



INVESTMENT ASSIGNMENT

SUBMISSION

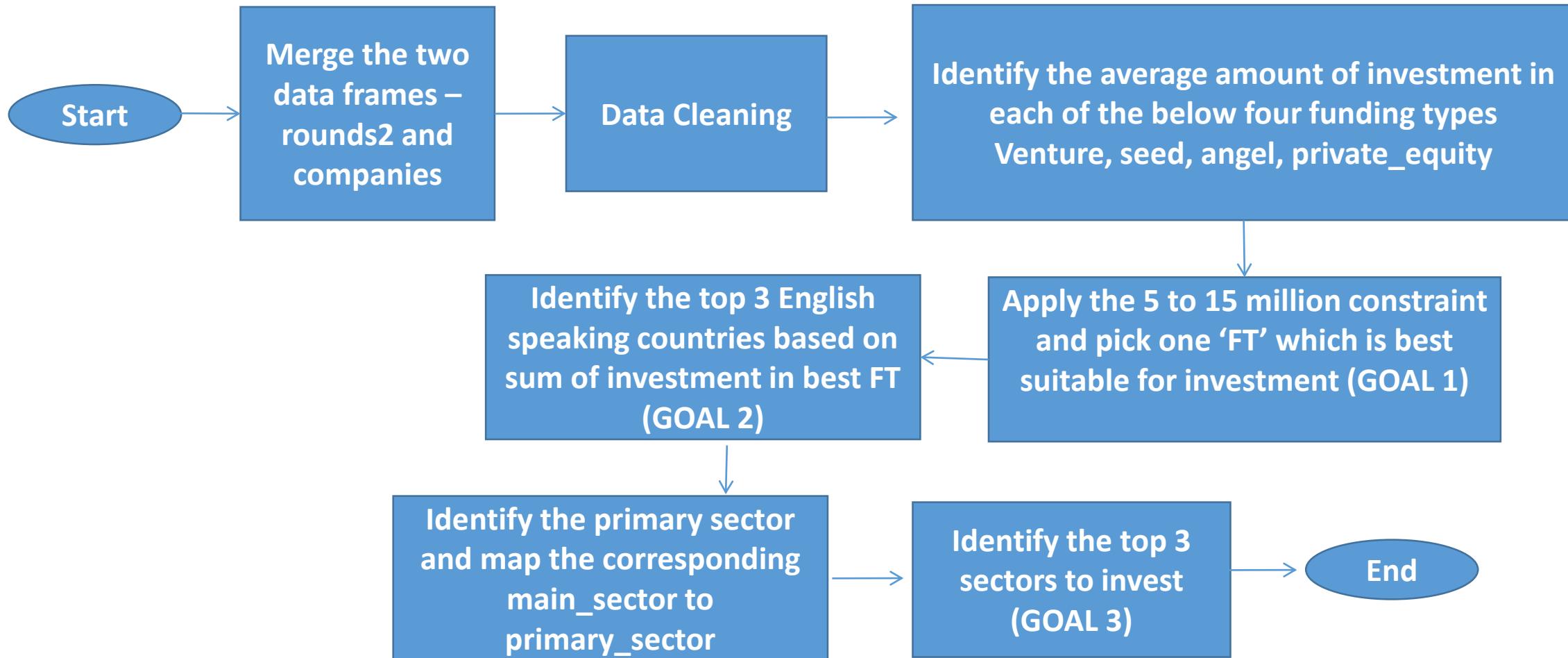
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Spark Funds Investment Case Study

Business Objective

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

Problem solving methodology-Flowchart



Analysis - Funding Type

Analysed Funding Type and found that “Venture” is the most suitable FT to invest in the range of 5 to 15 million USD

Funding Type	Average amount of investment in million
angel	0.97
private_equity	73.94
seed	0.75
venture	11.72

Analysis - Top 3 English speaking Countries with high investments

Country Code	Total amount
USA	420068.03
CHN	39338.92
GBR	20072.81
IND	14261.51
CAN	9482.22
FRA	7226.85
ISR	6854.35
DEU	6306.92
JPN	3167.65

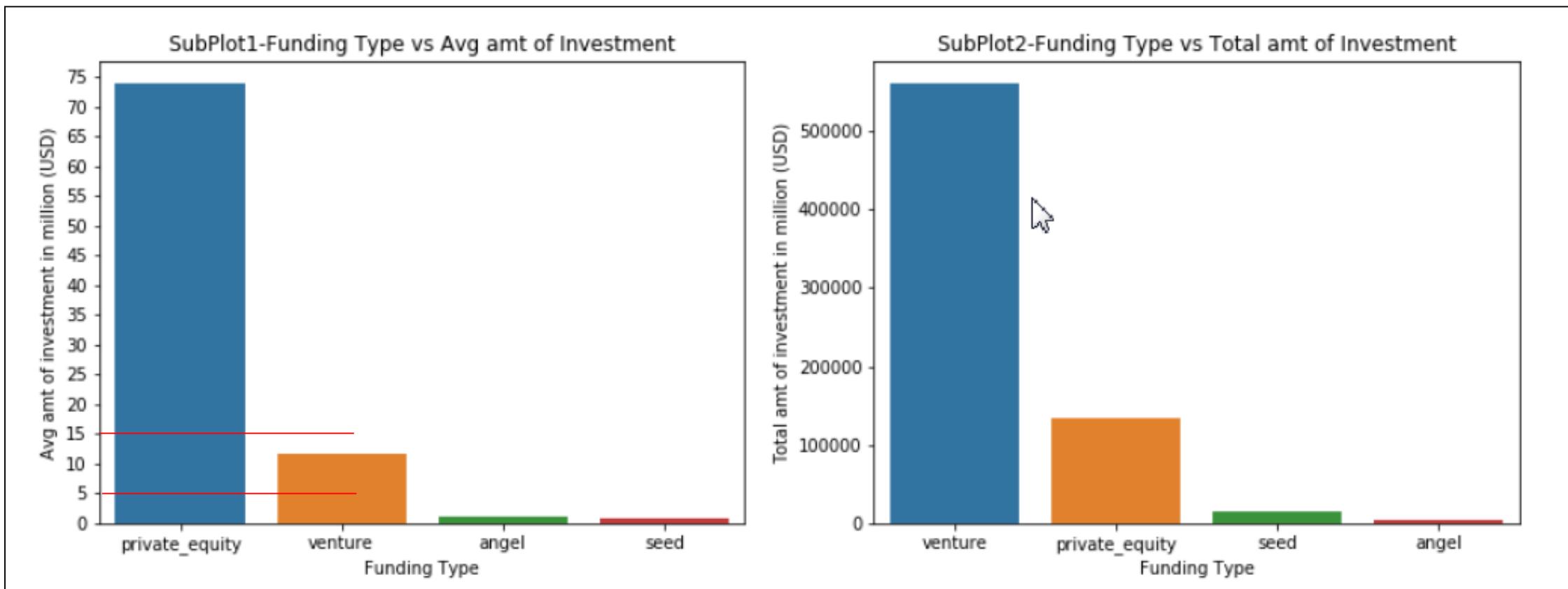
Analysis – Top Sectors in top 3 countries

Main_sector	USA		GBR		IND	
	Total_amount	Total_count	Total_amount	Total_count	Total_amount	Total_count
Automotive & Sports	1454.11	167	167.05	16	136.90	13
Cleantech / Semiconductors	21633.43	2350	1163.99	130	165.38	20
Entertainment	5099.20	591	482.78	56	280.83	33
Health	8211.86	909	214.54	24	167.74	19
Manufacturing	7258.55	799	361.94	42	200.90	21
News, Search and Messaging	13971.57	1583	615.75	73	433.83	52
Others	26321.01	2950	1283.62	147	1013.41	110
Social, Finance, Analytics, Advertising	23807.38	2714	1089.40	133	550.54	60

PLOT-1

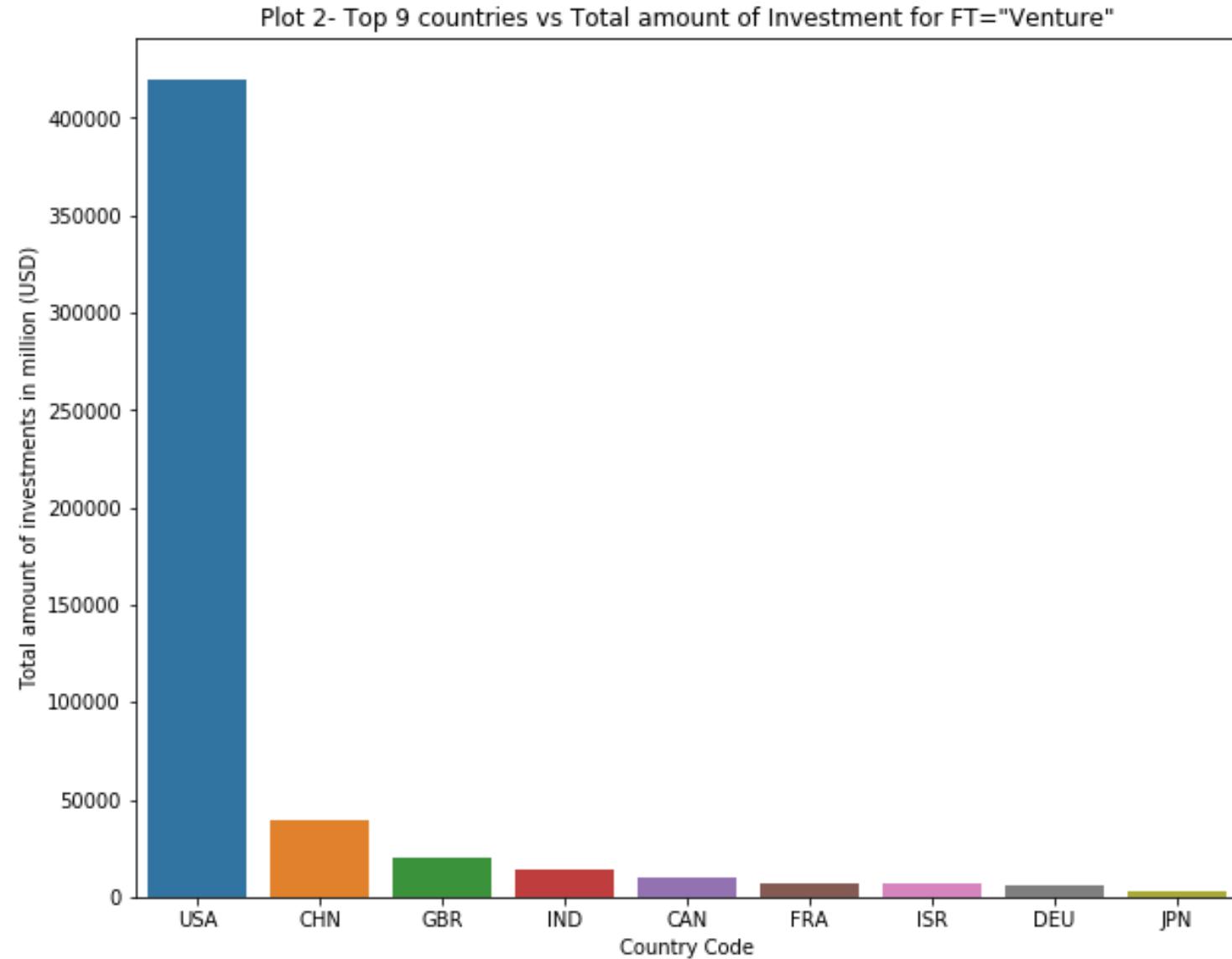
Fraction of total investments (globally) in angel, venture, seed, and private equity, and the average amount of investment in each funding type

Below Sub Plot 1 clearly shows that “Venture” is the most suitable Funding Type to invest since it is falling in 5 to 15 million range



PLOT-2

Top 9 countries against the total amount of investments of funding type FT="Venture"

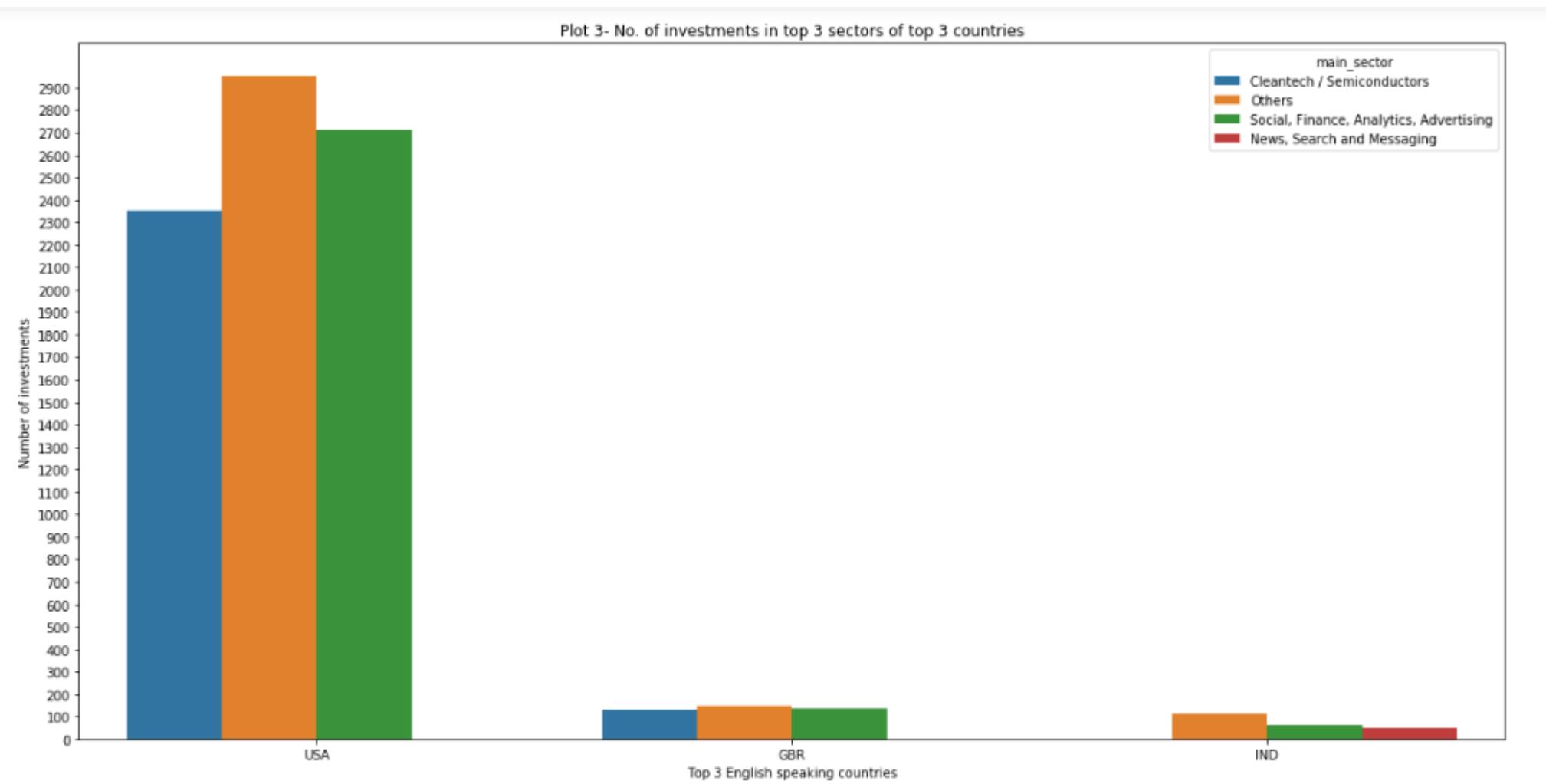


USA, GBR and IND are the top 3 English speaking countries with high investments

- CHN is not an English speaking country

PLOT-3

Number of investments in the top 3 sectors of the top 3 countries (USA, GBR, IND) on one chart (for the chosen investment type FT which is “Venture”)



Conclusion

- The most suitable investment option for Spark Funds with 5 to 15 Million range is “Venture” FT
- The USA, GBR and IND are the most funded countries in Venture capital
- The top three sectors with FT=“Venture” in the top 3 countries is given below in table

Country	1 st Sector	2 nd Sector	3 rd Sector
USA	Others	Social, Finance, Analytics, Advertising	Cleantech / Semiconductors
GBR	Others	Social, Finance, Analytics, Advertising	Cleantech / Semiconductors
IND	Others	Social, Finance, Analytics, Advertising	News, Search and Messaging