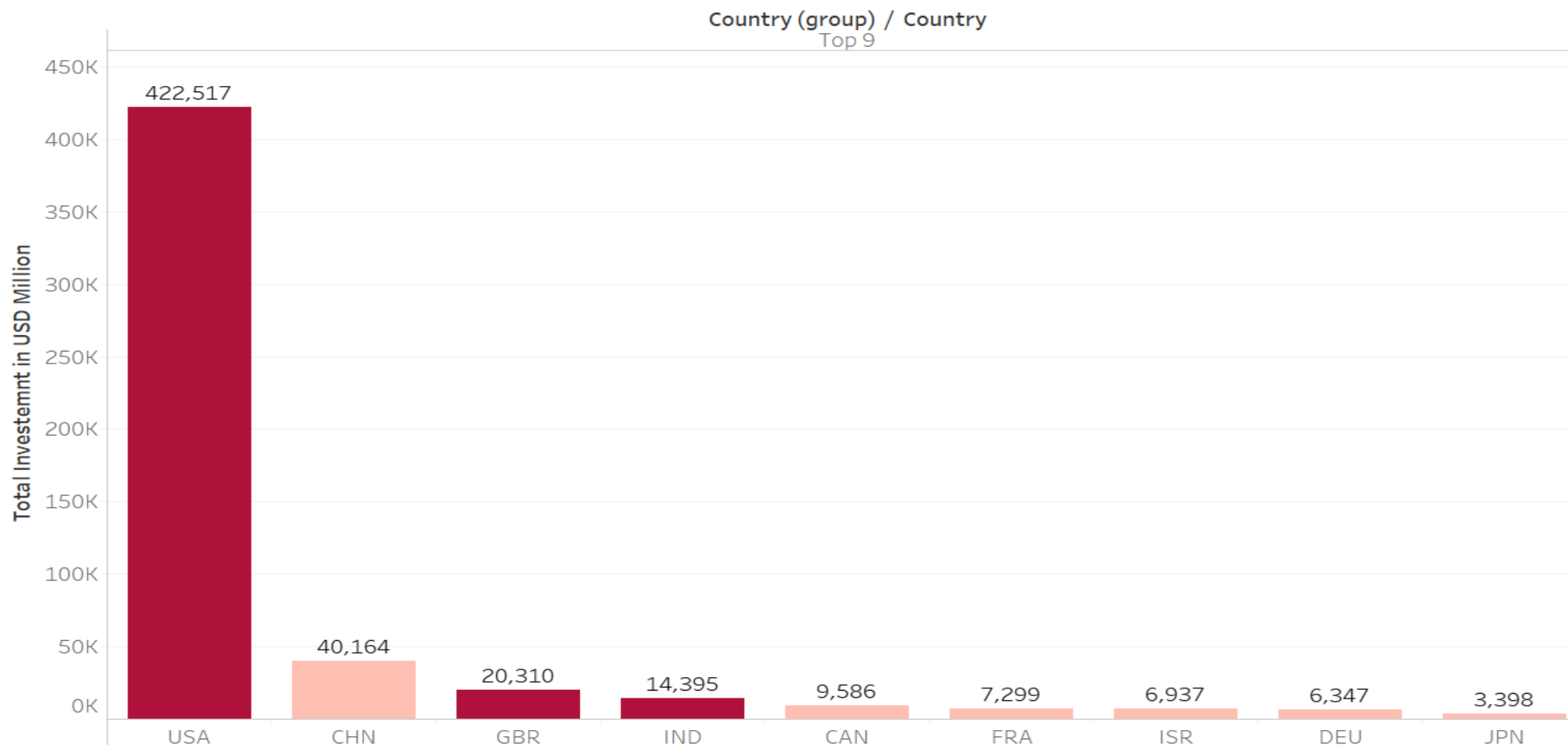
Distribution of total investments across Funds and average ticket-size of each.

Distribution of Investment across Funds globally and Avg Ticket size of investment

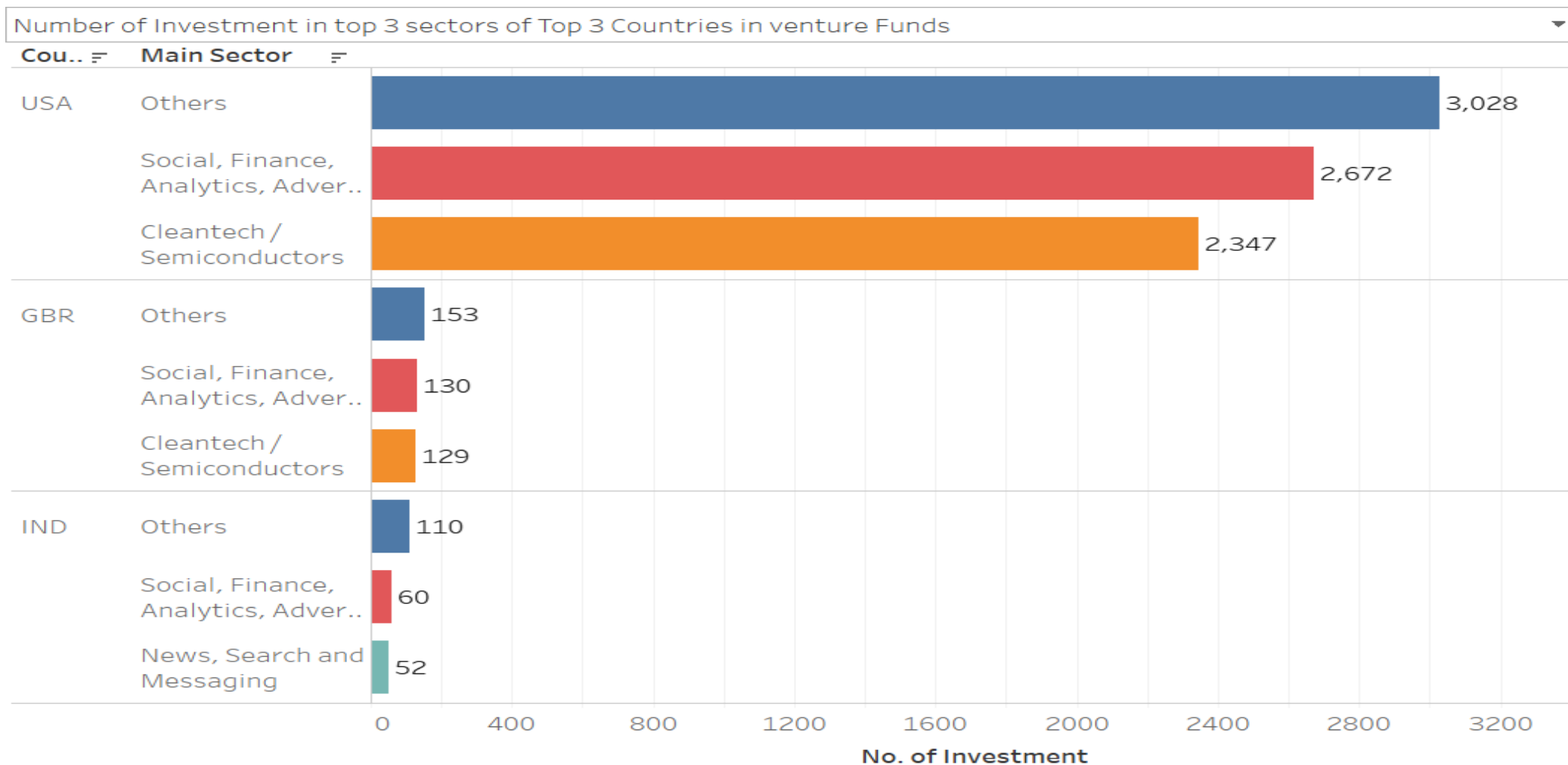


Top 9 countries where highest amount of Venture Funds are invested

Countries with Investment amount for Venture Funds



Top 3 countries and Top 3 sectors



Conclusion:

Spark Fund an Finance and Investment company interested to invest in companies preferably interested in Seed, Private Equity or Venture funding.

Based on their guiding strategy the Analysis recommends the following

1. Spark Fund should invest in Venture type Funds.
 - a. 60% of the funds go tot Venture funds and the average size of Investment is USD 11.7 MN
2. It should invest in USA, Great Britain and India.
 - a. The top 3 English speaking countries based on total investment amount in Venture funds.
 - b. The combined Investment has been a whopping USD457, 222 Mn.
3. Sectors as per the most number of Investment, given funding type is Venture and range USD5-15 mn is
 - a. Social, Finance, Analytics, Advertisement, Cleantech/Semiconductors and News Search and messaging.

For key metrics on conclusion please refer to [slide number 7](#).