



INVESTMENT CASE STUDY

SUBMISSION

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ABSTRACT

This case study will provide a comprehensive update of the profitability of global investment trends at a global scale.

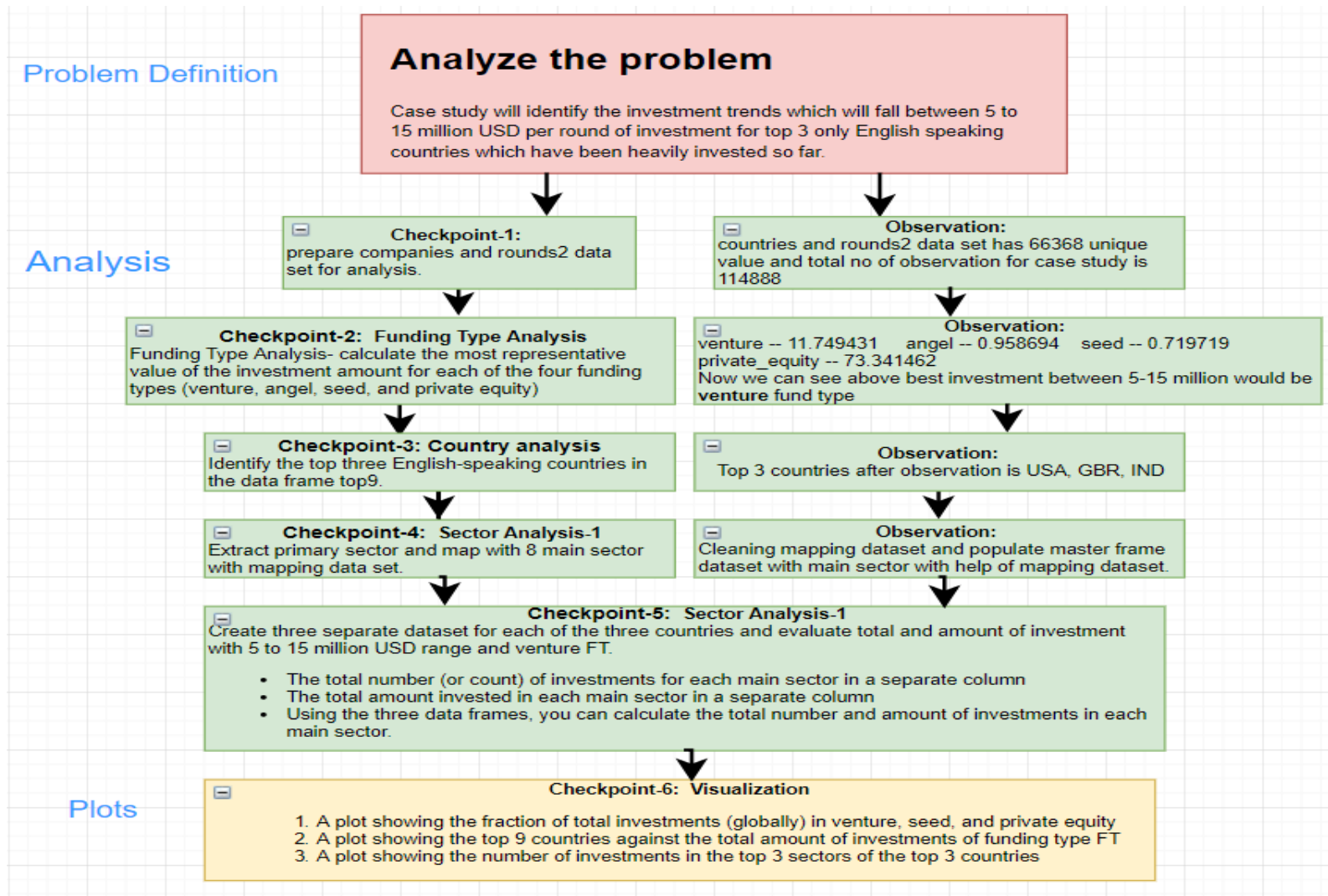
It will also identify the investment trends which will fall between 5 to 15 million USD per round of investment for top 3 only English speaking countries which have been heavily invested so far.

In addition to above it will also determine the best sector and investment type for top 3 countries.

The real investment data has been taken from crunchbase.com, the study is based on **#114888** observation.

The above findings are discussed in the context of global trends, concluding that investment in top 3 countries and top sector to be a very attractive investment opportunity in the world today—both from the private and the social point of view.

Problem solving methodology





Funding Type Analysis

Investment Based classification:

1. **Seed/Angle** : refer to early stage funding
2. **Venture** : Venture occurs after seed or angel and involve higher amount investment.
3. **Private Equity**: it will associate with much larger companies and higher investment.

In Fund type analysis we group our master dataset with fund type and calculated the average for raised amount. In our observation.

Spark Funds wants to invest between **5 to 15 million USD** per investment round

Total Observation = 114888

Avg. Funding amount of Venture type = \$11.749 Million

Avg. Funding amount of Angel type = \$0.958694 Million

Avg. Funding amount of Seed type = \$0.719719 Million

Avg. Funding amount of Private Equity = \$73.341 Million

Analysis Result: Spark Funds can invest on **Venture** type investment.

	raised_amount_usd_in_million
funding_round_type	
angel	0.958694
convertible_note	1.456387
debt_financing	17.043526
equity_crowdfunding	0.539113
grant	4.312660
non_equity_assistance	0.411203
post_ipo_debt	168.704572
post_ipo_equity	82.182494
private_equity	73.341462
product_crowdfunding	1.363131
secondary_market	79.649630
seed	0.719719
undisclosed	19.252764
venture	11.749431



Country Analysis

Spark Funds wants to see the top nine countries which have received the highest total funding.

Based on the result we can analyze top three English-speaking countries for investment.

On Analysis we can group master frame by country code on venture type funding.

Type of funding = **Venture**

Total Observation = **114888**

Top English Speaking Country = USA => Total amount **\$418569.84 Million**

Second English Speaking Country = GBR => Total amount **\$19983.80 Million**

Third English Speaking Country = USA => Total amount **\$14261.51 Million**

Analysis Result: Top three English-speaking countries in the data frame is

1. USA (United State Of America)
2. GBR (United Kingdom)
3. IND (India)

	raised_amount_usd_in_million
country_code	
USA	418569.835068
CHN	39335.678773
GBR	19983.803406
IND	14261.508718
CAN	9477.999667
FRA	7208.456960
ISR	6824.350477
DEU	6288.631981
JPN	3167.647127



Sector-wise Investment Analysis

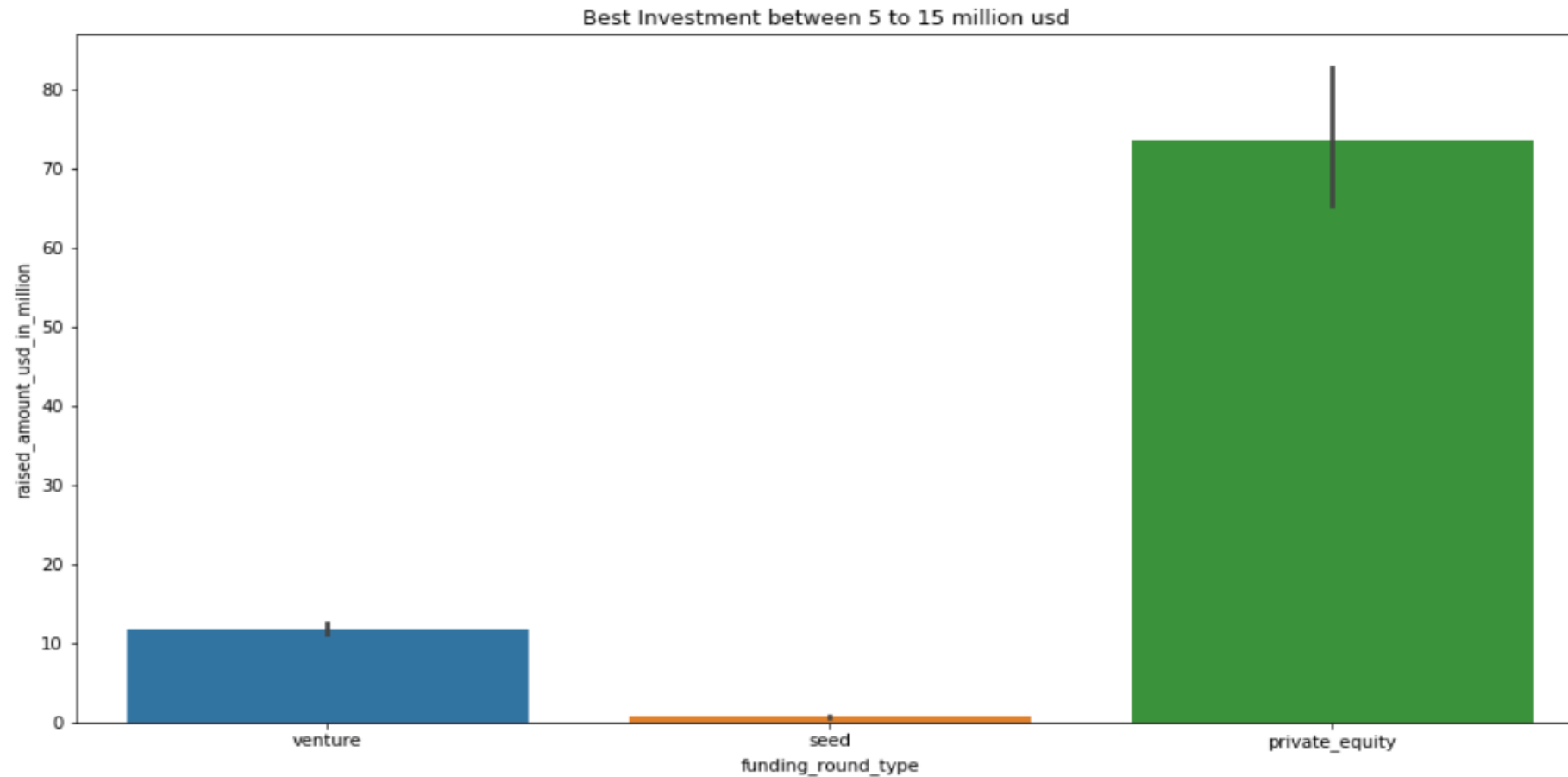
Based on Top 3 English Speaking Country we have done Sector wise Investment analysis:

Top 3 country:

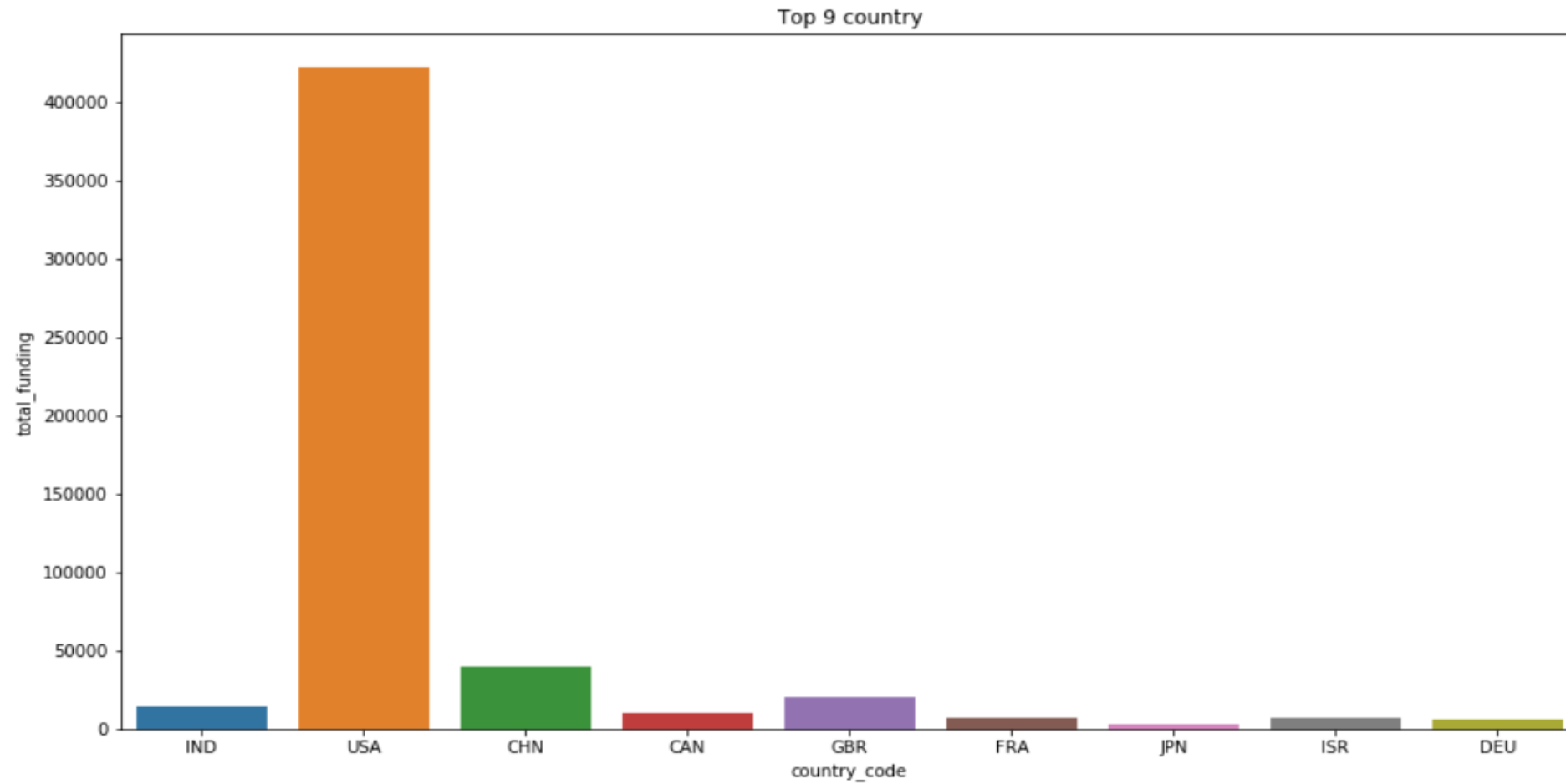
1. USA
2. GBR
3. IND

Sl.no	Questions	USA	GBR	IND
1	Total number of Investments (count)	12012	619	328
2	Total amount of investment (USD) (million USD)	107318.2947	5365.2283	2949.543602
3	Top Sector name (no. of investment-wise)	Others	Others	Others
4	Second Sector name (no. of investment-wise)	Social, Finance, Analytics, Advertising	Social, Finance, Analytics, Advertising	Social, Finance, Analytics, Advertising
5	Third Sector name (no. of investment-wise)	Cleantech / Semiconductors	Cleantech / Semiconductors	News, Search and Messaging
6	Number of investments in top sector (3)	2950	147	110
7	Number of investments in second sector (4)	2714	128	60
8	Number of investments in third sector (5)	2300	133	52
9	For point 3 (top sector count-wise), which company received the highest investment?	Airspan Networks	MyThings, Electric Cloud, Autoquake, Ubiquisys, Celltick Technologies, SenSage, GreenRoad Technologies	Azure Power, Myntra, Manthan Systems
10	For point 4 (second best sector count-wise), which company received the highest investment?	Tigo Energy, Biodesix	Enigmatec, Antenova, SilverRail Technologies, OpenCloud, Horizon Discovery, Zopa, Victor, Nujira, VisualDNA, BaseKit, brylle, Amplience, mySupermarket, MarketInvoice, Garlik, F-star Biotechnology Limited, EUSA Pharma	FirstCry.com, Komli Media, CommonFloor, GupShup, Pepperfry.com, Perfint Healthcare

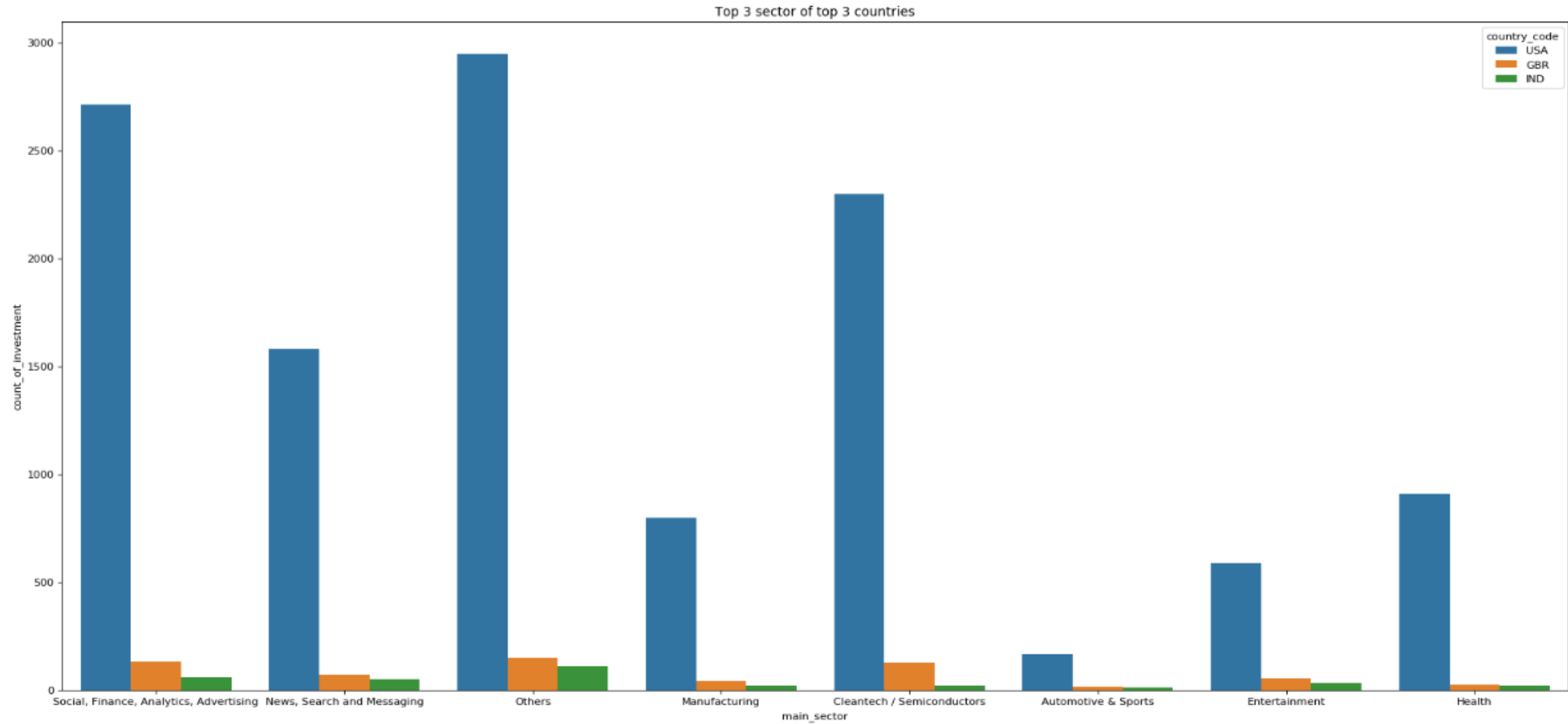
Plot-1: A plot showing the total investments (globally) in venture, seed, and private equity.



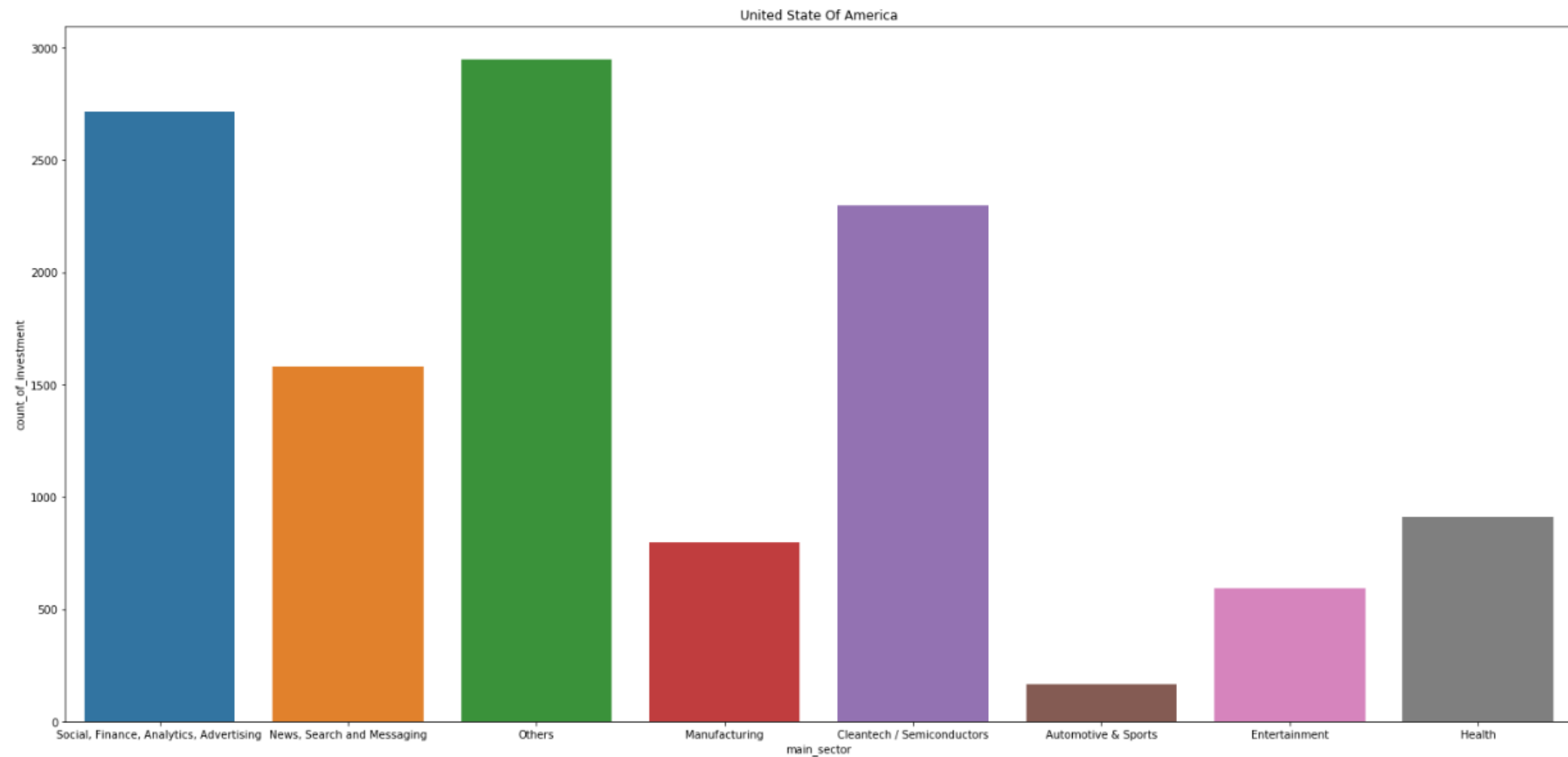
Plot-2: A plot showing the top 9 countries against the total amount of investments of funding type FT.



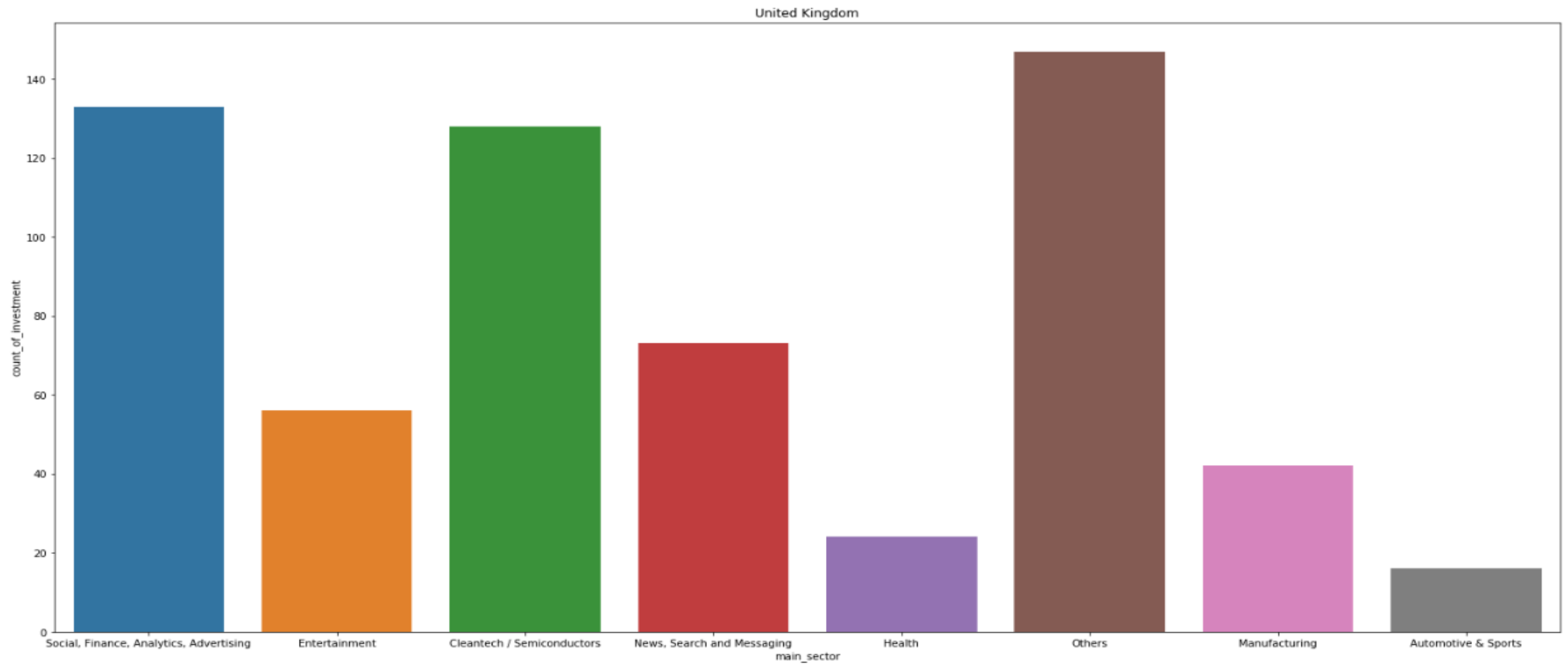
Plot 3: A plot showing the number of investments in the top 3 sectors of the top 3 countries in one chart (for the chosen investment type FT).



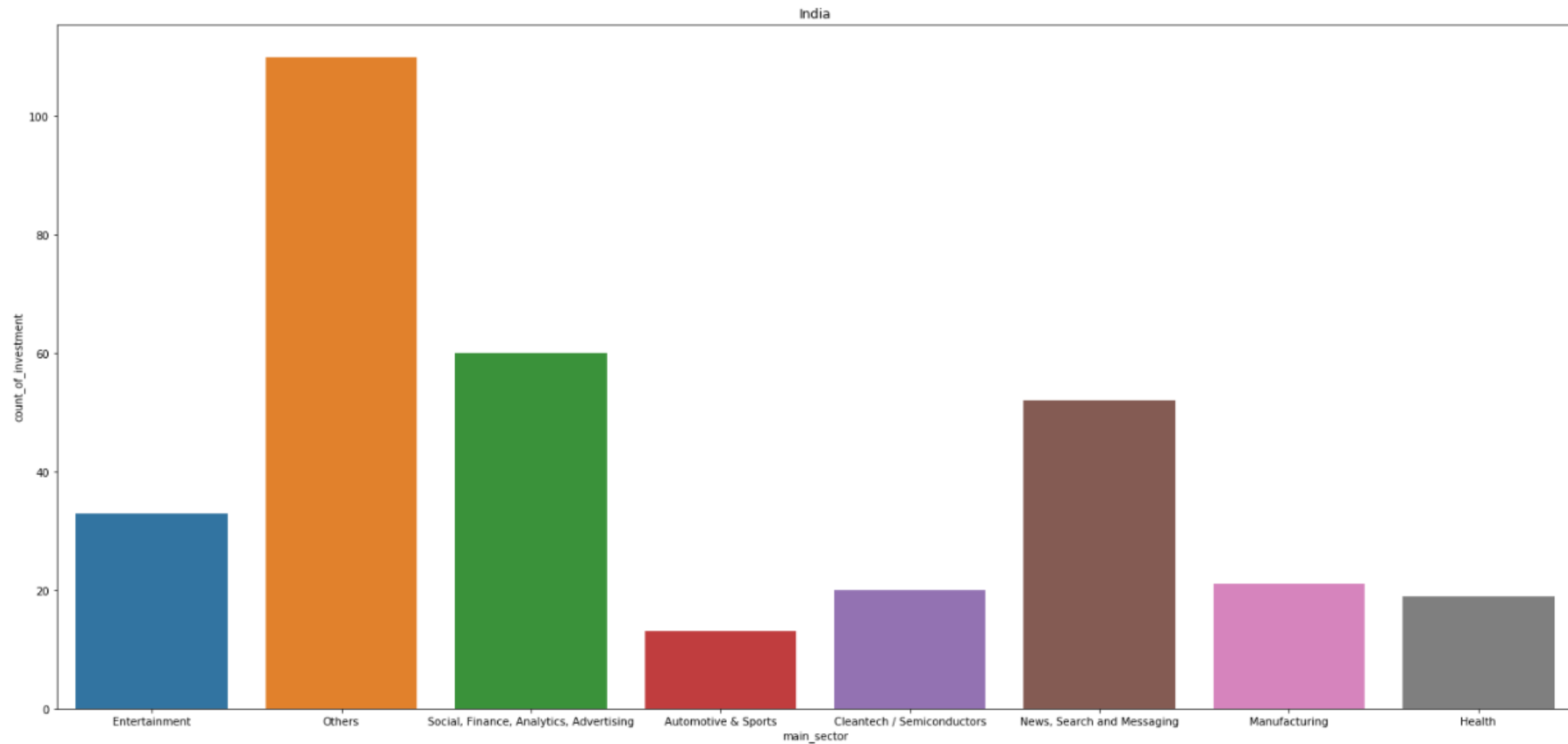
Plot 4: top 3 sector in USA



Plot 5: top 3 sector in GBR



Plot 6: top 3 sector in IND





Conclusions

Global investment opportunities:

- As per the study and plotting I would recommend Spark Funds to invest in below **countries**:

1. USA (United State Of America)
2. GBR (United Kingdom)
3. IND (India)

- The type of investment would be **Venture** type preferably below sectors :

1. (Others) , (Social, Finance, Analytics, Advertising), (Cleantech / Semiconductors) **for USA**
2. (Others) , (Social, Finance, Analytics, Advertising), (Cleantech / Semiconductors) **for GBR**
3. (Others) , (Social, Finance, Analytics, Advertising), (News, Search and Messaging) **for IND**

Preferred Top Companies for investment:

1. Airspan Networks in USA
2. MyThings, Electric Cloud, Autoquake, Ubiquisys, Celltick Technologies, SenSage, GreenRoad Technologies in GBR and
3. Azure Power, Myntra, Manthan Systems in IND



Thank You.