

# INVESTMENT CASE STUDY

## SUBMISSION

Group Name: IIITB AI ML C4 Batch

1. Ashutosh Tiwari

# Overview Of The Case

Spark Funds, an [asset management company](#). Spark Funds wants to make investments in a few companies. The CEO of Spark Funds wants to understand the global trends in investments so that she can take the investment decisions effectively.

Following are the constraints for making respective investments :

- It wants to invest between 5 to 15 million USD per round of investment
- It wants to invest only in English-speaking countries because of the ease of communication with the companies it would invest in
- For your analysis, consider a country to be English speaking only if English is one of the official languages in that country

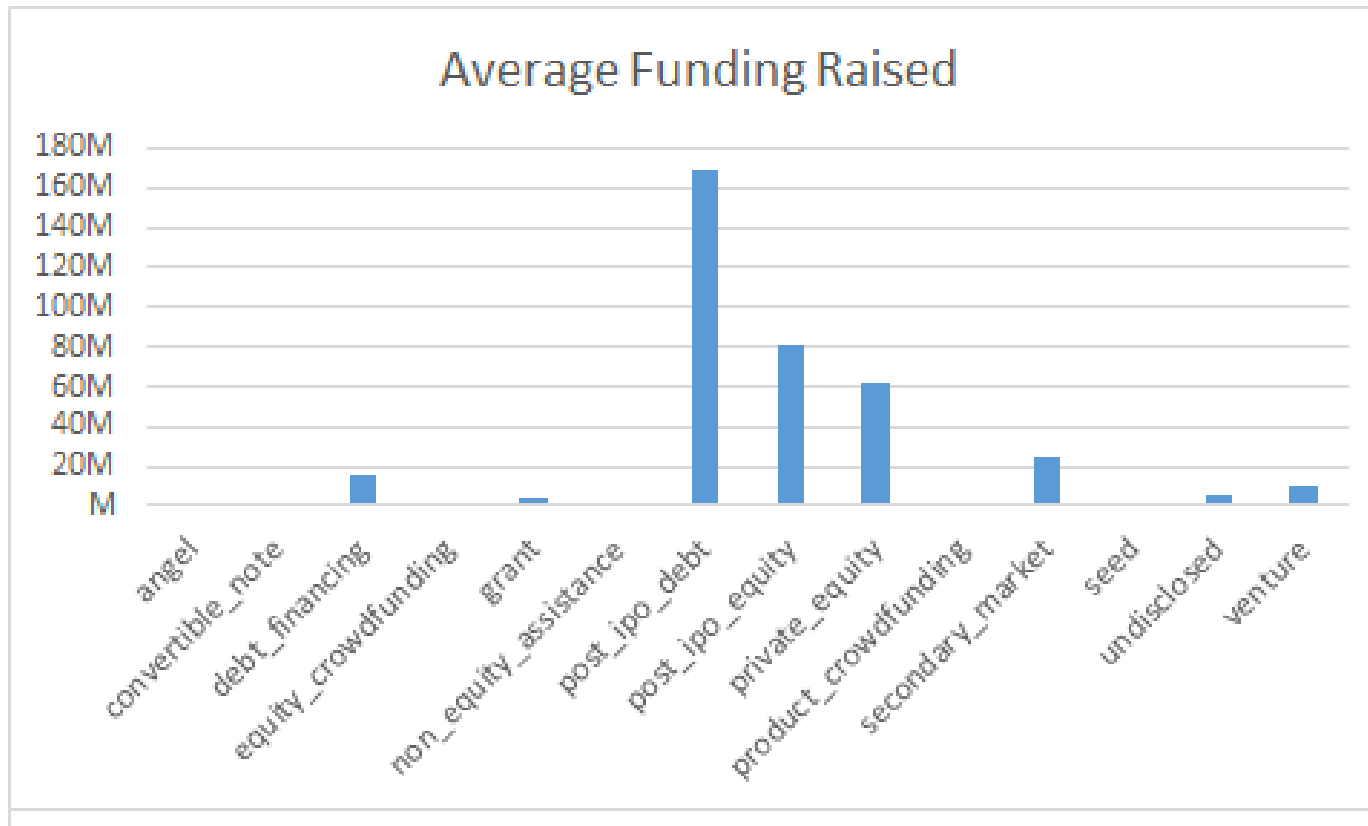
# Objective

Sparks Funds wants to identify the best sectors, countries, and a suitable investment type for making investments. 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'.



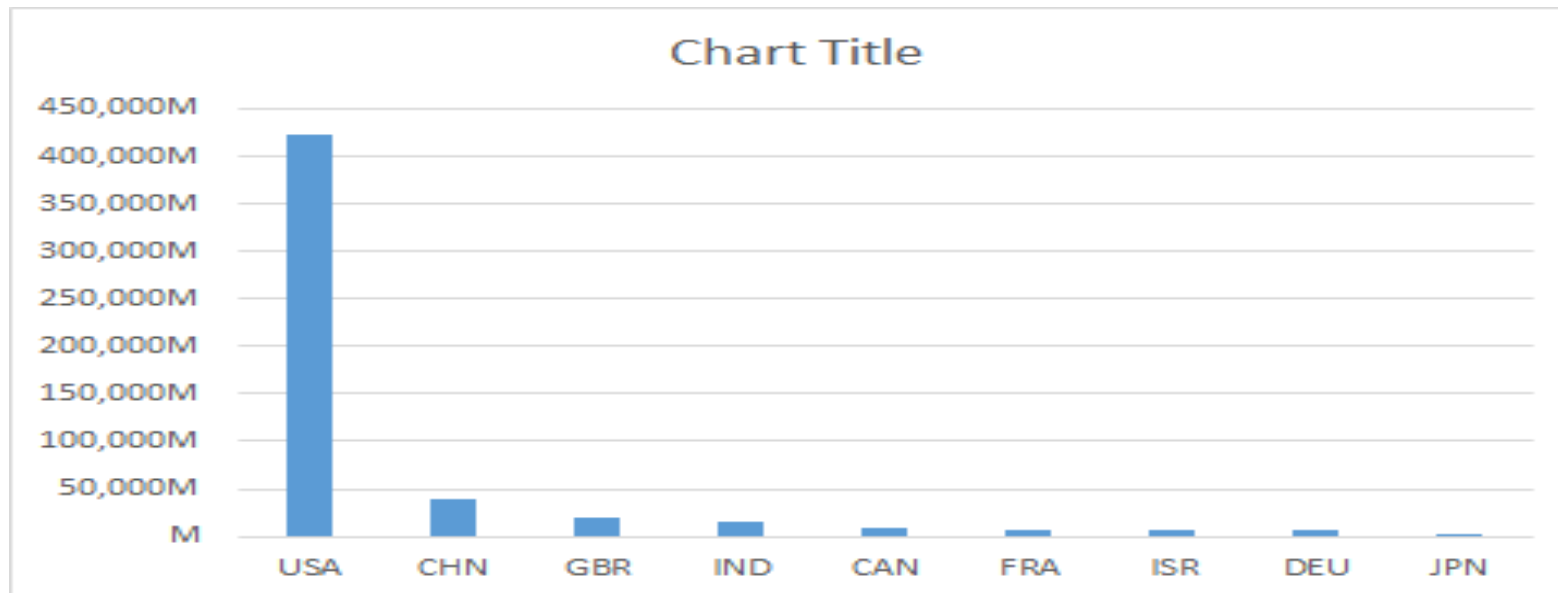
# Companies with Funding Types Analysis

Input Statistics	Counts
How many unique companies are present in rounds2?	66097
How many unique companies are present in the companies file?	66102
Funding types in between 5 and 15 million	Venture



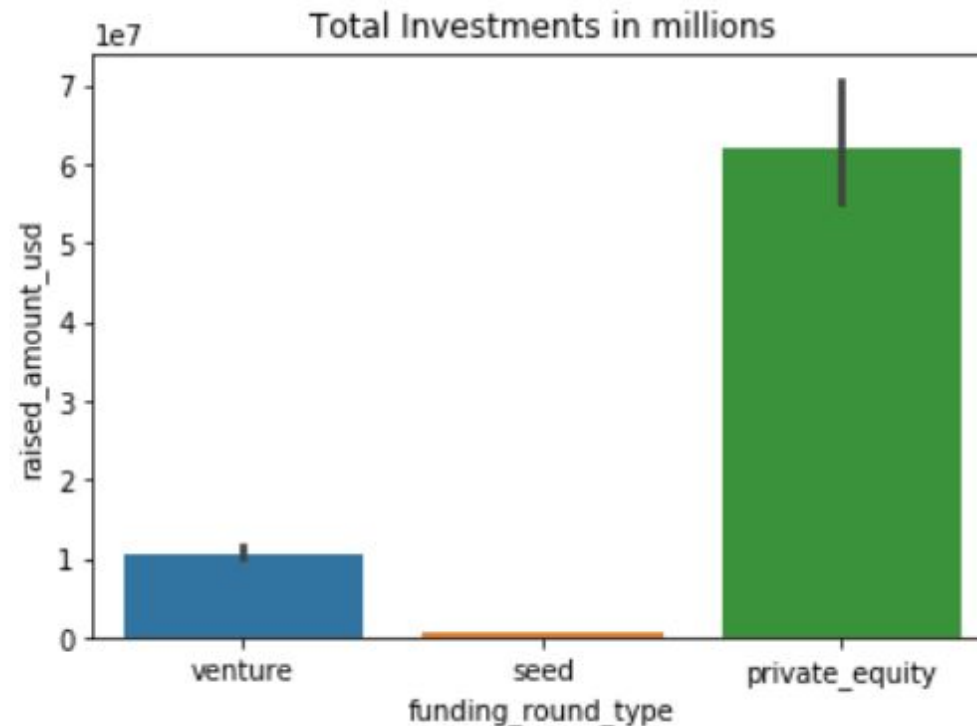
## Country Analysis contd.

Countries	Investment	Official Language
United States (USA)	422,511M	English
China (CHN)	39,835M	Chinese
Great Britain (GBR)	20,246M	English
India (IND)	14,392M	English



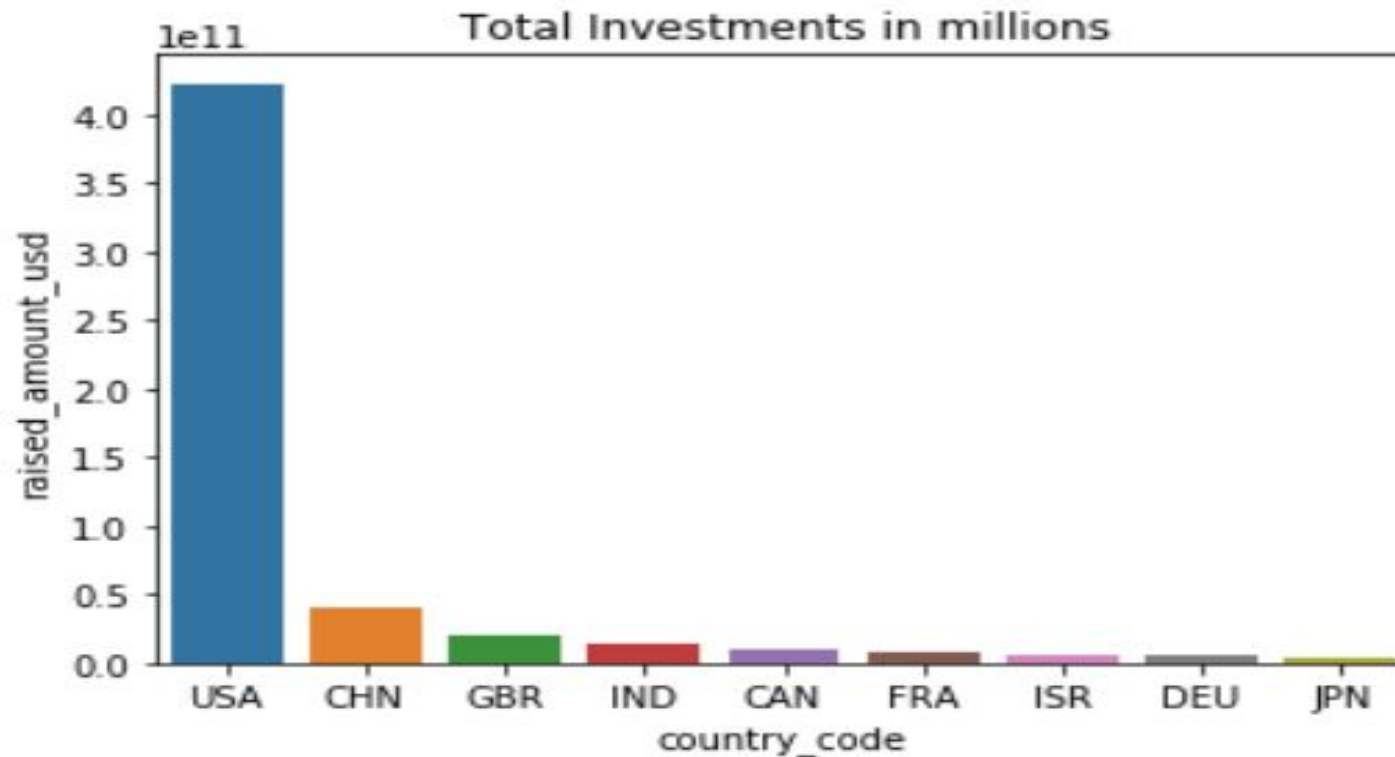
## Investments Per Funding Types

A plot showing the fraction of total investments (globally) in venture, seed, and private equity, and the average amount of investment in each funding type. This chart should make it clear that a certain funding type (FT) is best suited for Spark Funds.



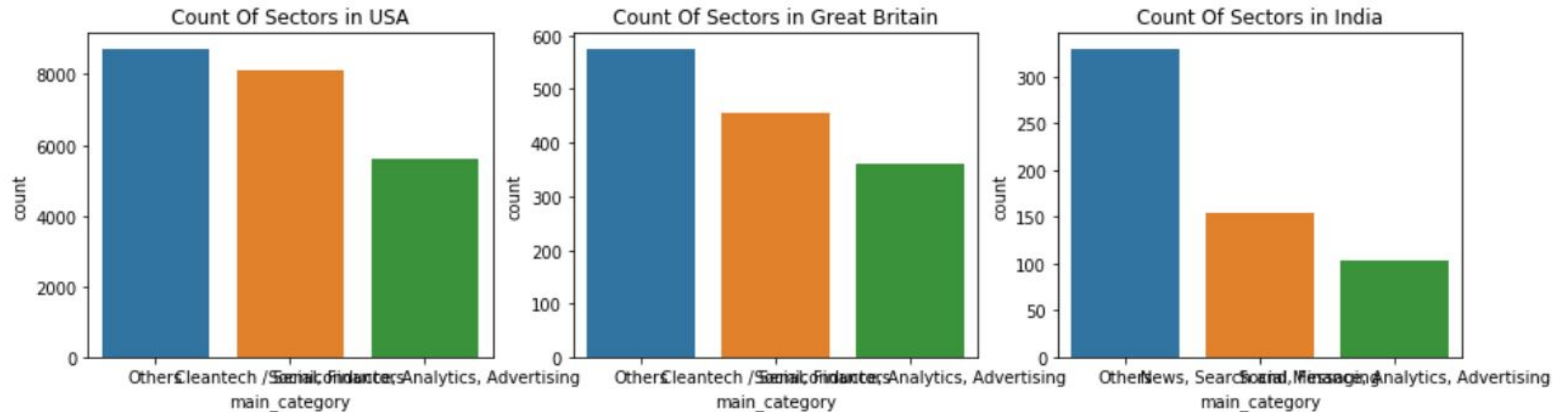
## Investments made in each company

A plot showing the top 9 countries against the total amount of investments of funding type FT. This should make the top 3 countries (USA, Great Britain and India) very clear.(English Speaking Countries)



## Investment Across Sectors in top 3 countries

A plot showing the number of investments in the top 3 sectors of the top 3 countries on one chart , for Venture Funding Type.





## Conclusions

Based on statistics. Following outcomes can be derived :

Title	Observation
Top countries looking forward to invest	USA, Great Britain and India
Kind of funding types to invest in with limits between 5 and 15 million.	Venture
Top Sectors we can invest in	<ul style="list-style-type: none"> <li>• Cleantech / Semiconductors</li> <li>• Social, Finance, Analytics, Advertising</li> <li>• News, Search and Messaging</li> <li>• Others</li> </ul>
Top most companies we can invest in , based on primary funding type.	<ul style="list-style-type: none"> <li>• Terascala (USA)</li> <li>• Rostima (Great Britain)</li> <li>• Flipkart (India)</li> </ul>
Top most companies we can invest in , based on secondary funding type.	<ul style="list-style-type: none"> <li>• Quellan (USA)</li> <li>• Population Genetics Technologies(Great Britain)</li> <li>• Quickr (India)</li> </ul>

Based on outcomes, it is safe to assume that Sparks Funds can invest in above mentioned sectors safely considering the constraints the company has and market trends followed by other countries.