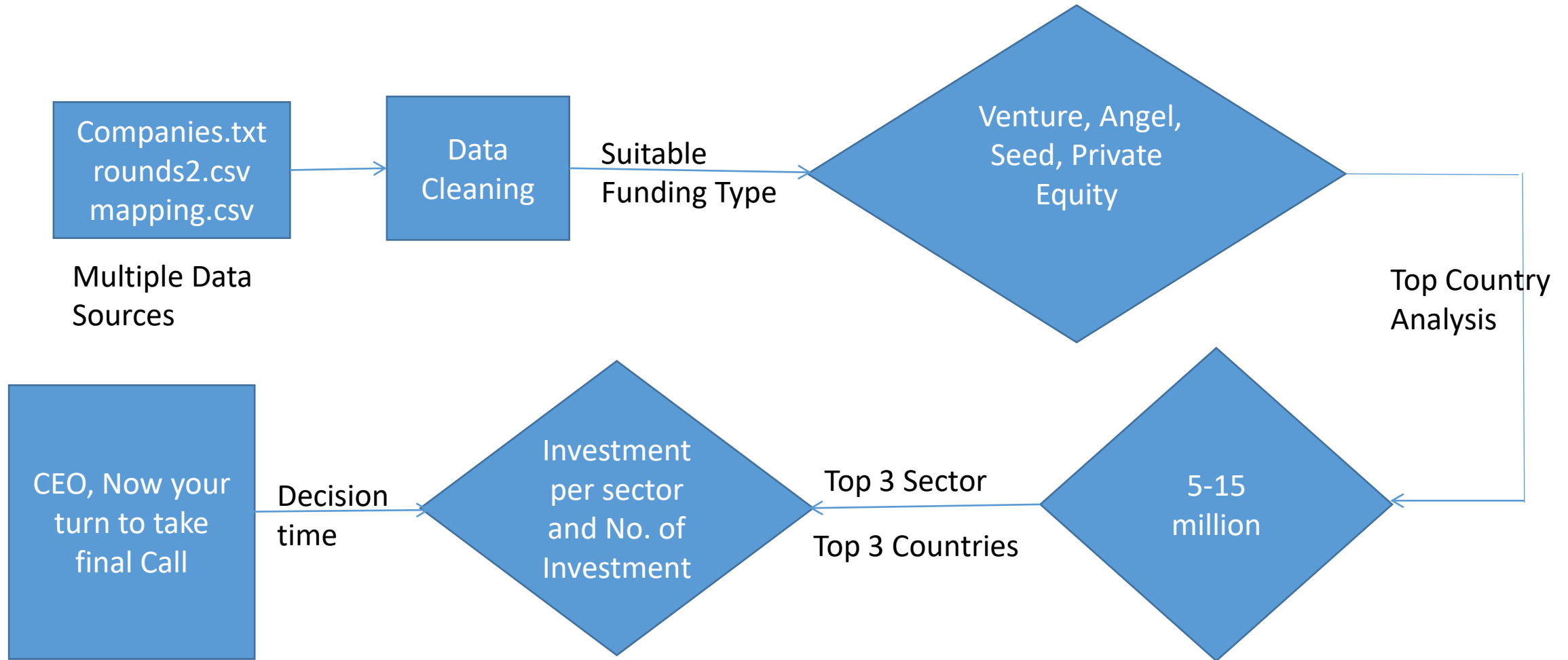# INVESTMENT CASE STUDY

SUBMISSION

Group Name: Spark Analyst's

1. Jang Bahadur Singh Umath
2. Jai Shankar Bhagat
3. Kesab Kumar Nayak
4. Satyam Satyajeet

Abstract

Investing in a right direction is very important for all of us, and when an asset management company wants to invest globally it invests a lot of money. So the prime focus was to maximise the profit of the investment and minimise the loss. Therefore it is a very important to do an extensive analysis before investing. In this case study of spark funds an asset management company wants invest in various sector of different countries with its best investment type. we did an extensive data analysis on the various aspects of making investment. This report presents an analysis of Investment in the best investing type in the best sector of countries.

Problem solving methodology

Funding Type Analysis

- In the master_frame of the Sparks Fund , there are various fields but for this Funding Analysis, we require the Funding Type and the Total Raised Amount respectively .

- We are considering 3 funding type in the analysis plot i.e. seed , venture and private equity and finding out the best suited FT for investment .

- Through a pie chart , we are able to represent the fraction of total investment(globally) in each funding type .

- For this initially we formed a data set "funding" by the use of aggregate function on master_frame based on the funding_round_type.

- After analysis we got that Funding Type "Venture" is most favourable for investment in the range of 5-15 million USD.

Top Countries Analysis

- After getting the favourable Funding type, this analysis is done to calculate the top 9 countries against the total investment of Funding type "venture" .

- Through the bar chart we can plot the graph ,having axes as the Sum(total amount raised) and Country code .

- For this initially we formed a data set "top9" by the use of aggregate function on master_frame based on the country code , and then filtering the top 9 values .

- Now we choose the Top 3 countries based on English Speaking .(from Reference Pdf) .

- After analysis we found out that Top 3 countries are USA , GBR and IND respectively , which are represented in Red , Blue and Orange respectively .

Sector wise analysis for Top Countries

- After calculating the top 3 countries , now we need to find out the Top 3 sectors in those countries .

- Through the side-by-side-bars we can plot the graph ,for all the sectors of all the 3 countries having count(raised amount) and country code , category in the axes .

- For this we form a data frame having all filtered values (funding type "venture") of D1, D2 and D3 data-frame respectively .
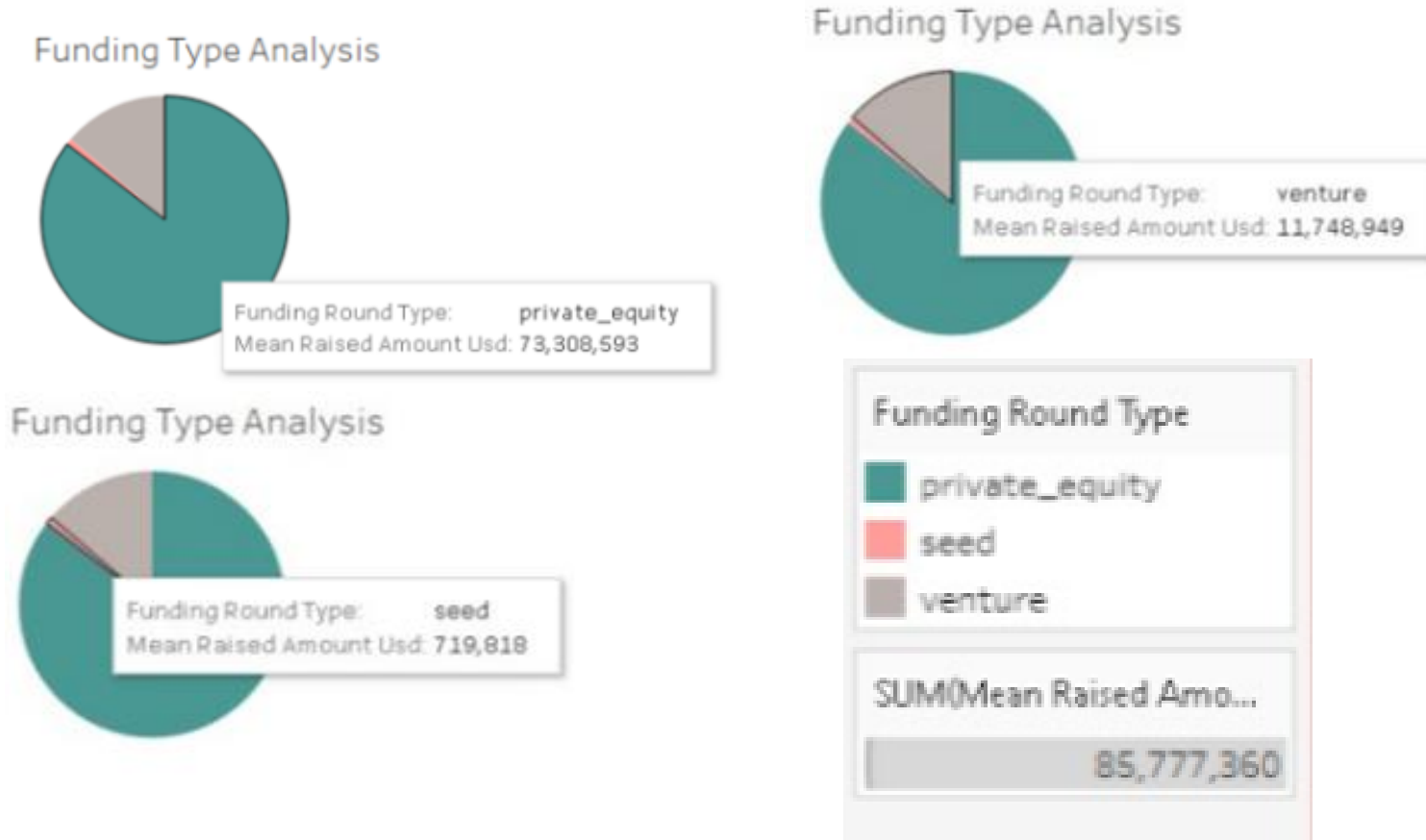
- Through analysis we find out that ,

    In country code USA top 3 sectors are Others , Social..Finance.. And Cleantech .

    In GBR top 3 sectors are Others , Social..Finance.. And Cleantech .

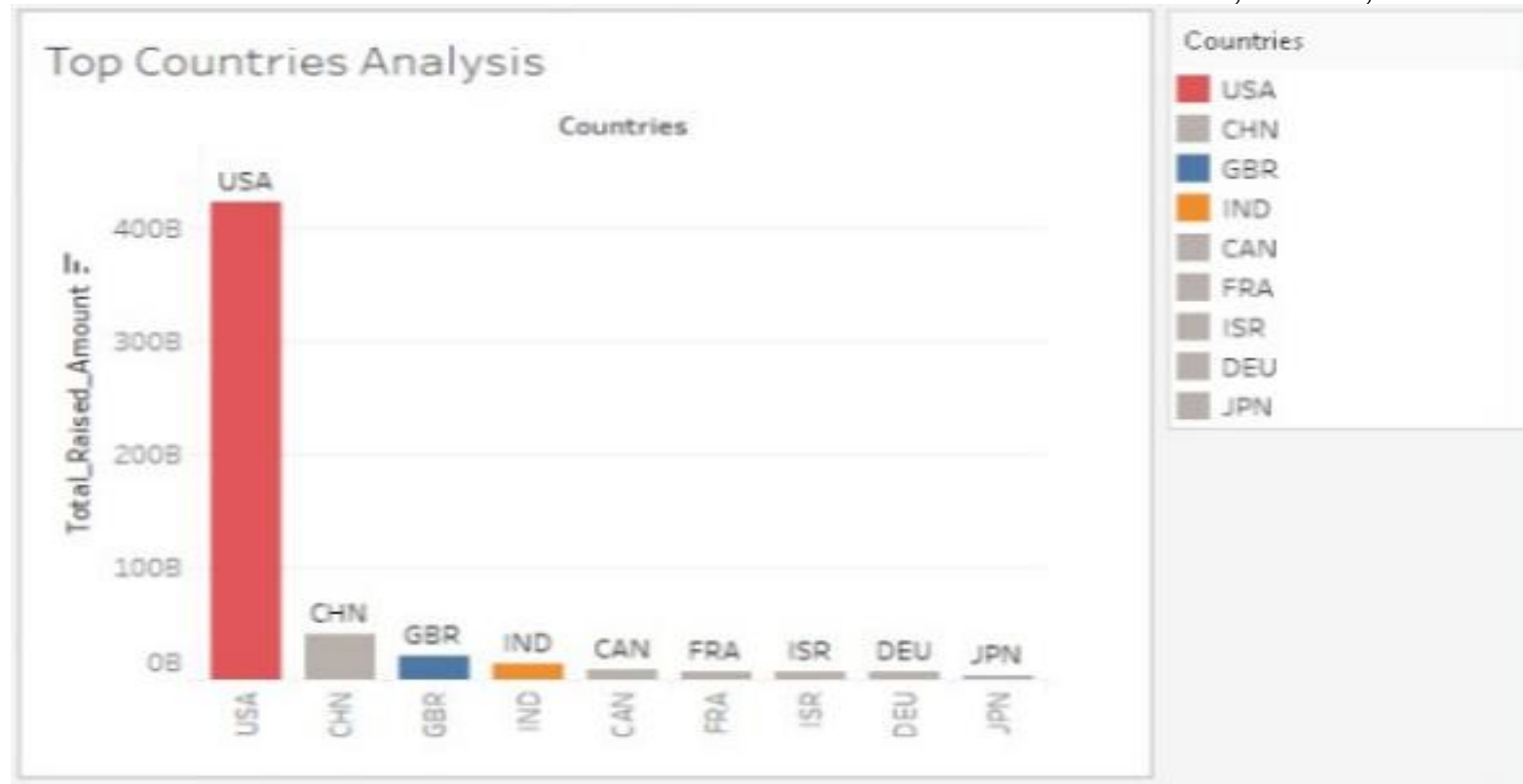   In IND top 3 sectors are Others , Social..Finance And News search.. .
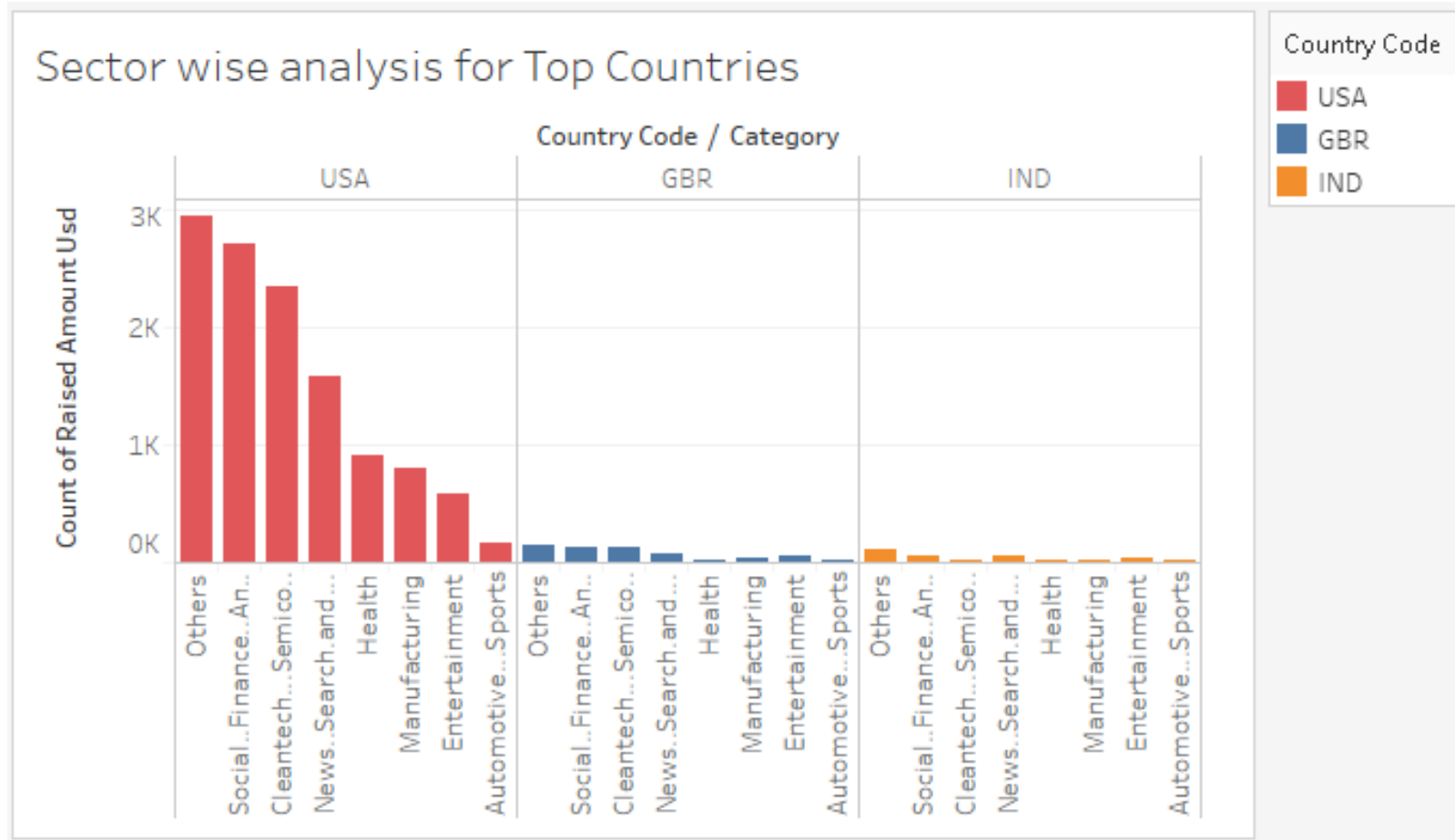
Funding Type Analysis

Plot 1

Top Countries Analysis

1. USA , GBR , IND are English speaking countries

Sector wise analysis for Top Countries

Plot 3

Conclusion

- From the Overall Analysis we find out that for Funding type venture in "Others" sector In Country USA , GBR , IND are most favourable for investment .

- VirtusStream, Electric Cloud and FirstCry.com are the companies in USA, GBR and IND respectively for most favourable sector and funding type investment.

- As USA is dominating in every sector as compared to other countries. So, it will generate more profit and revenue. Investing maximum amount in USA is the best choice.