

# INVESTMENT CASE STUDY

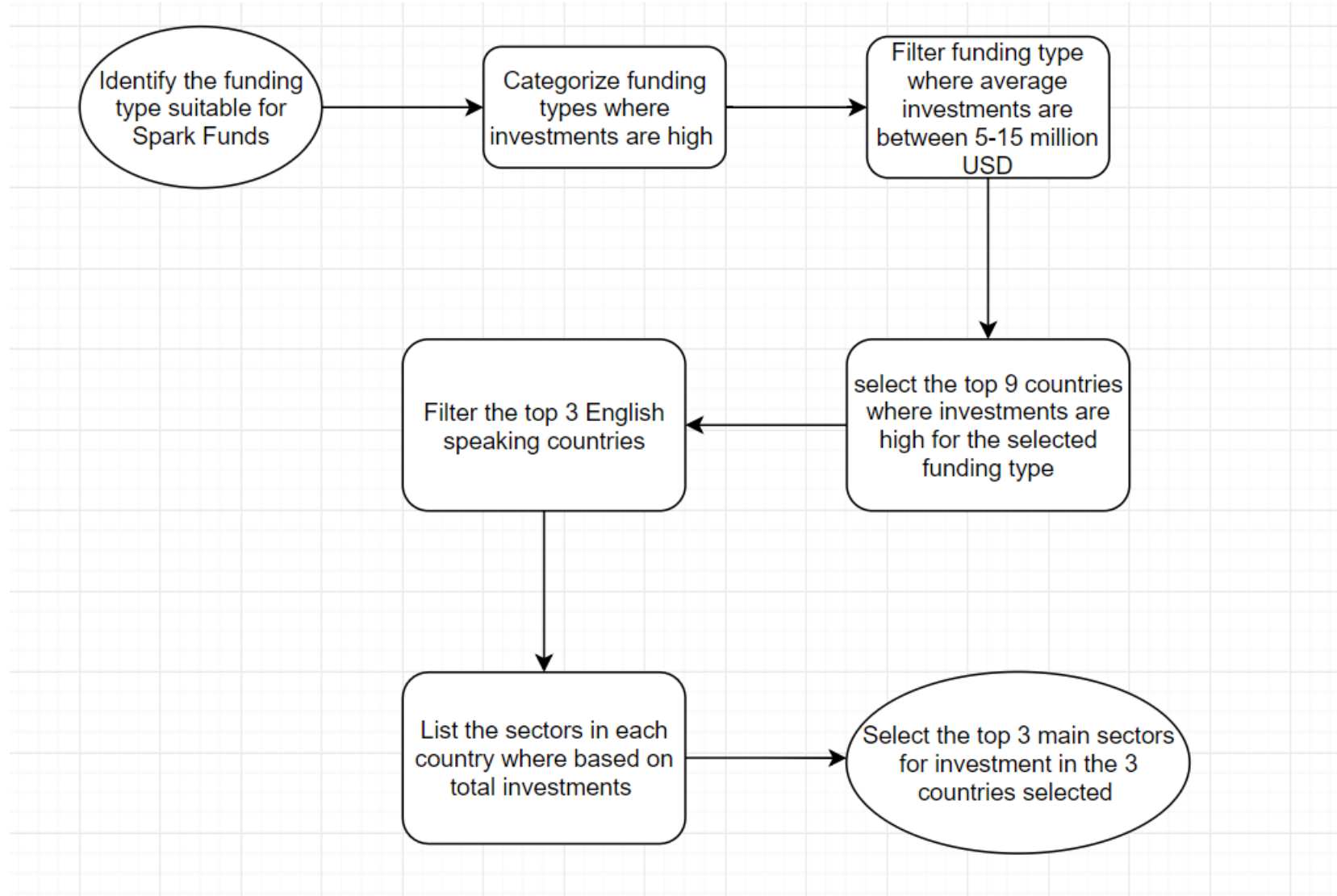
## SUBMISSION

1. Anil Varma Bethalam

## <Abstract>

Sparks Funds is ready to make investment in a few companies and has few business constraints. For reaching the business constraints we need to analyse the dataset and come to proper conclusions. The investment type analysis requires to filter out an appropriate funding type suited for investment. The country analysis involves identifying the countries with the most invested in the past and also satisfy the English speaking language constraint. The sector are divided into main and sub sectors where the investments are categorised, the main sectors of investment are to be deduced for the top countries identified.

Use flow chart



- Analysis for the four funding types seed, venture, private\_equity and angel is given below.
- Total number of investments is high in Venture and seed funding type.
- Average investment for Venture type is between 5 and 15 million USD.
- Venture funding type inferred to be appropriate investment.

Funding Type	Total Investments	Average Investment(USD)
Angel	4860	958,694.47
Private Equity	1936	73,308,593.03
Seed	23602	719,779.62
Venture	50228	11,748,949.13

❑ Top countries for funding type Venture are as given below.

Country Code	Total Investment(USD)
USA	422510842796
CHN	39835418773
Blanks	25506108414
GBR	20245627416
IND	14391858718
CAN	9583332317
FRA	7259536732
ISR	6907514579
DEU	6346959822

Top English speaking countries selected from the above are

- USA – United States of America
- GBR – Great Britain
- IND - India

For the top 3 countries selected, below are the analysis for the top sectors in each country currently invested in.

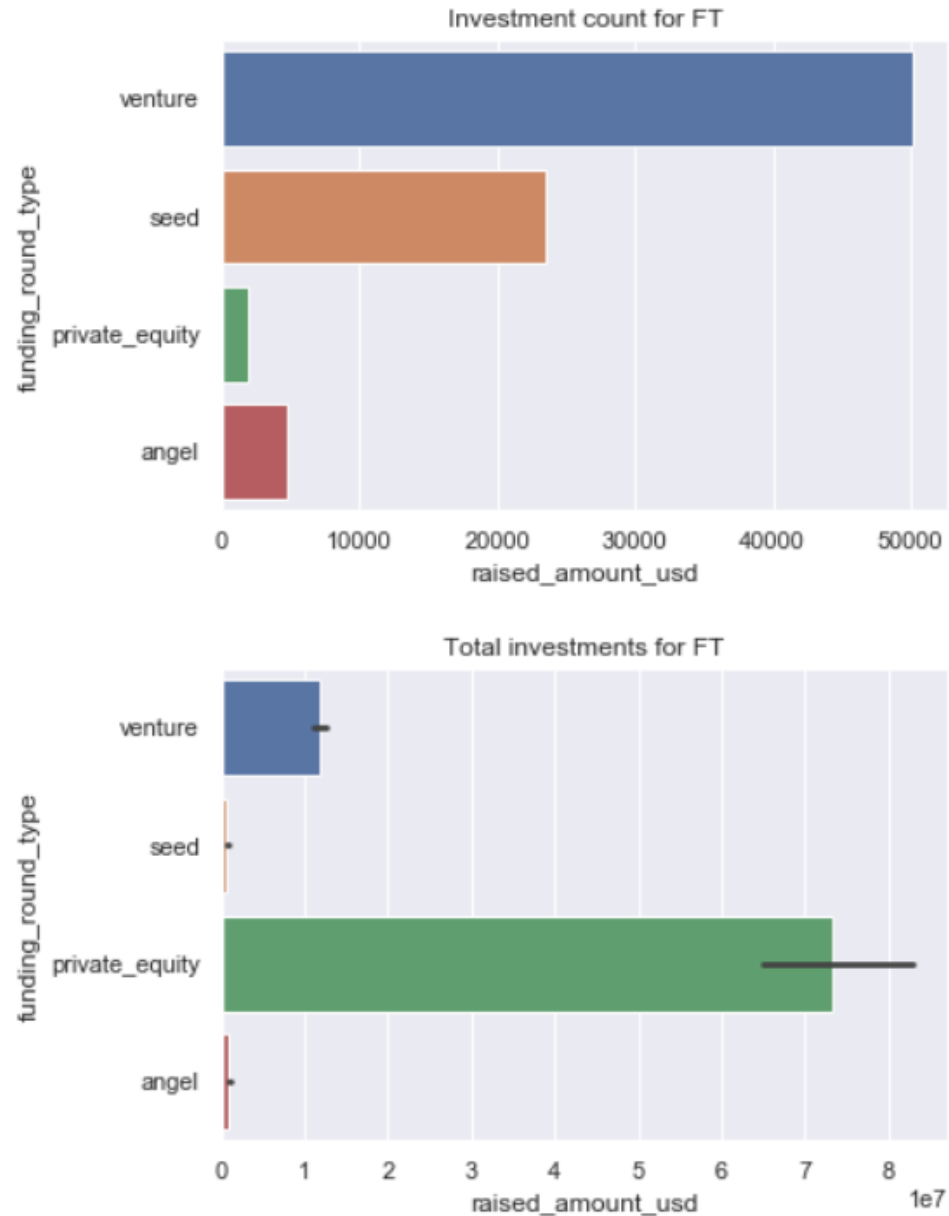
Sector(USA)	Total no. of investment(USA)
Others	8310
Cleantech / Semiconductors	7857
Social, Finance, Analytics, Advertising	7246

Sector(GBR)	Total no. of investment(GBR)
Others	516
Social, Finance, Analytics, Advertising	437
Cleantech / Semiconductors	421

Sector(IND)	Total no. of investment(IND)
Others	284
Social, Finance, Analytics, Advertising	147
News, Search and Messaging	130

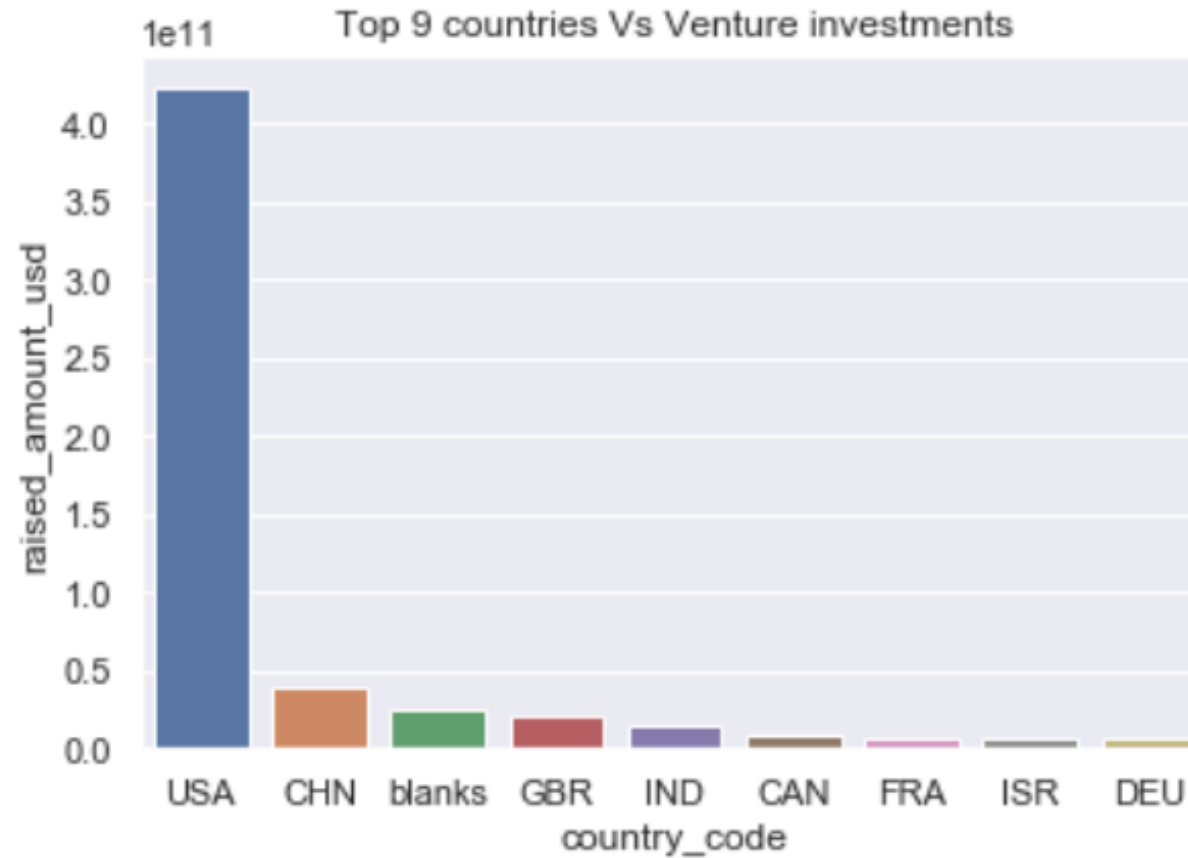
# Number of investments and Average investments in Venture FT

Plot 1:



# Top 9 countries Vs Venture investments

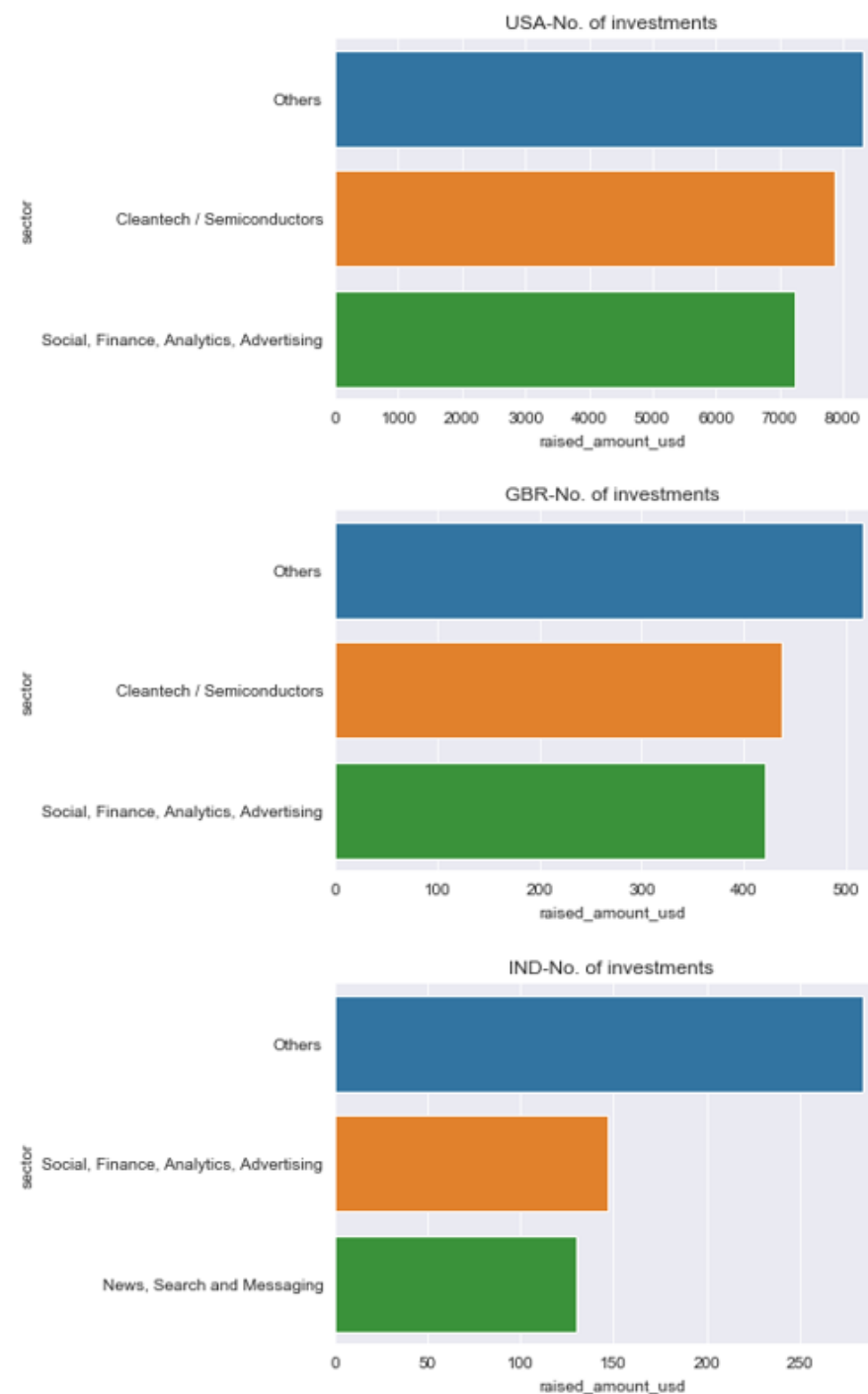
Plot 2





# Top 3 countries with Top 3 sectors for investments

Plot 3



## <Conclusions>

- From the analysis we can conclude the following points
- Venture funding type involves the highest amount of funding and falls in place with sparks funds business constraints.
- The top 3 English speaking countries where investments in Venture are the highest are USA, Great Britain and India.
- In USA, the sectors where investment are high are Others, Cleantech/Semiconductors and (Social, Finance, Analytics, Advertising).
- In Great Britain, the sectors where investment are high are Others, Cleantech/Semiconductors and (Social, Finance, Analytics, Advertising).
- In India, the sectors where investment are high are Others, (Social, Finance, Analytics, Advertising) and (News, Search and Messaging).