

# INVESTMENT CASE STUDY

## SUBMISSION

Group Name:

1. Naga Sai Aditya B
2. Najaf
3. Pradeep
4. Shalvi

# Investment Global Trends – A cases study on Spark Funds analytical strategy to funding

- **Business Objective of Spark Funds:** The objective is to gather information and understanding on the best sectors, countries, and a suitable investment type to invest in. Provide Analysis to take decision.

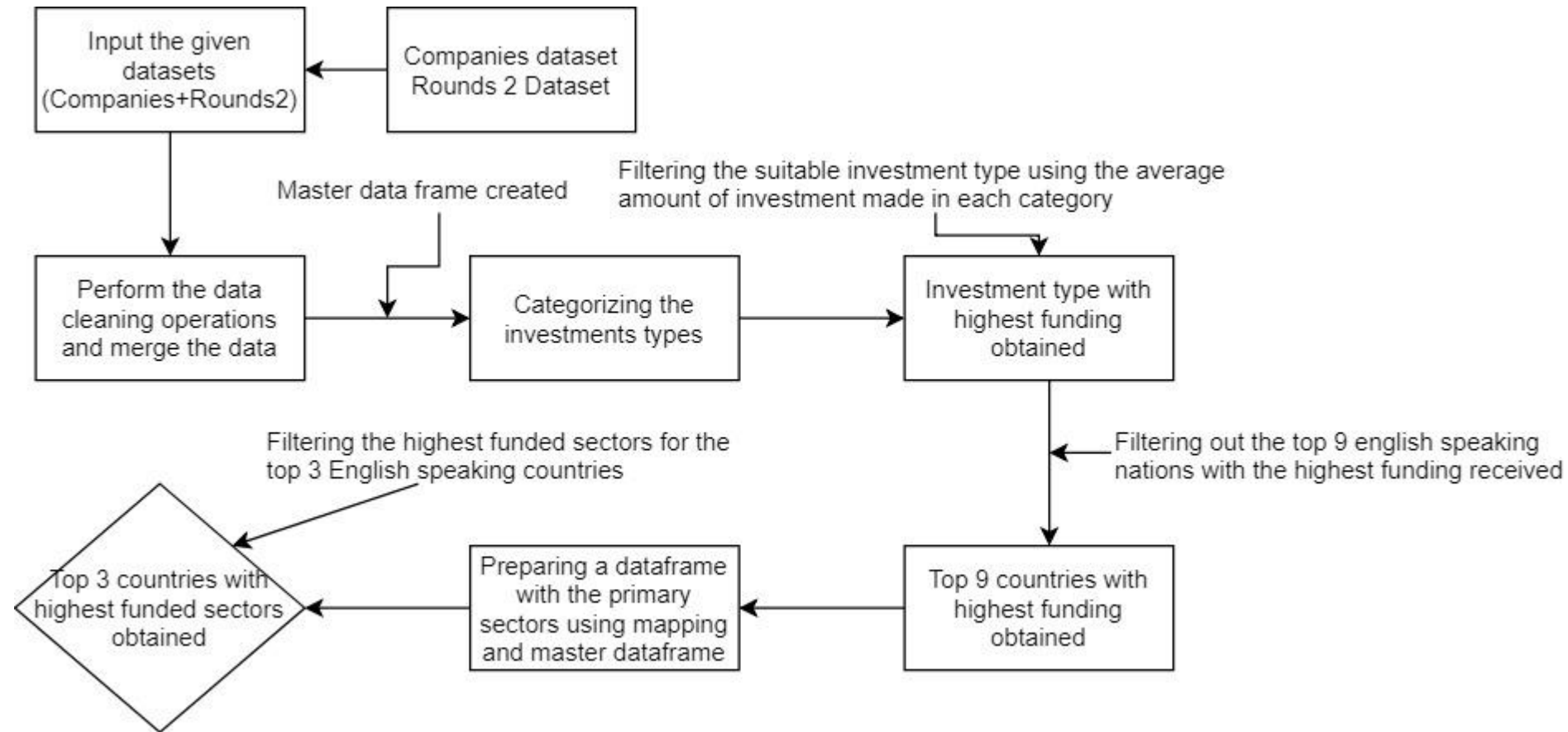
## Objective Conditions :

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

- **Goals of data analysis :**

- 1) Investment type analysis
- 2) Country analysis
- 3) Sector analysis

# Flowchart of Problem Solving Methodology



## Analytical aspects of the study

- Data Cleaning is performed on the **companies** and **rounds2** respectively.
- Following set of analysis done after cleaning the data:
- The number of unique rows present in rounds2 dataset is 66368.
- The number of unique rows present in companies dataset is 66368.
- We found that the column “Permalink” can be used as the unique key for each company.
- Upon analysis, we found out that all the companies present in the companies dataset were also part of the rounds2 dataset.
- After the process of data cleaning, we proceeded with merging the rounds2 and companies data frame to form the master data frame. Also we found that total 114949 number of observations were present in the master data frame.

## Analytical aspects of the study

- ***Investment Analysis :***

- 1) Average funding amount of venture type is 11.72 million USD
- 2) Average funding amount of angel type is 0.97 million USD.
- 3) Average funding amount of seed type is 0.75 million USD.
- 4) Average funding amount of private equity type is 73.94 million USD.
- 5) Most suitable Investment type is the Venture

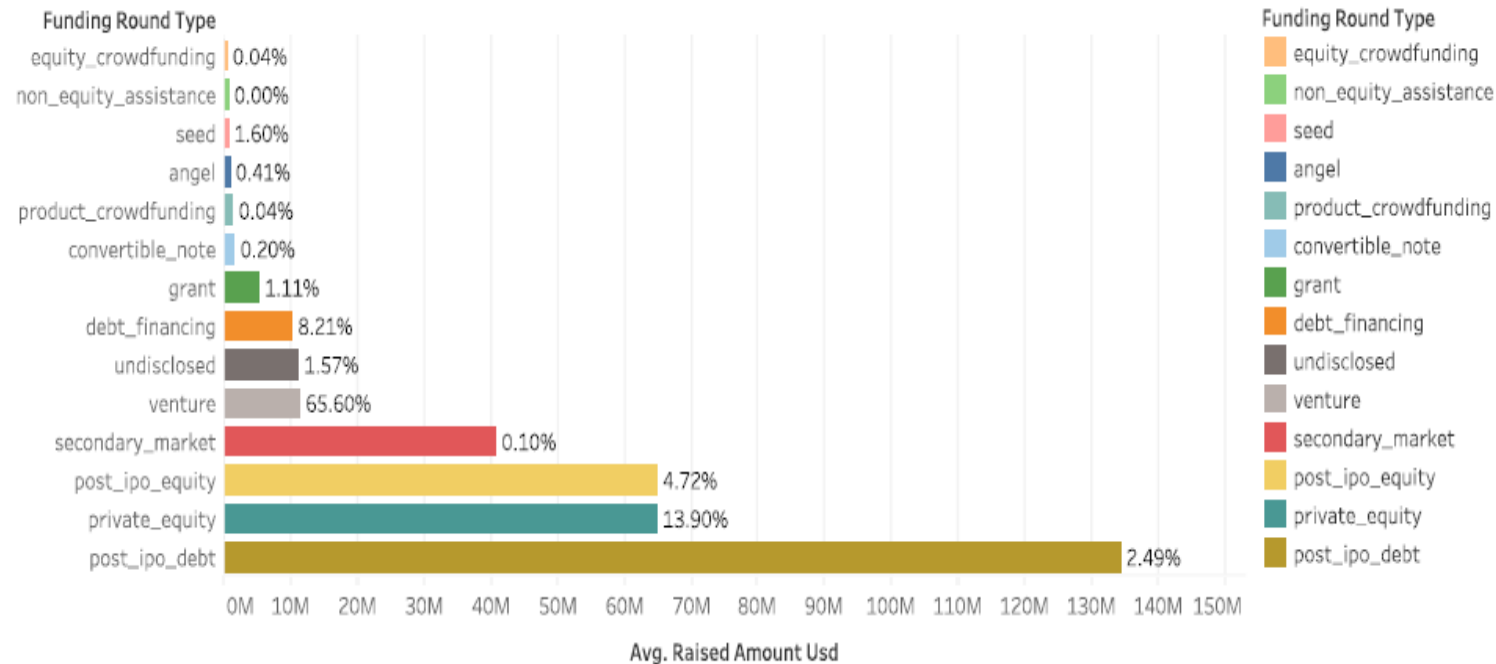
- ***Country Analysis:***

- 1) SparkFunds can analyze countries by using top9 dataframe contains based on total investment
- 2) USA, GBR and IND are the top three English speaking countries

# Sector Analysis

- The Total number of Investments and the amounts of investments in Top, Second Top and Third top are 12063, 621 and 328 respectively and 107757.1 million USD, 5379.08 million USD and 2949.54 million USD respectively.
- Top Sector, number of investments-wise, was others for all the top3 countries and the second top sector for all being Social, Finance, Analytics, Advertising . The third top sectors stood as Cleantech / Semiconductors, Cleantech / Semiconductors, News, Search and Messaging respectively for top, second top and third top countries.
- Virtustream, Electric Cloud and FirstCry.com stood as top companies for the top, second top and third top countries respectively for the best sector(Others) count-wise
- SST Inc. (Formerly ShotSpotter), Celltick Technologies and Manthan Systems stood as top companies for the top, second top and third top countries respectively for the second best sector count-wise
- The number of investments in Others for the top, second top and third top countries were 2950,147 and 110 respectively.
- The number of investments in Social, Finance, Analytics, Advertising for the top, second top and third top countries were 2714, 133 and 60 respectively.
- The number of investments in third sector i.e Cleantech / Semiconductors, Cleantech / Semiconductors and News, Search and Messaging which are mapped to top, second top and third top countries were 2350, 130 and 52 respectively

## Results: Plot 1



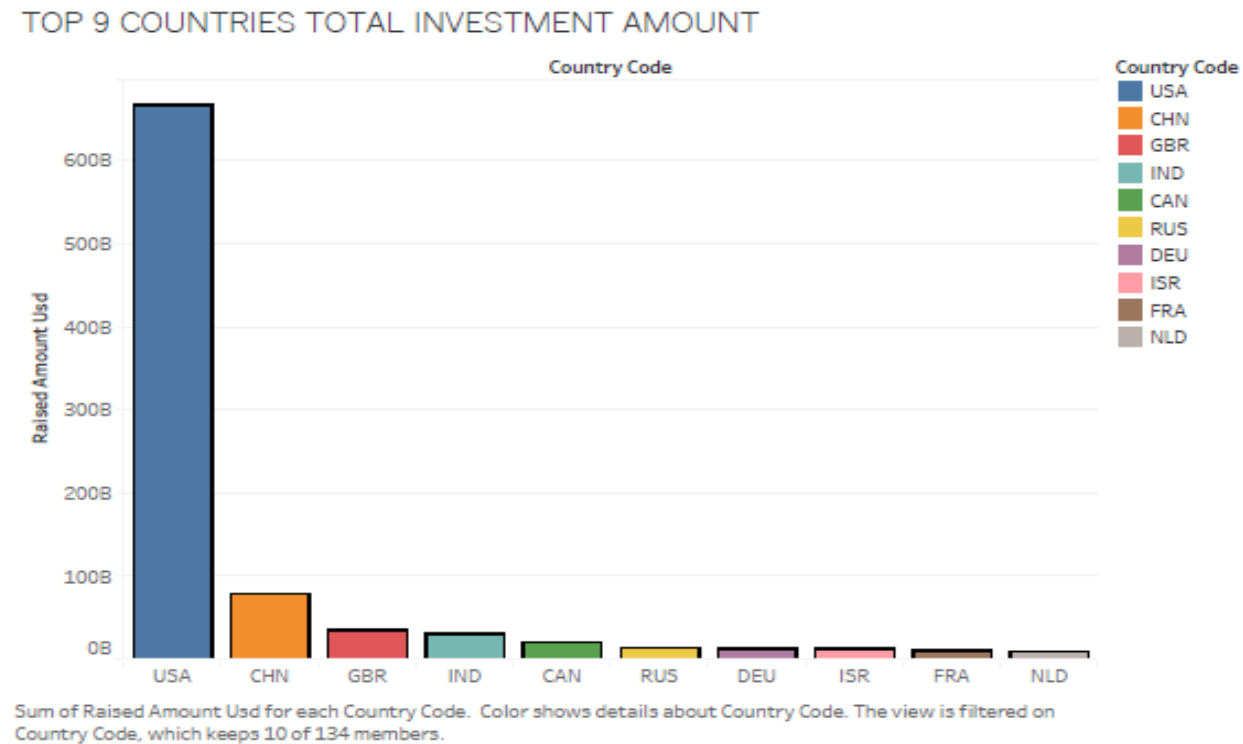
Average of Raised Amount Used for each Funding Round Type. Color shows details about Funding Round Type. The marks are labeled by % of Total Raised Amount Usd.

- As per the above graph Venture Satisfies 5 to 15 Millions condition with highest percentage of investment.

## Result Plot 2

- The top three English speaking countries are:-

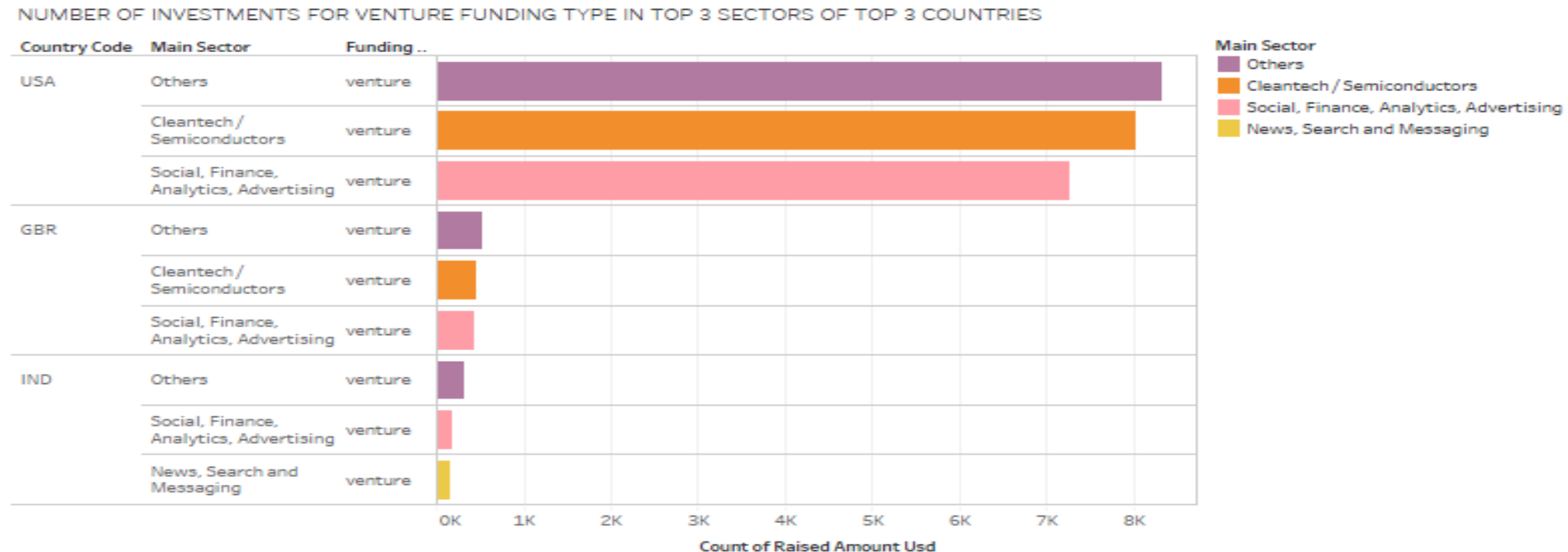
1. USA
2. GBR
3. IND





# Results Plot 3

- The top three sectors in each of the top three English speaking countries are:
1. Others
  2. Cleantech/Semiconductors
  3. Social, finance, Analytics, Advertising



Count of Raised Amount Usd for each Funding Round Type broken down by Country Code and Main Sector. Color shows details about Main Sector. The view is filtered on Country Code, Inclusions (Country Code,Main Sector) and Funding Round Type. The Country Code filter keeps 10 of 134 members. The Inclusions (Country Code,Main Sector) filter keeps 9 members. The Funding Round Type filter keeps venture.

# Conclusion:

- Spark fund can choose **venture** type of investing as the venture received the highest amount of funding between 5 to 15 millions of condition.
- The analysis provided clarity on the top 3 places are **USA, GBR and IND**
- The top 3 sectors for USA were **Others, Cleantech/ Semiconductors and Social, finance, Analytics, Advertising**
- The top 3 sectors for Great Britain included **Others, Cleantech/ Semiconductors and Social, finance, Analytics, Advertising**
- The top 3 sectors for India were **Others; Social, finance, Analytics, Advertising and News, Search and Messaging.**