

# INVESTMENT ASSIGNMENT SUBMISSION

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# Spark Funds Investment Analysis

## **Business objective:**

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

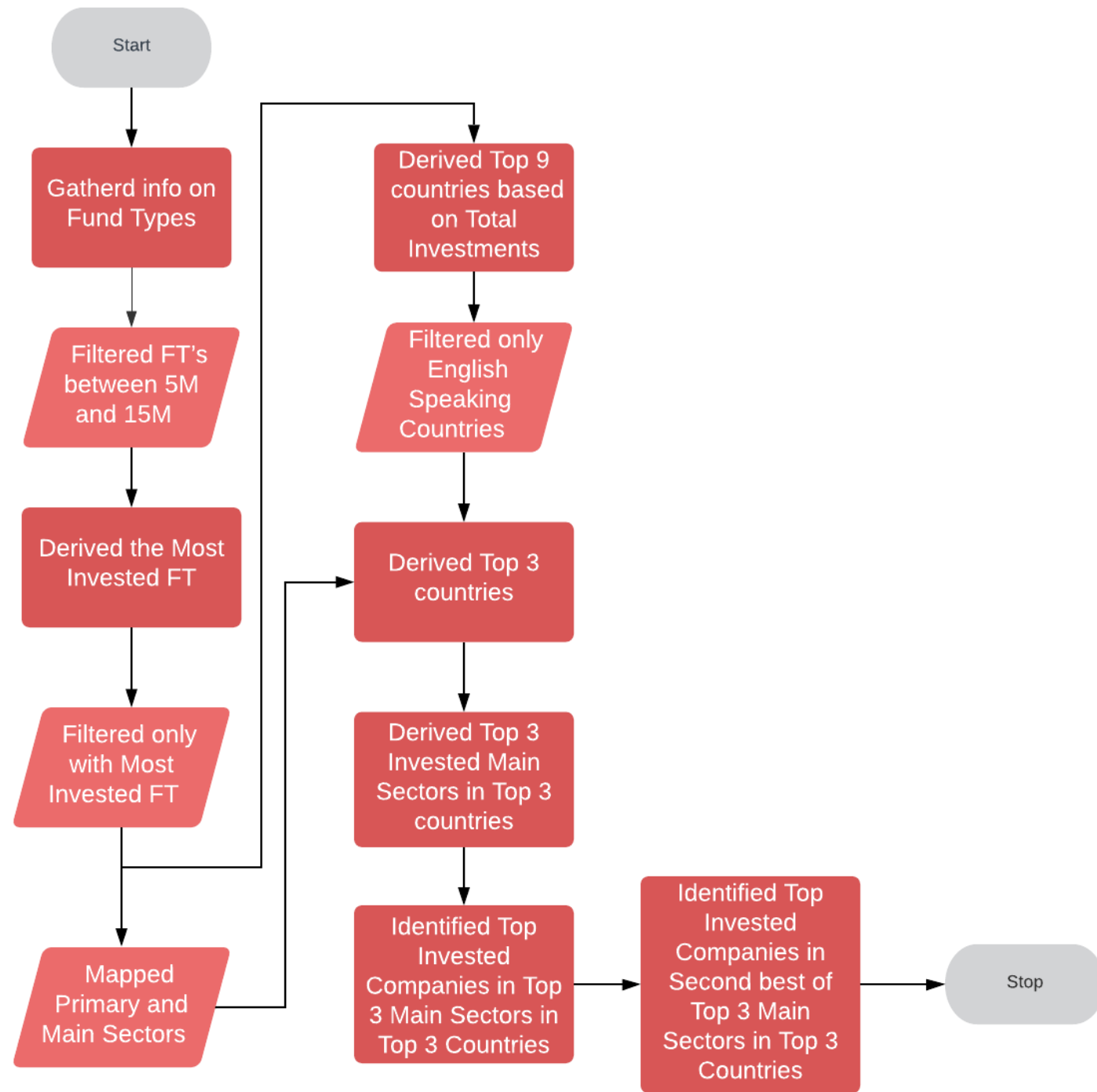
## **Constraints:**

1. Investments would be of size 5 to 15 million USD per round of investment.
2. Investment to be considered only in English-speaking countries for ease of communication with the companies we would invest in.

To achieve the business objective below steps were taken

1. Investment Analysis was done to understand the global trends in investments so that investment decisions effectively.
2. Business strategy used here is to invest in countries , sectors and fund types in which most investors are investing in.

# Flow of Analysis



# Funding Type Analysis

This is the first analysis step to find the best fund type for our firm where we identify the best funding type for our requirement.

1. We are mainly considering the following investment funds.
  - a. Seed
  - b. Angel
  - c. private equity
  - d. Venture
2. To observe the global trends we are also considering companies who have received funding and the current operational status is closed.
3. Average raised amount for each investment type was calculated and the best fund type matching business requirement was chosen.
4. Data was filtered so that only the chosen fund type data is used for further analysis.

# Country Analysis

1. Sum of Investments for each country was calculated and Top 9 countries in descending order of their investment values was prepared.
2. Top 3 English speaking countries from the Top 9 list were identified for further analysis.

# Sector Analysis

1. Mapping was done to group various primary sectors under the 8 main sectors.
2. Data was separated for each of the Top 3 countries for Individual country level analysis.
3. For each country in Top 3 following insights were calculated
  - a. Count of Investments per each country to identify the country with Highest number of investments.
  - b. Top 3 Sectors which garnered most investments in each country.
  - c. Companies which received top investments in Top 2 sectors in each country.

# Funding Type Analysis

1. From Fig 1 ,It was identified that Venture fund type was the most invested fund type in 5M to 15M range.
2. 61% of the investors Investing in the range of 5M to 15M have chose "VENTURE" fund type.

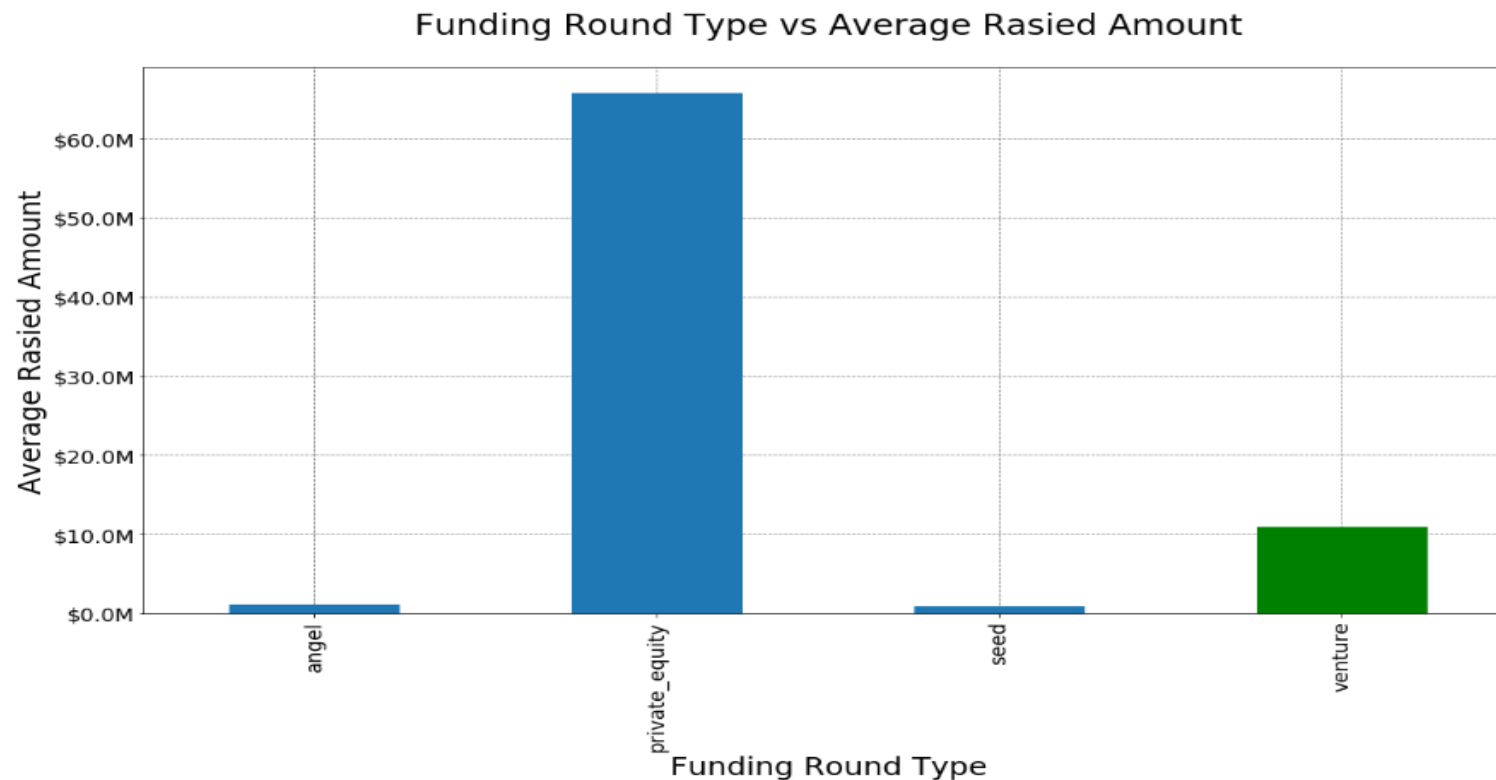


Fig.1

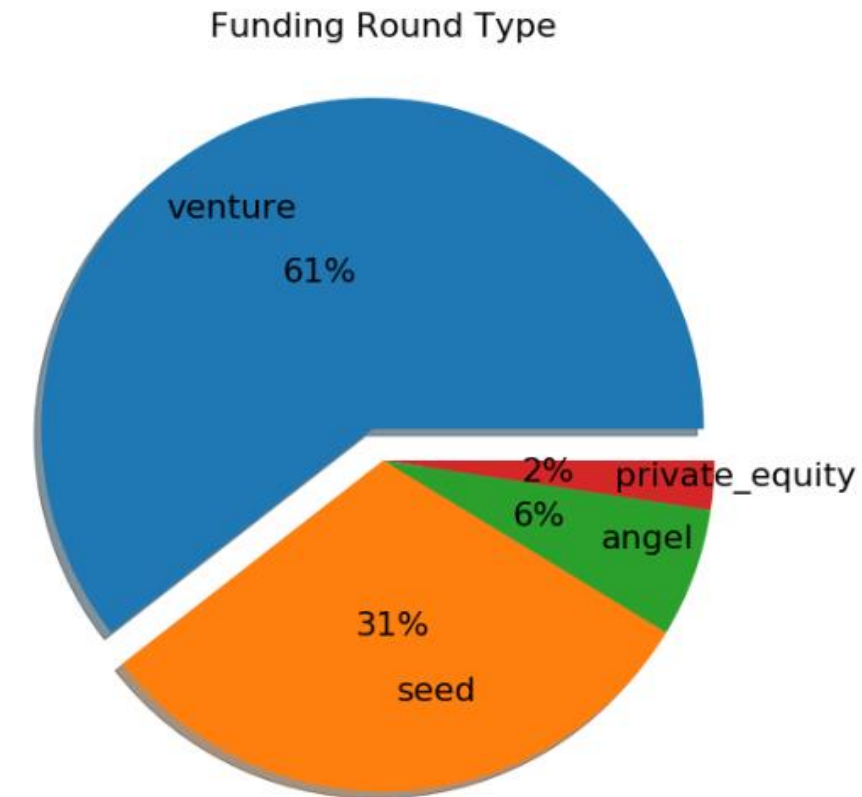
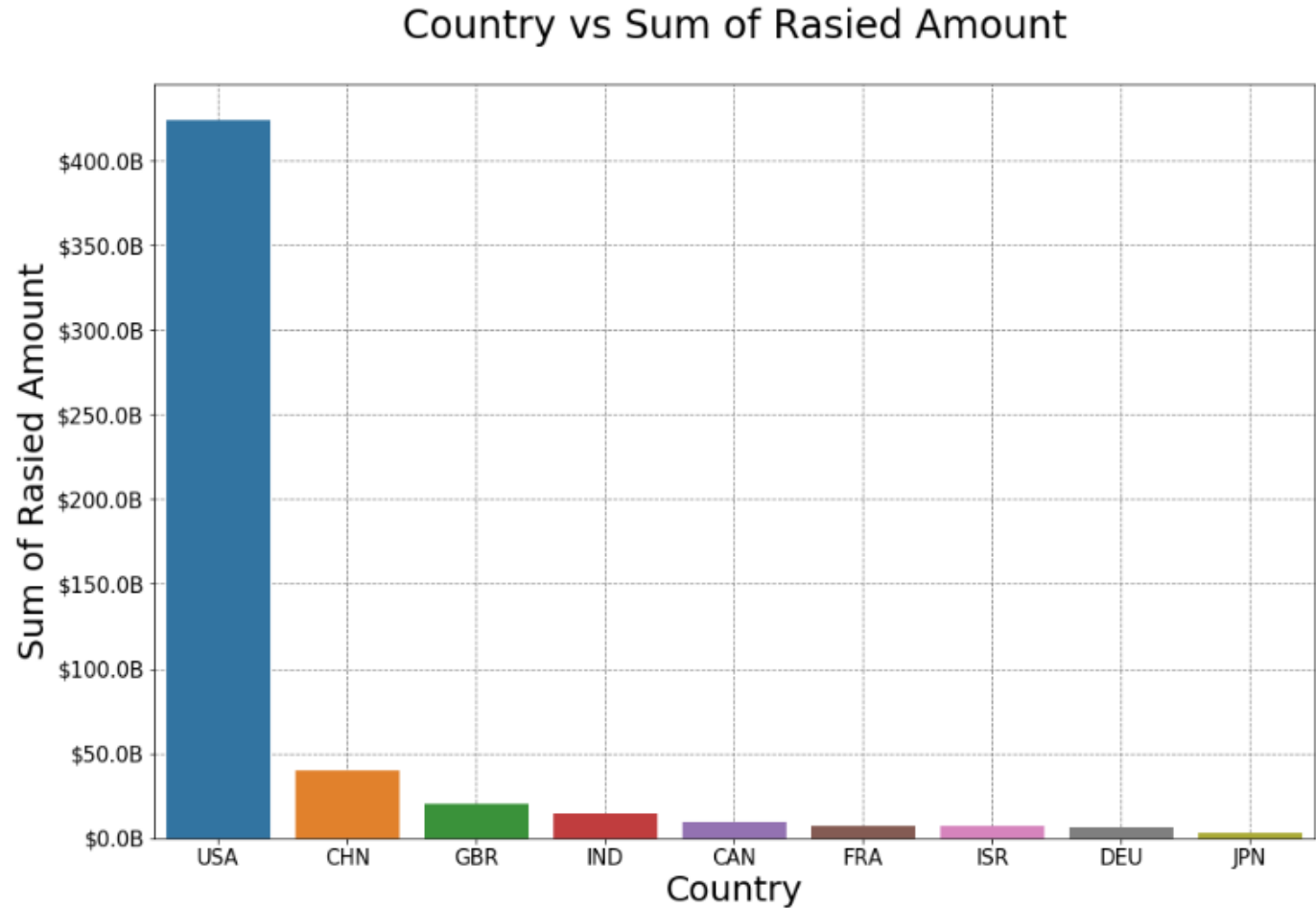


Fig.2

# Country Analysis

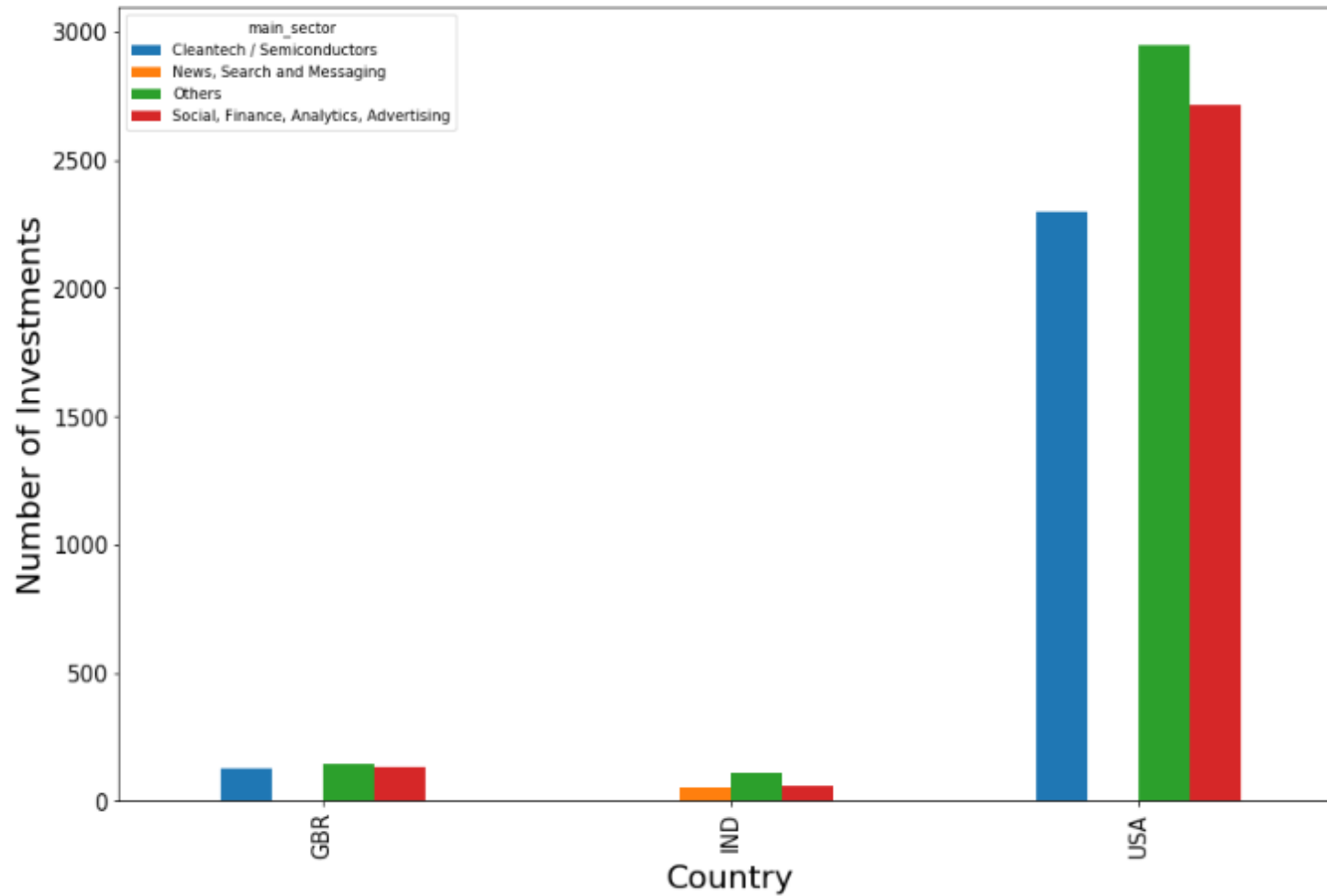
- With an overwhelming investment of over \$400B USA is the top country for Investment.
- Top 3 Countries for Investment are
  - USA
  - GBR
  - IND

Note: CHN was ignored as it is not an english speaking country.





## Country vs Number of Investments



This graph displays the top 3 sectors in top 3 countries.

# Conclusion

## Funding Type Analysis:

Identified the best suited fund which is “venture” fund type.

## Country Analysis:

Identified the top 3 best suited countries to invest ,in which match business requirements.

- a. USA
- b. GBR
- c. IND

## Sector Analysis:

Identified Top 3 Sectors in Top 3 Countries

Rank	USA	GBR	IND
1	Others	Others	Others
2	Social, Finance, Analytics, Advertising	Social, Finance, Analytics, Advertising	Social, Finance, Analytics, Advertising
3	Cleantech / Semiconductors	Cleantech /Semiconductors	News, Search and Messaging