INVESTMENT CASE STUDY

SUBMISSION

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Abstract

Sparks fund, an asset management company, wants to make investments in few companies by understanding the global trends in investments. An effective analysis based on country, sector and investment type can help it make a smart choice.

Business Understanding	
Strategy	Investing where most other investors are investing
Source of data	Investment data from crunchbase.com
Goals of data analysis	Understanding the investment in different funding types, Understanding which countries have received most funds and finally understanding the distribution of investments across sectors.
Business Constraints	Permissible investment amount is from 5 to 15 millions and the company wants to invest only in English speaking countries.

Problem solving methodology

Data Collection
- Investment data was collected from Crunchbase.com
- Raw data was loaded into R dataframe

Data Cleaning
- Necessary data manipulations were incorporated

Data Analysis
- Funding Type Analysis – A suitable funding type based on market trends was highlighted
- Country Wise Analysis – Top 3 English speaking countries based on investment amount were determined
- Sector wise Analysis – In depth analysis of promising sectors

Data Visualization
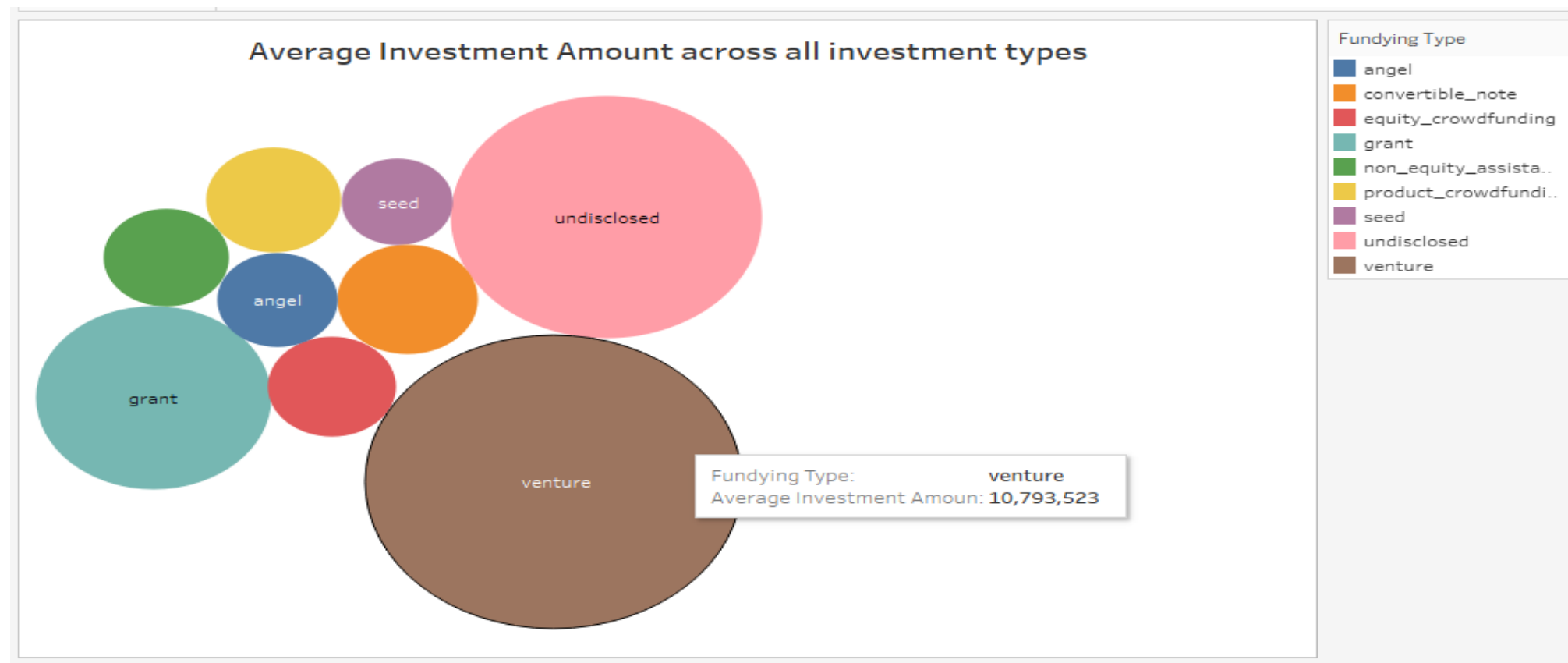- Final results were moved to Tableau for effective visualization

Funding Type Analysis

|	
Number of companies under study	66368
Preferred Funding types (USD 5M – 15 M)	Seed, angel, non_equity_assistance, equity_crowdfunding, product_crowdfunding, convertible_note, grant, undisclosed, venture

Country Wise Analysis

Top 9 countries based on Average Investment Amounts	USA, CHN, GBR, IND, CAN, FRA, ISR, DEU and JPN
Top 4 English Speaking Countries	USA, IND, GBR, CAN

Average Investment in top Engish Speaking countries against preferred funding
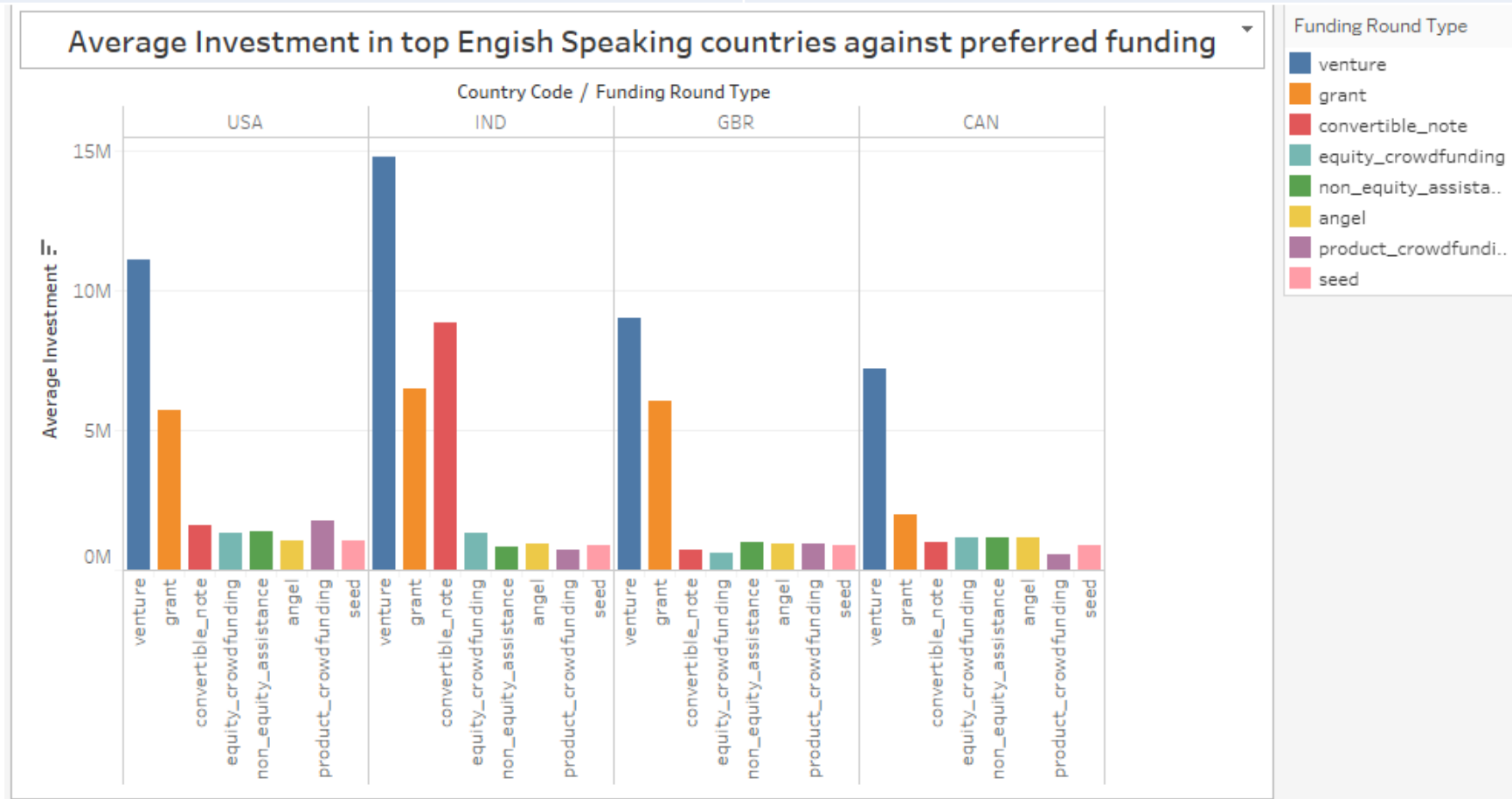
Sector Wise Analysis(Top 3 sectors)

Country - USA

Sector Name	Number of investments
Others	2950
Social..Finance..Analytics..Advertising	2714
Cleantech...Semiconductors	2351

Country - GBR

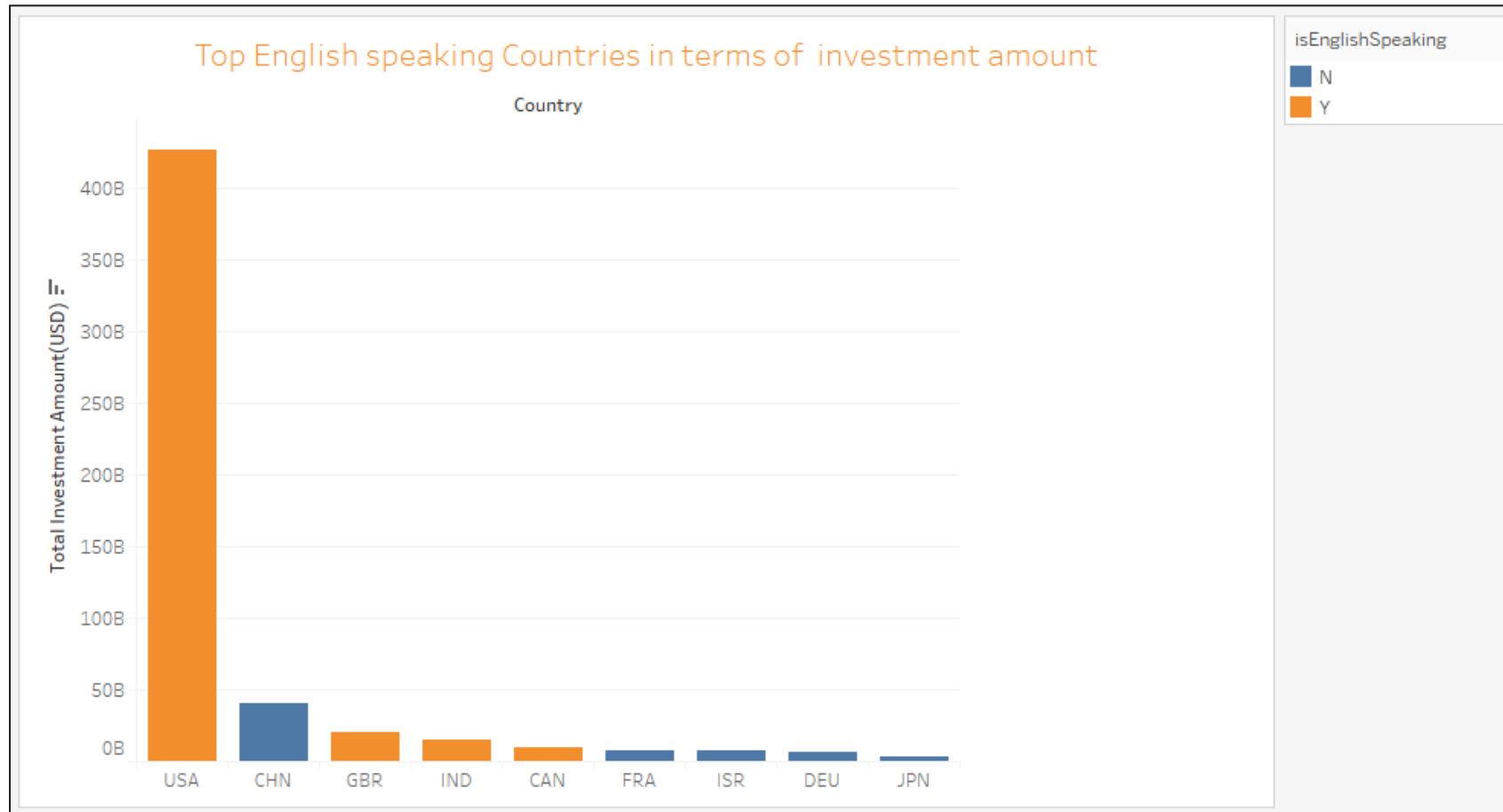|	
Others	147
Social..Finance..Analytics..Advertising	133
Cleantech...Semiconductors	130

Country - IND

Others	110
Social..Finance..Analytics..Advertising	60
News..Search.and.Messaging	52

Plot 1 –Funding Type Analysis

Plot2 - Country Wise Analysis

Plot3 - Sector Wise Analysis

Number of investments in the top 3 sectors of the top 3 countries
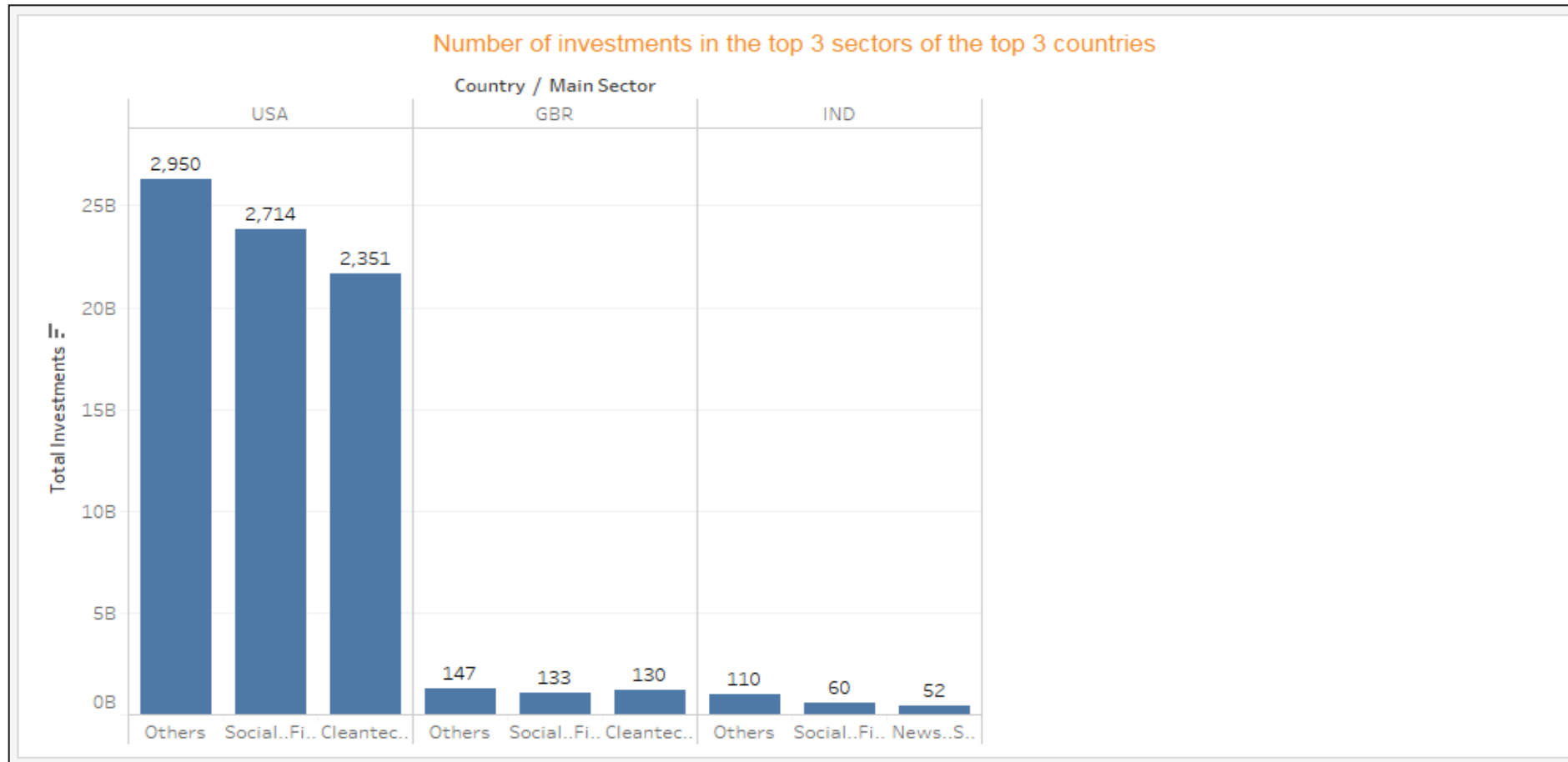
Final Analysis

Suitable Investment Type (USD 5M - 15 M)	Venture Type
Top 3 Countries for Investment	USA, GBR, India
Top Sectors to invest	Others | Social, Finance, Analytics, Advertising | Cleantech / Semiconductors | News, Search and Messaging