INVESTMENT CASE STUDY

SUBMISSION

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Case Study

Spark Funds wants to make investments in a few companies. Objective is to analyze and understand the global trends in investments to aid in taking investment decisions effectively.

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Business objective

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

Strategy:

The overall strategy is to invest where others are investing, implying that the 'best' sectors and countries are the ones **'where most investors are investing'**.

Constraints :

1. Invest between **5 to 15 million** USD per round of investment
2. Invest only in **English-speaking countries**

Goals of Data Analysis

Investment Type Analysis

• Compare typical investment amounts across various funding types
• Select the one with most representative value of our investment amount (**5 to 15 million USD** per investment round)

Country Analysis

• Identify heavily invested countries for the selected funding type
• Select the top 3 English speaking countries

Sector Analysis

• Select the top most heavily invested main sectors in each of the three selected countries

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Investment Type Analysis

➤ Spark Funds wants to choose one of these four investment types for each potential investment they will make **- venture, angel, seed, and private equity.**

➤ Calculate the **most representative value of the investment amount** for each of the four funding types (venture, angel, seed, and private equity).

➤ With **5 to 15 million USD** available per investment round, select the funding type that is most suitable.

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Country Analysis

➢For the selected funding type, select the top heavily invested countries as per our strategy.

➢Since Spark Funds wants to invest only in **English speaking** countries, select the top 3 English speaking investment friendly countries.
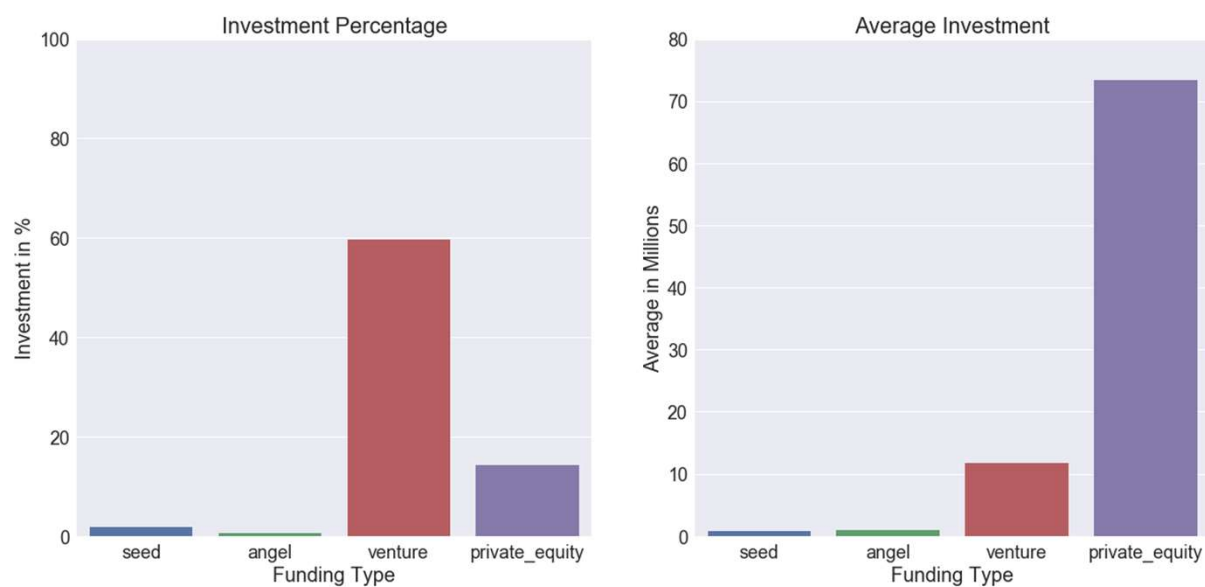
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Sector Analysis

➢ For the selected funding type and countries, select the sectors where most investments are happening where the range of funding is 5 to 15 million USD.

➢ Since there are lot of primary sectors involved, group them to their respective **main sectors** viz "Automotive & Sports", "Cleantech / Semiconductors", "Entertainment", "Health", "Manufacturing", "News, Search and Messaging", "Others", Social, Finance, Analytics, Advertising"

➢ Select the most heavily invested main sectors among the top 3 countries for the selected funding type and the investment amount in **5-15 M USD** range
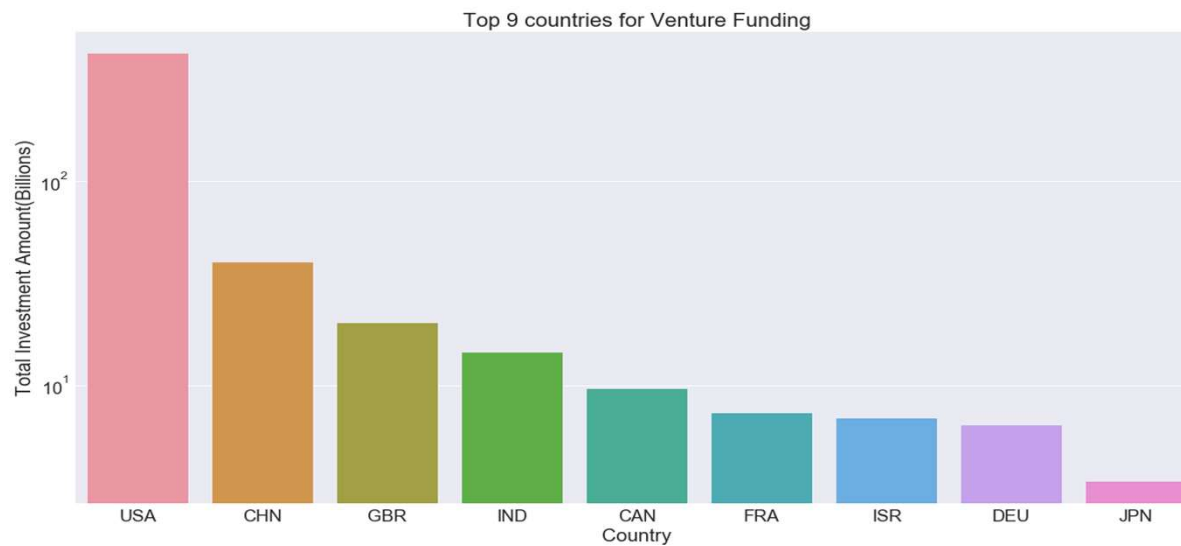
Venture Funding is the most heavily invested type

And the average investment amount is in **5-15 M USD** range
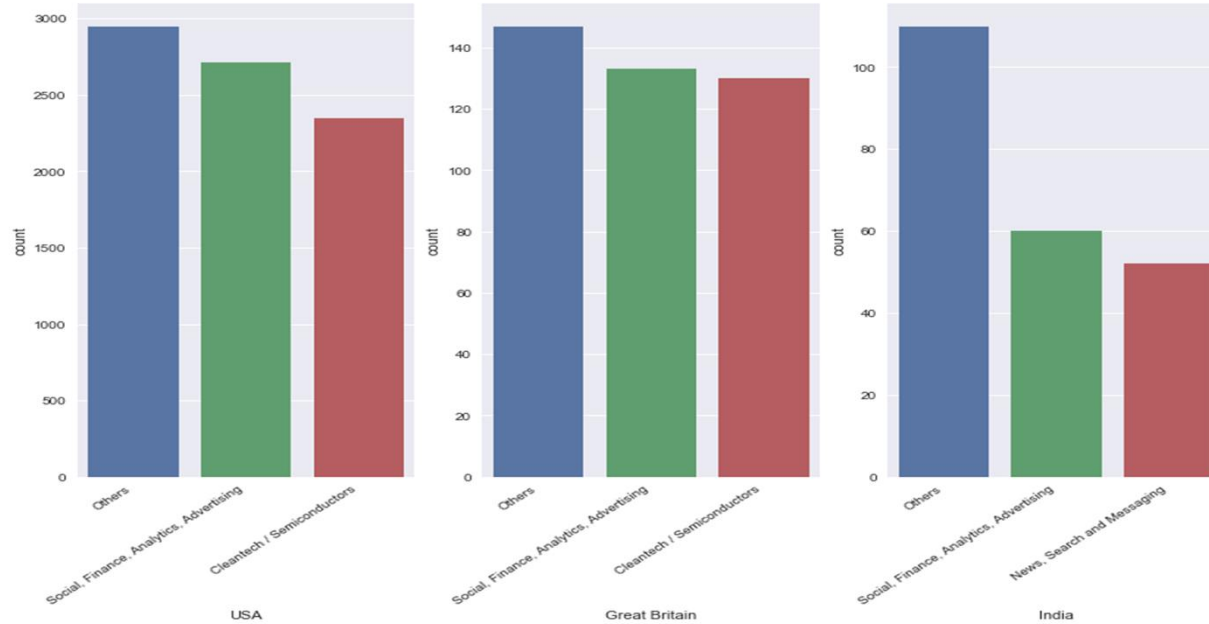
Top Countries with High Investments in Venture Funding

For our case the top investment friendly countries are **United States, United Kingdom and India**

Top investment attractive sectors- "Others" and "Social, Finance, Analytics, Advertising"

Top Investment Sectors across Countries

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Conclusions

✓ It is conclusive that **Venture** funding is the most suitable investment for our case and the investment friendly countries are **US, UK and India.**

✓ **Recommendations:**

➢USA looks the most investment friendly as per our requirements. So it is recommended to invest there in the sectors of **Others**(Software, technology etc..) and "**Social, Finance, Analytics, Advertising**"

➢Moreover in-order to split the portfolio, it is recommended to invest in "Cleantech / Semiconductors" in UK and "Others" sector in India