

# INVESTMENT CASE STUDY

## Spark Funds

Group Name: Group Project 1

1. Amit Shekhar
2. Ankush K R
3. Aparna Sastry
4. Suman Kundu

- **Business Objective**

- Identify best sectors, countries and a suitable invest types for making investments for Spark Funds

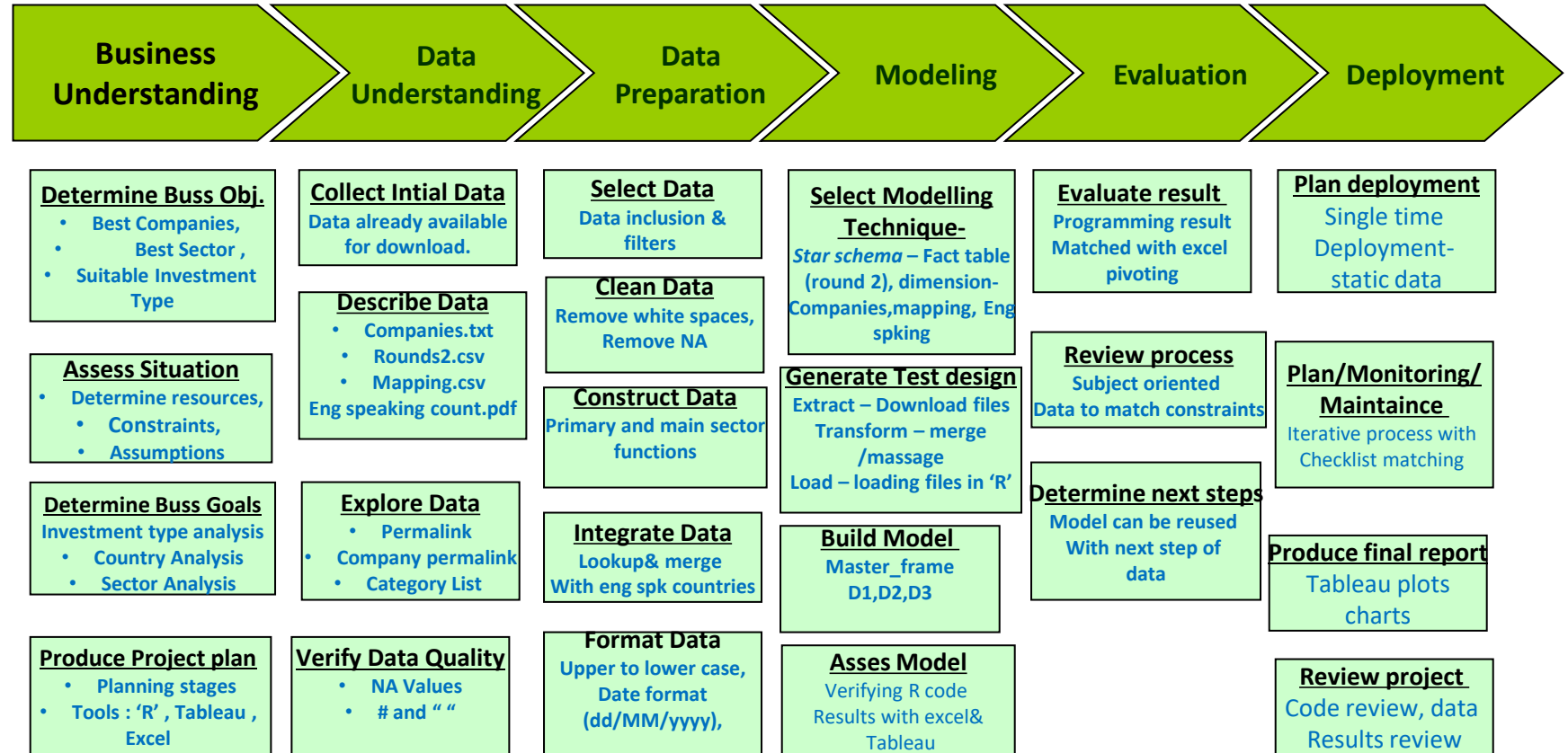
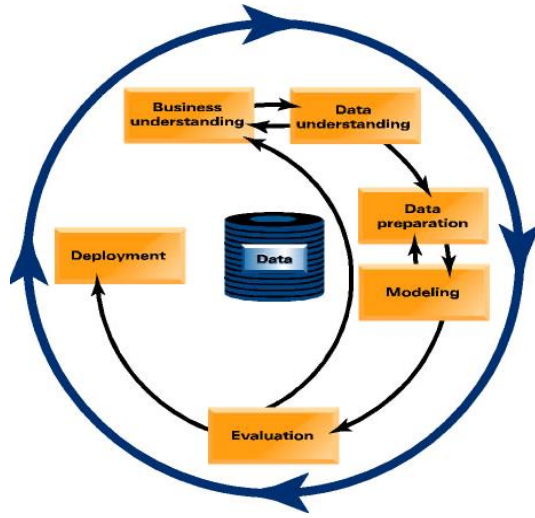
- **Strategy**

- Spark Funds wants to invest where most **other investors are investing**

- **Constraints**

- Spark funds wants to invest **between 5 and 15 million USD** per round of investment
- It wants to invest only in **English-speaking countries** for ease of communication

- CRISP -DM Framework



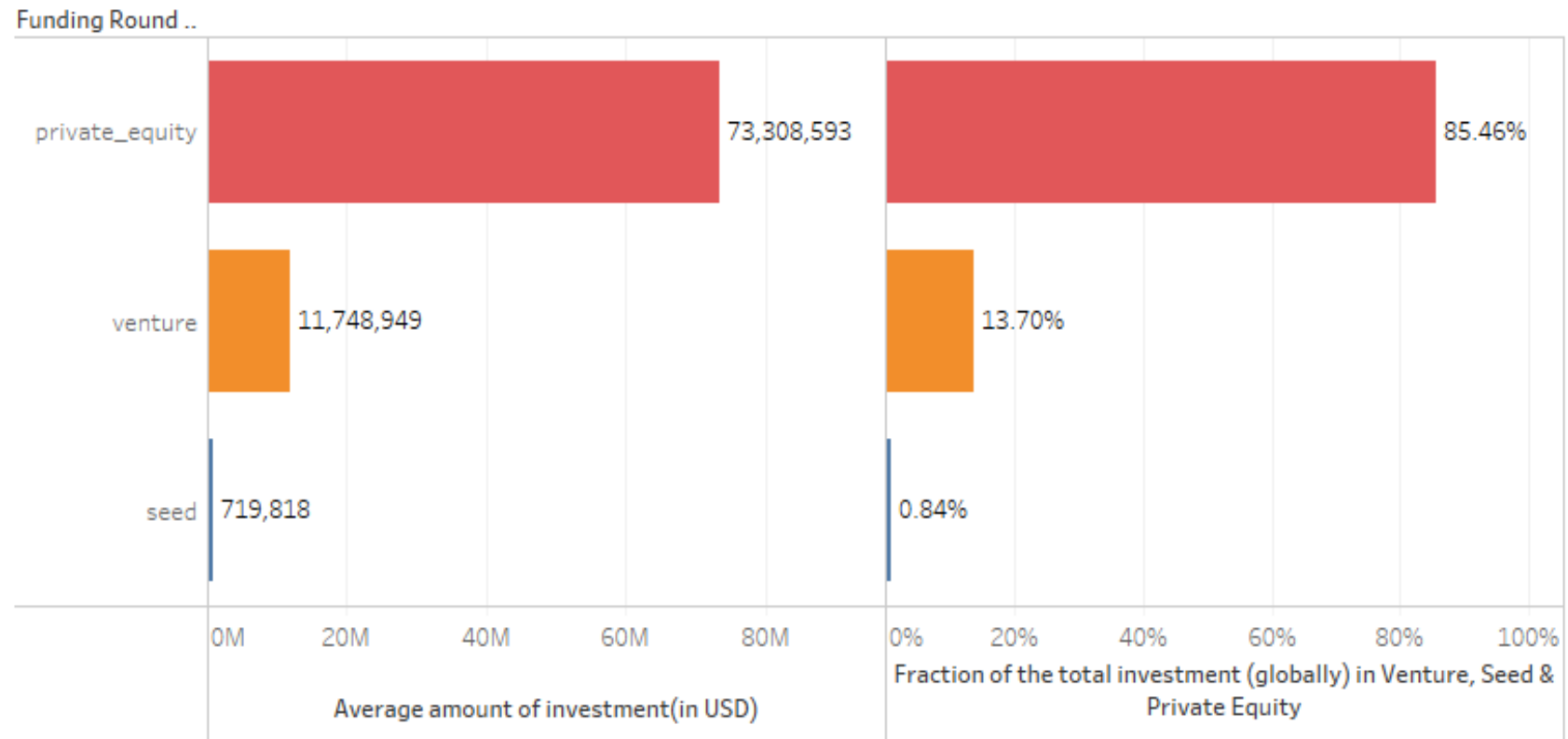
## Funding Types, Countries and Sectors

- The analysis is divided into three parts:
  - Given the constraints, which **funding type** is the most suitable?
  - In the chosen funding type, which **countries** have witnessed the most funding?
  - In the chosen funding type and top countries, which **sectors** have performed the best?

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- Plot shows fraction of total investments (globally) in venture, seed, and private equity, and the average amount of investment in each funding type.
- Venture** is the most suitable funding type (FT) for investment between **5M – 15M USD** for Spark Funds.

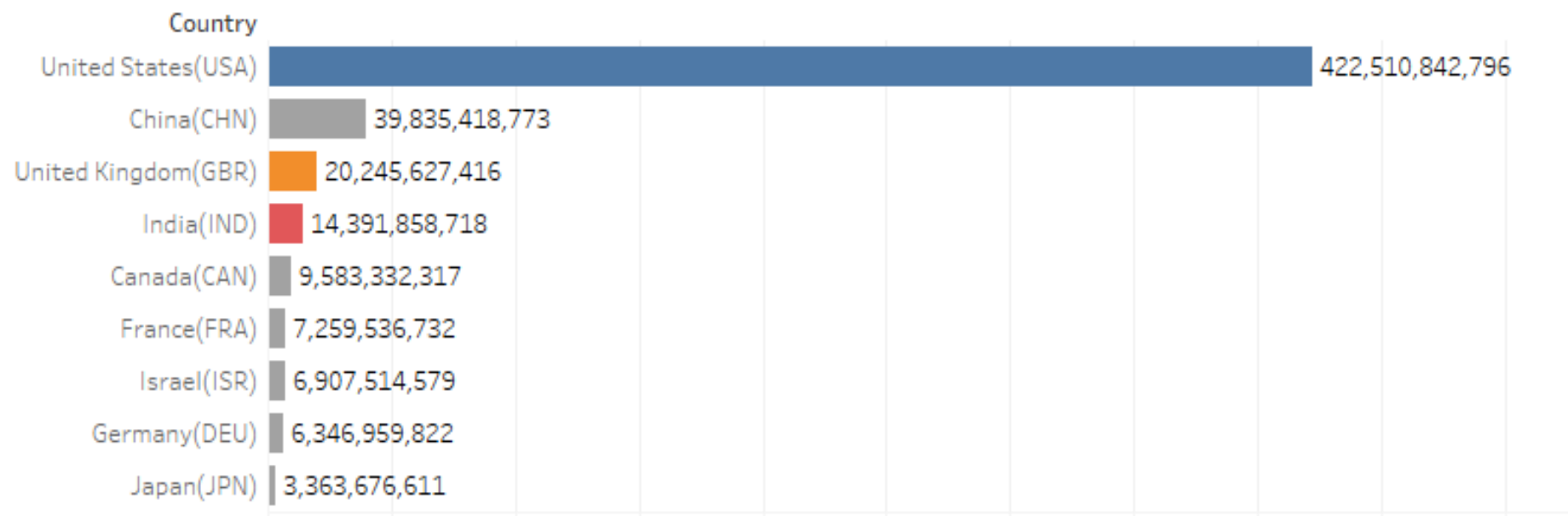
Fraction of total investments(globally)in **venture,seed & private equity** & the **Average amount of investment** in each funding type



- Given the budget constraint, which **funding type** is the most suitable?
- In the chosen funding type, which **countries** have witnessed the most funding?
- In the chosen funding type and top countries, which **sectors** have performed the best?

- Plot shows Top 9 countries against the total amount of investments of Venture funding type.
- For the English speaking countries: **United States** has seen the highest total investments in venture capital, followed by **United Kingdom** and **India**.

Top 9 countries including top 3 English speaking countries(shown in colour)



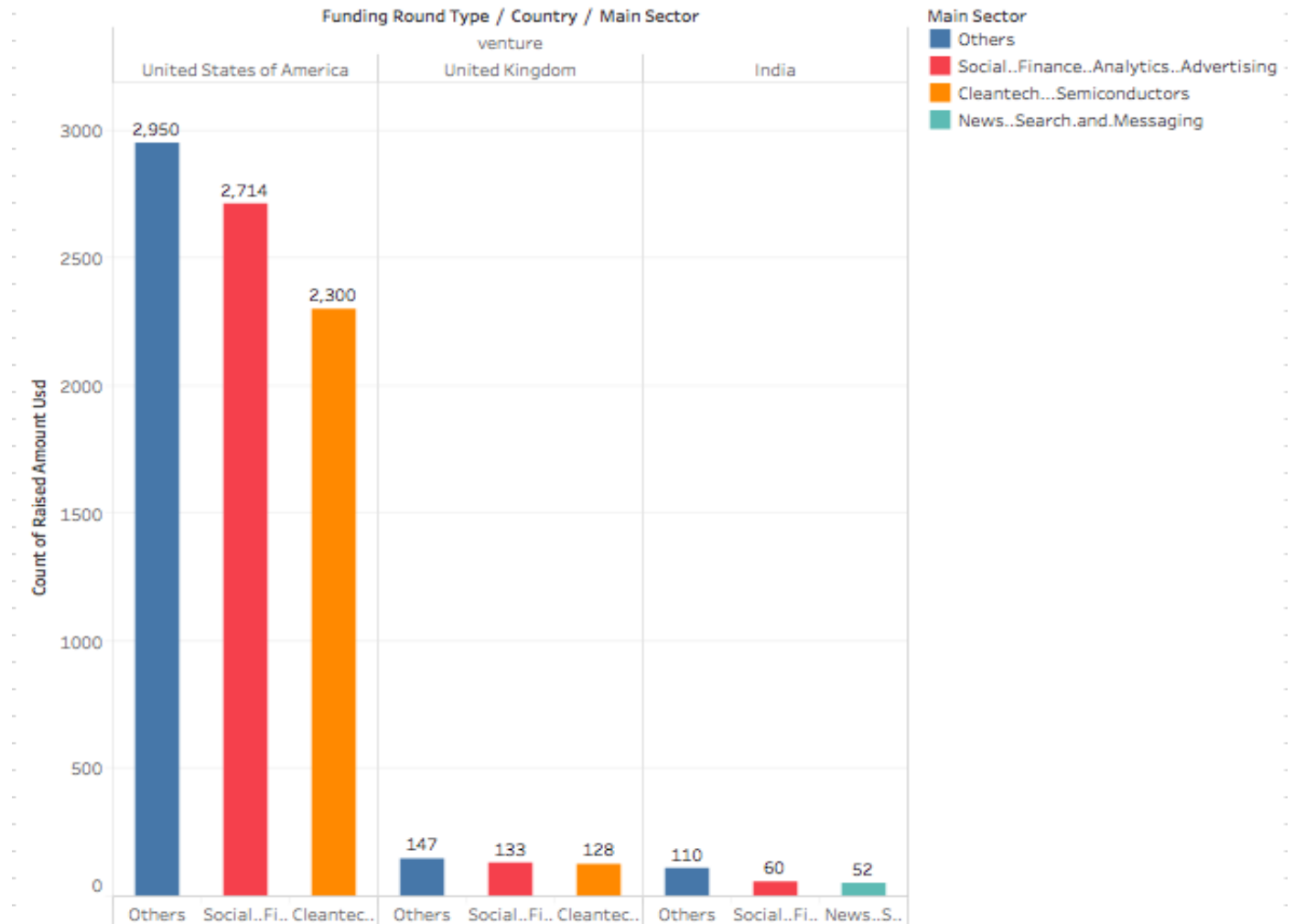


## Sector Analysis

- Given the budget constraint, which **funding type** is the most suitable?
- In the chosen funding type, which **countries** have witnessed the most funding?
- In the chosen funding type and top countries, which **sectors** have performed the best?

- Plot shows the number of investments in **top 3 sectors of top 3 English speaking countries**
- Top sector in top 3 English speaking countries is Others followed by Social/Finance/Analytics/Advertising

Number of investments in top sectors of top english speaking countries



Count of Raised Amount Usd for each Main Sector broken down by Funding Round Type and Country. Color shows details about Main Sector. The data is filtered on Calculation1 and Rank of Count of Raised Amount Usd. The Calculation1 filter keeps True. The Rank of Count of Raised Amount Usd filter keeps 1, 2 and 3. The view is filtered on Funding Round Type and Country. The Funding Round Type filter keeps venture. The Country filter keeps India, United Kingdom and United States of America.

- **Venture capital** is the most suited funding type
- **The United States(USA), The United Kingdom(GBR) and India(IND)** are the most heavily (venture capital) funded countries
- The top sectors in the respective countries are:

Countries	First Top Sectors	Second Top Sector	Third Top Sector
United States(USA)	Others	Social, Finance, Analytics, Advertising	Cleantech / Semiconductors
United Kingdom (GBR)	Others	Social, Finance, Analytics, Advertising	Cleantech / Semiconductors
India(IND)	Others	Social, Finance, Analytics, Advertising	News, Search and Messaging