



# INVESTMENT CASE STUDY SUBMISSION

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## Abstract

Project for Spark Funds, an asset management company.

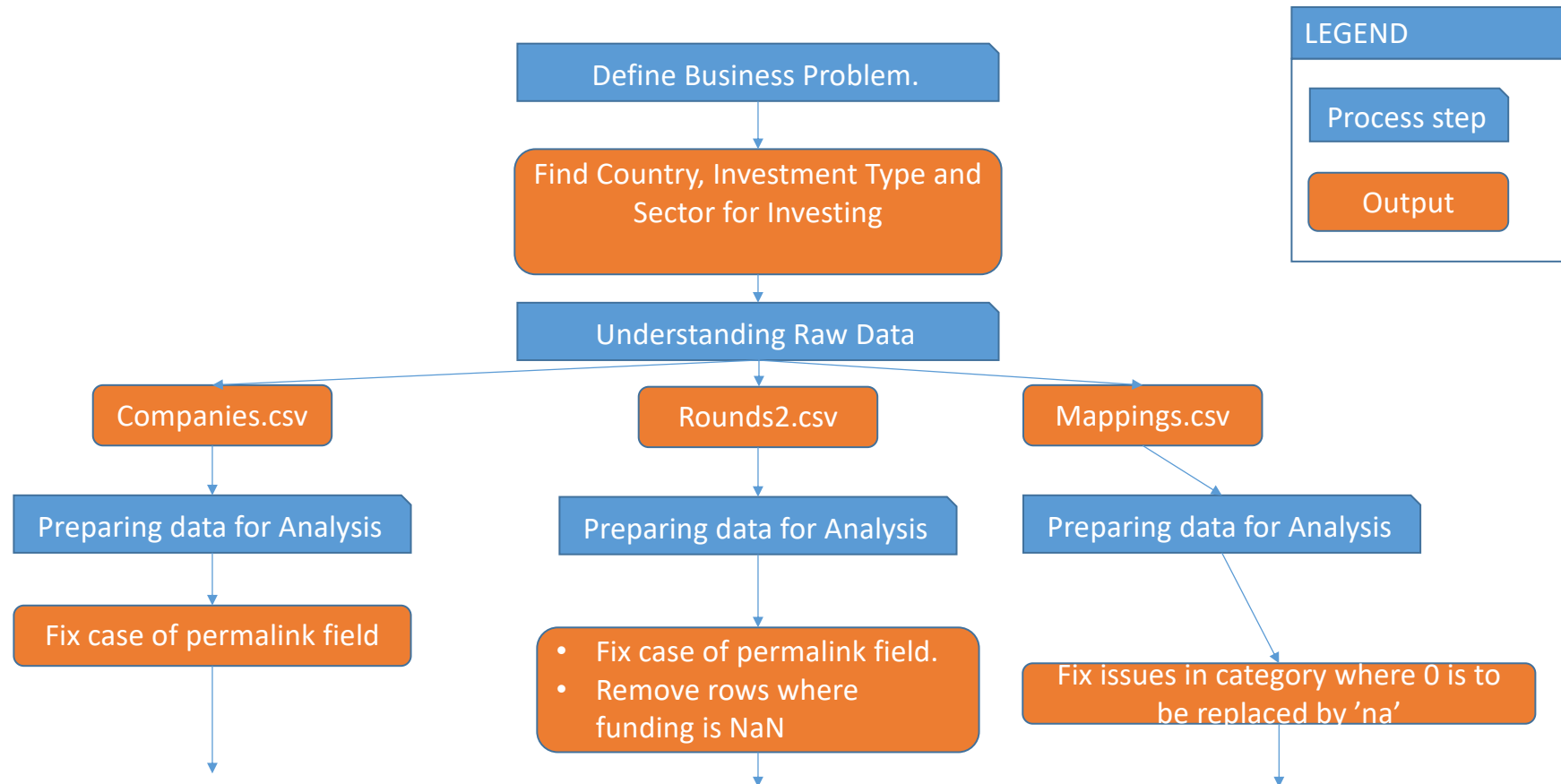
CEO of Spark Funds wants to understand the global trends in investments.

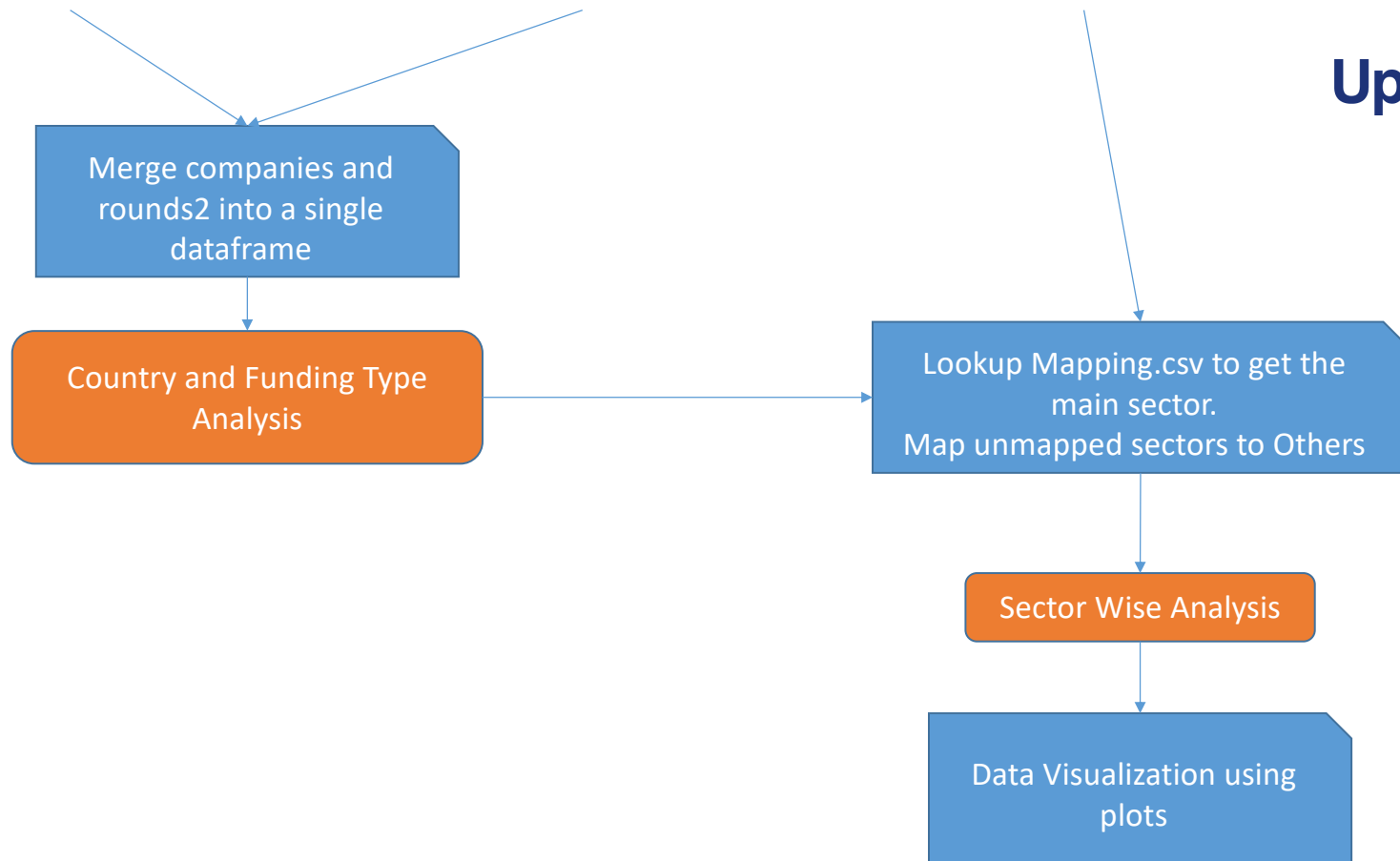
**Business objective:** Identify the best sectors, countries, and investment type for making investments. Invest where others are investing, implying that the 'best' sectors and countries are the ones 'where most investors are investing'.

### Business Criteria

- Invest **5 to 15 million USD** per round of investment
- Invest only in **English-speaking countries**
- Invest where most **other investors are investing**

I use CRISM-DM Framework. Below is the Flow Chart







## Assumptions

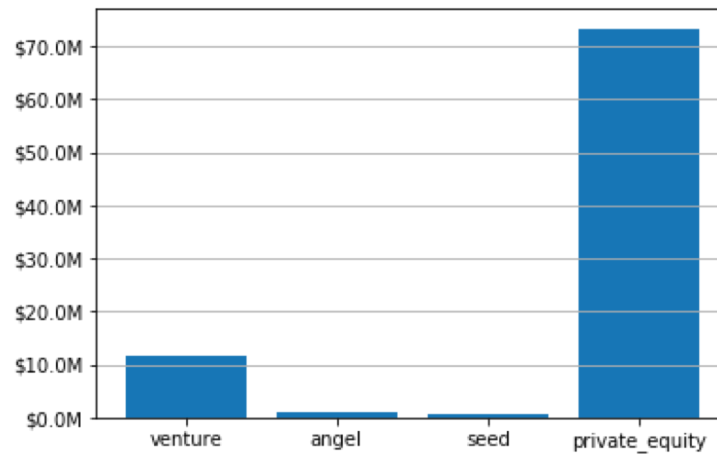
1. All funding amount values in USD
2. Permalink (lowercased) uniquely identifies each company.
3. Status = Closed companies are also considered in the analysis as there had been investment in these companies.
4. Rows where the investment amount is 0 or not mentioned have been excluded in the analysis as we cannot impute the investment amount in these companies.
5. If a sector is not found in the mappings file, it is mapped to the main sector "Others"



## Analysis : Which Investment Type

Investment Type is **Venture capital** as the mean amount lies between 5 and 15 million

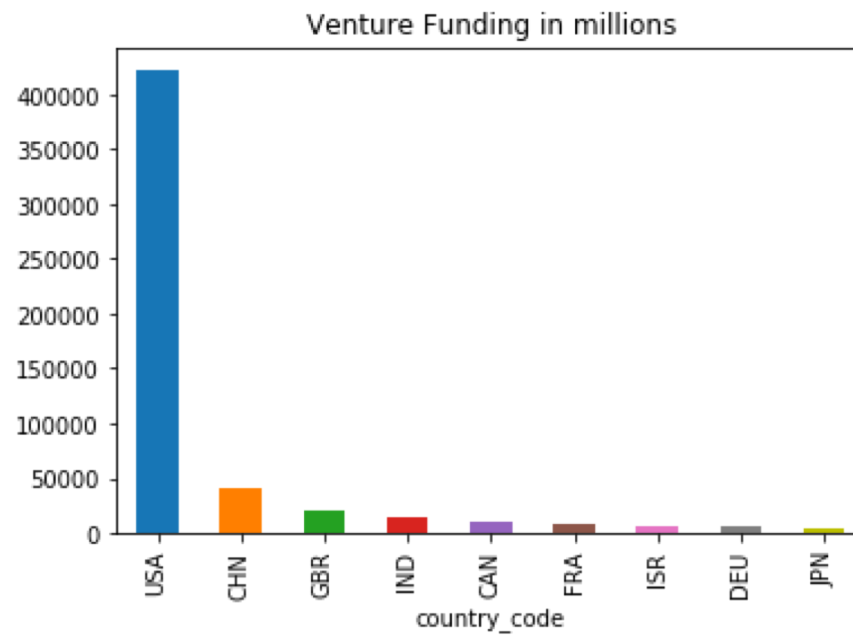
Global Mean Investment Amount by Type





## Analysis : Which Country

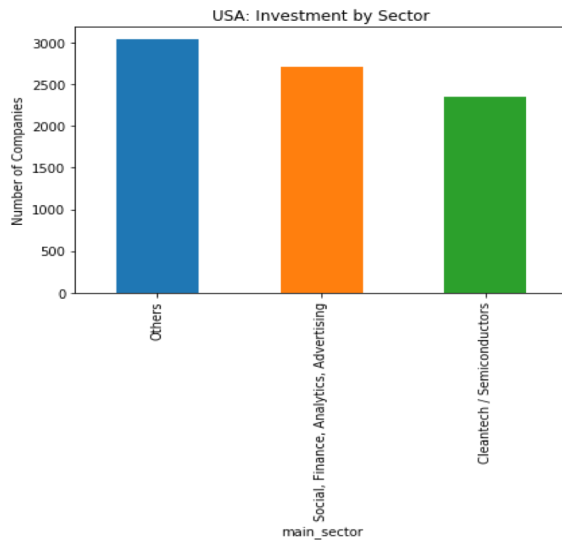
Invest in USA, Great Britain and India which are the top 3 English speaking countries in terms of venture funding.



# Analysis : Which Sector

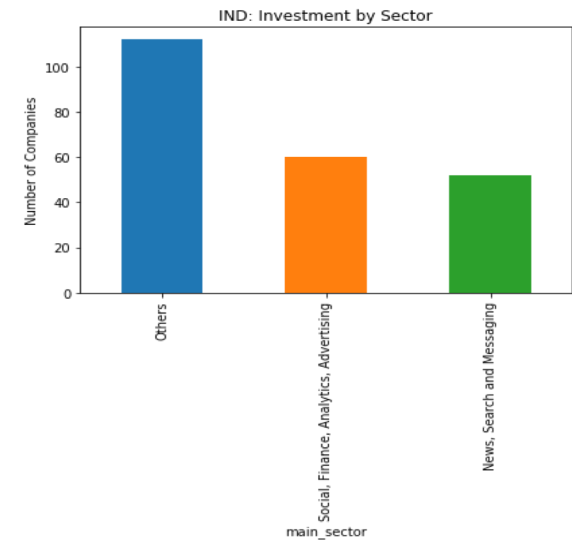
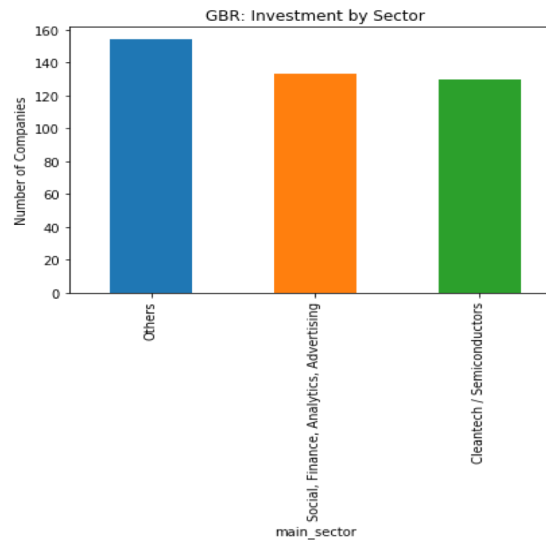
In USA and Great Britain they must invest in:

1. Others. This sector is predominantly Software sector.
2. Social, Finance, Analytics, Advertising
3. Cleantech / Semiconductors



In India they must invest in the following three sectors

1. Others. This sector is predominantly Software sector.
2. Social, Finance, Analytics, Advertising
3. News, Search and Messaging

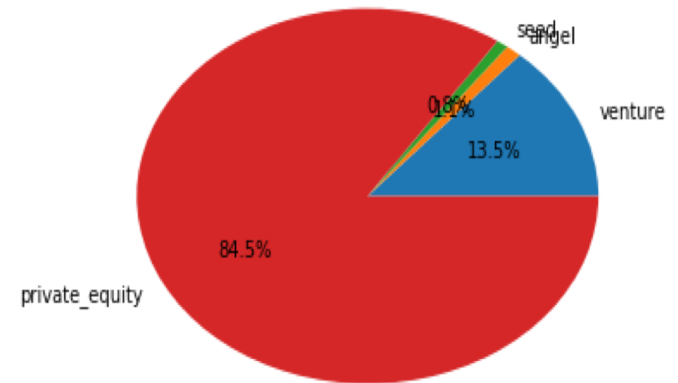
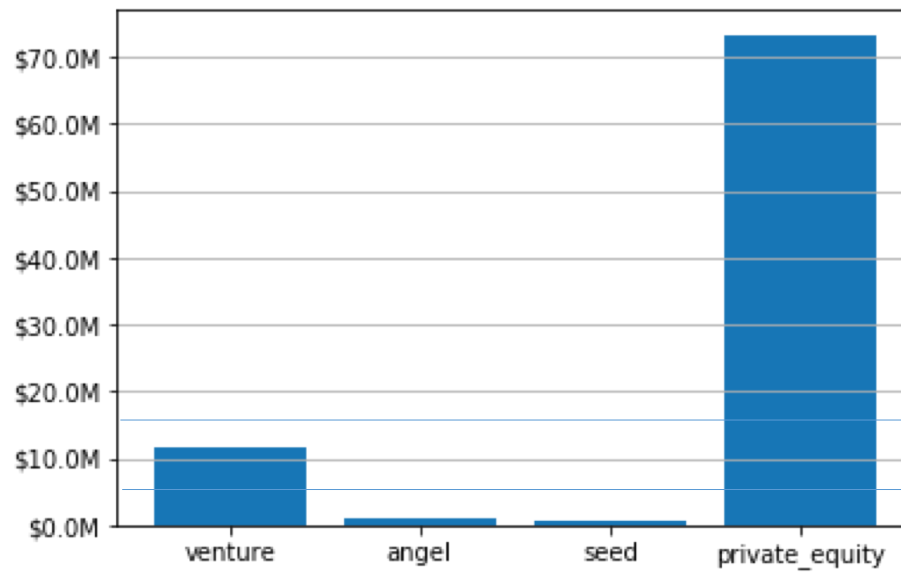






## <Results>

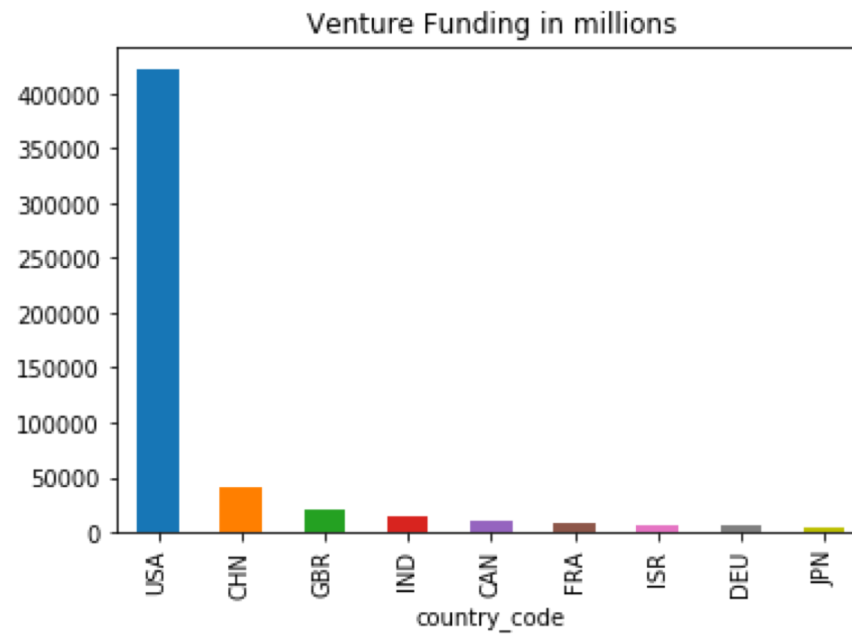
Plot 1





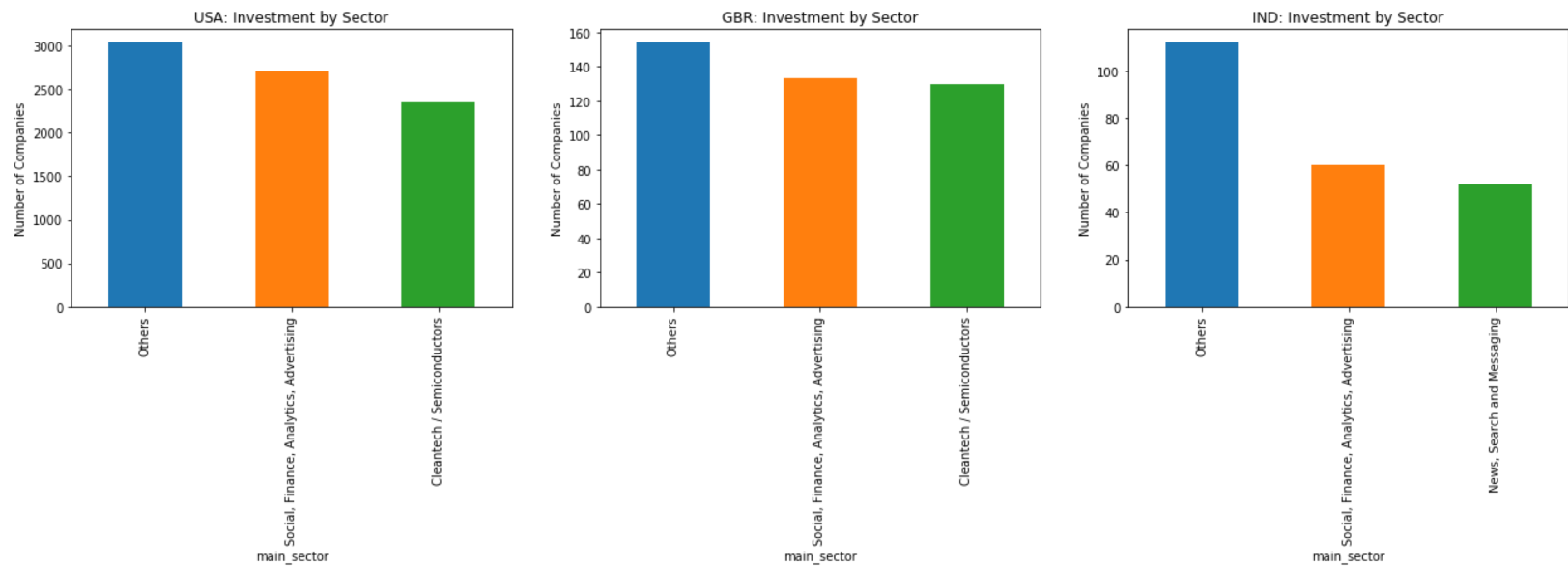
## <Results>

Plot 2



## <Results>

Plot 3





## Conclusion

- Spark Investments must invest in the investment type of venture funding.
- They must invest in USA, Great Britain and India.
- In USA and Great Britain they must invest in the following three sectors
  1. Others. This sector is predominantly Software sector.
  2. Social, Finance, Analytics, Advertising
  3. Cleantech / Semiconductors
- In India they must invest in the following three sectors
  1. Others. This sector is predominantly Software sector.
  2. Social, Finance, Analytics, Advertising
  3. News, Search and Messaging