

# INVESTMENT CASE STUDY

## SUBMISSION

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# Abstract

## ❑ Business objective:

- The objective is to identify the best sectors, countries, and a suitable investment type for making investments.

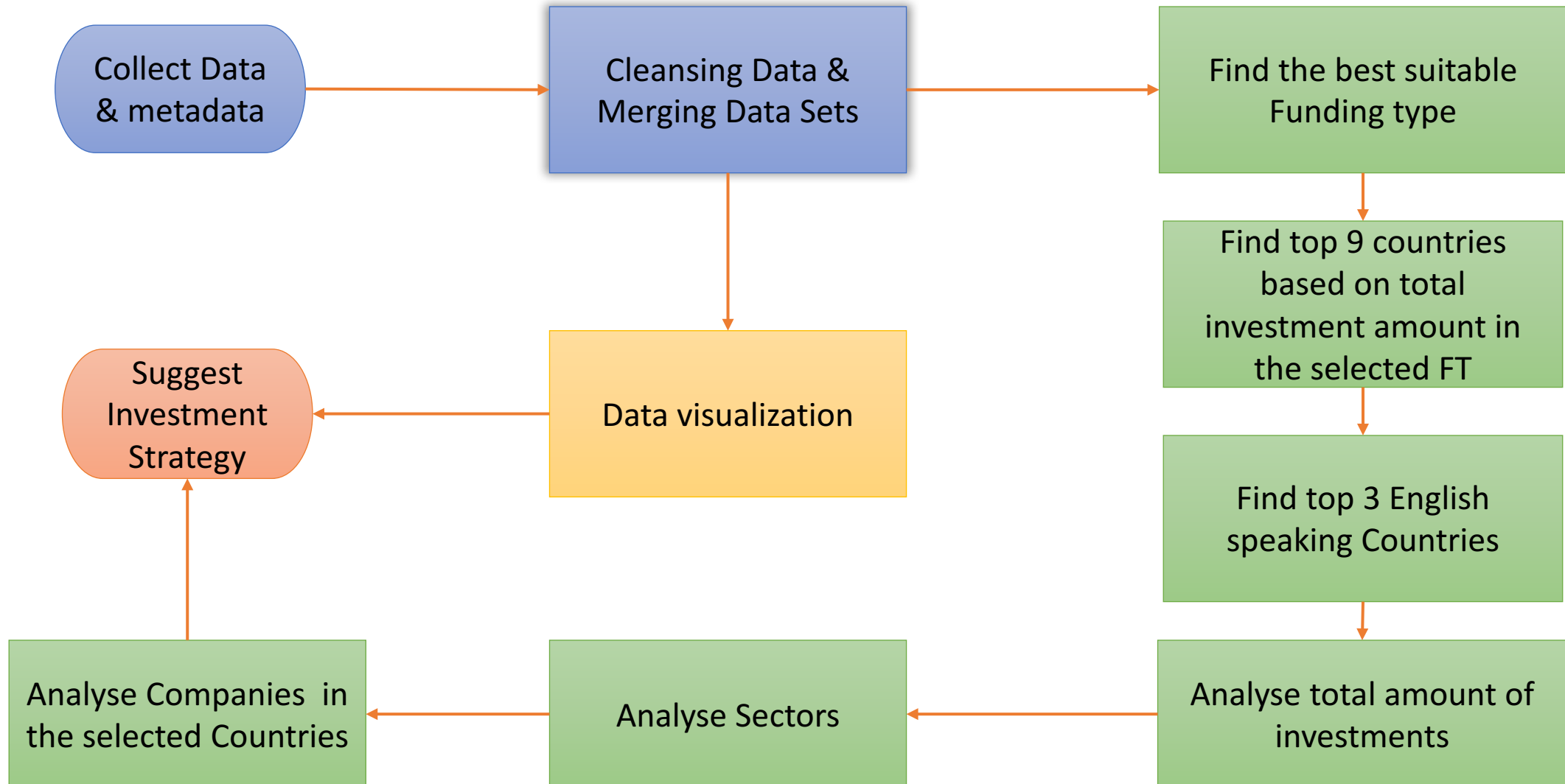
## ❑ Preferences:

- Total investment amount is between **5 to 15 million USD** per round.
- Analysis is done for **English-speaking countries** only.

## ❑ Data Analysis Goals:

- Identifying most suitable sector considering investment amount preference.
- Identifying top 3 favorable English speaking countries.
- Identifying companies based on most suitable sector and top 3 countries.

# Problem solving methodology : Flow Chart



# Funding Type Analysis

- ❑ Average Investment Amount for each funding type (seed , angel , venture and private equity) is calculated.
- ❑ Funding type Private Equity stand out with highest Average Investment Amount.
- ❑ Average investment Amount for Funding type Angel and seed are less that 1 million USD.
- ❑ Funding Type **Venture** is best suited for Spark Funds considering :  
*Spark Funds wants to invest between 5 to 15 million USD*

# Country Analysis

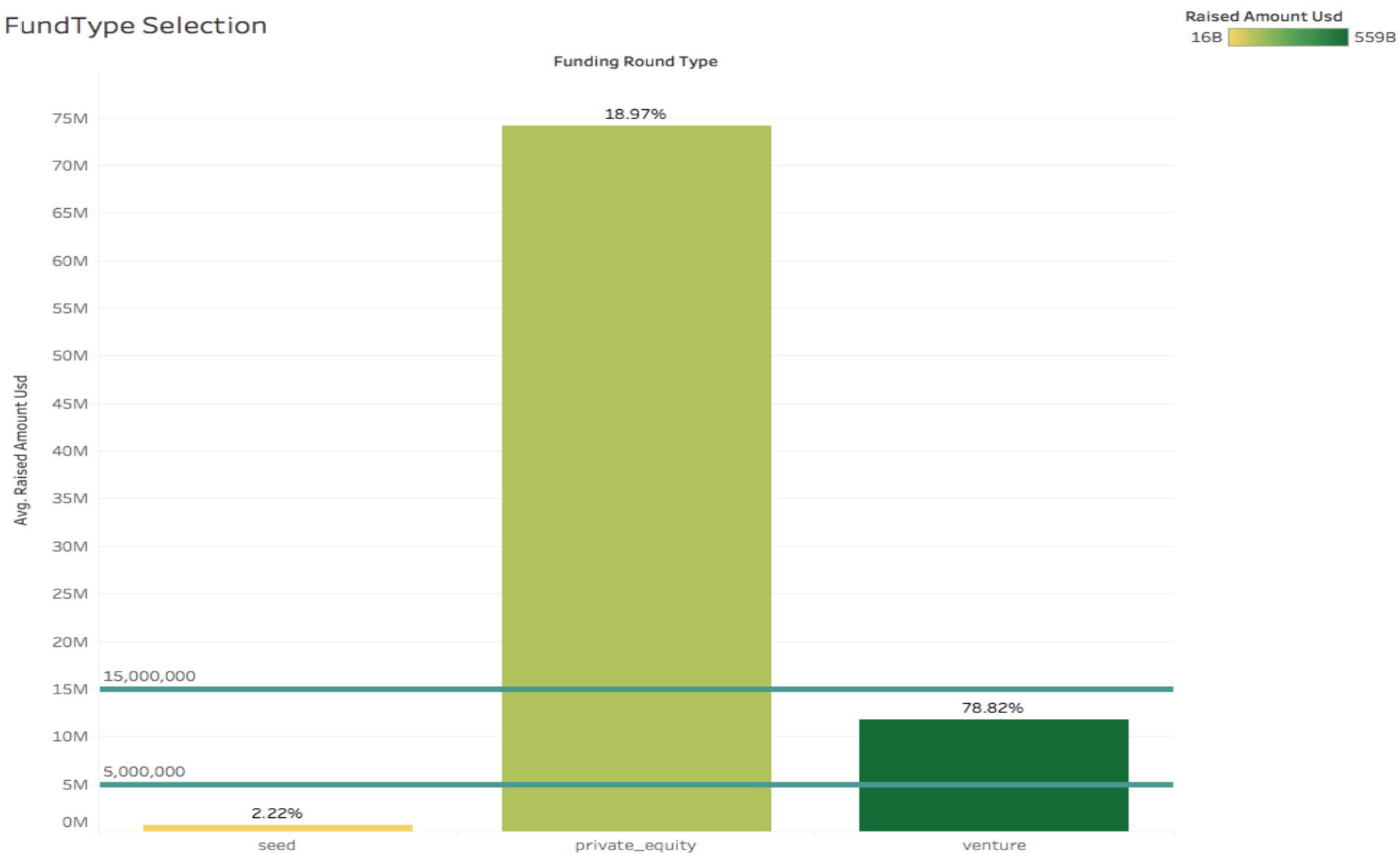
- ❑ Top 9 Countries which have received the highest total funding across all sectors are USA, China, UK, India, Canada, France, Israel, Germany, Japan.
- ❑ USA tops the list with over 400 billion USD Amount of Investment followed by China , Great Britain and India.
- ❑ Considering only English Speaking countries ,the three most investment-friendly countries are :
  - USA
  - UK
  - India

# Sector Analysis

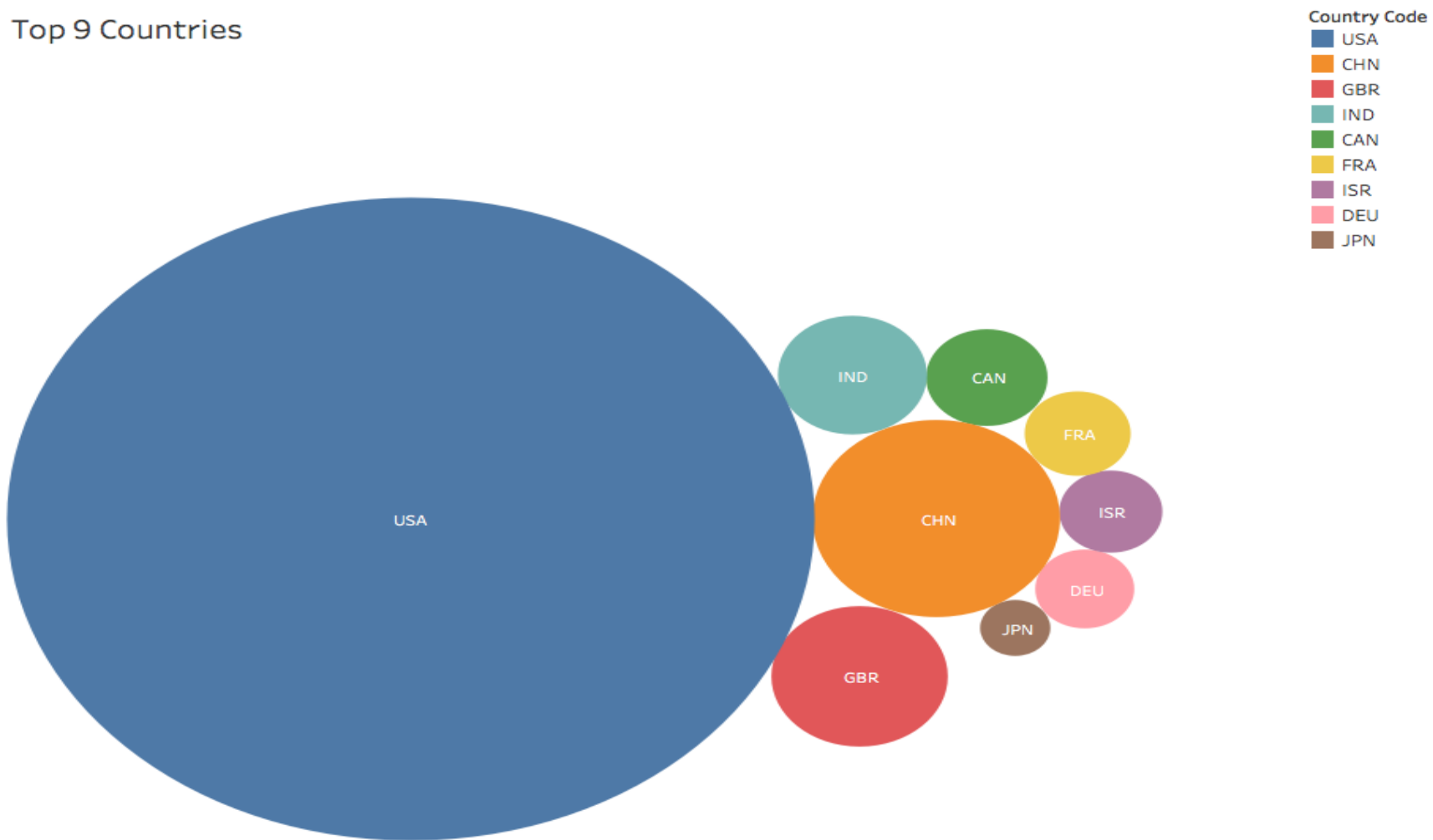
Analysis	USA	UK	India
Total number of Investment	12012	619	328
Total Amount of investment in USD	\$107,318,294,664	\$5,365,228,300	\$2,949,543,602
Top Sector / number of Investment	Others* / 2950	Others* / 147	Others* / 110
Second top Sector /number of investment	Social , Finance , Analytics , Advertising / 2714	Social , Finance , Analytics ,Advertising / 133	Social , Finance , Analytics , Advertising / 60
Thirds top Sector / number of investment	Cleantech/Semiconductors / 2300	Cleantech/Semiconductors / 128	News , Search and messaging/ 52
Company which received highest investment in top sector	Virtustream	Electric Cloud	FirstCry.com
Company which received highest investment in Second top sector	SST Inc. (Formerly Shotspotter)	Celltick technologies	Manthan Systems

\* Others sector includes many categories like Enterprise 2.0 , Enterprise Application , etc.

## FundType Selection

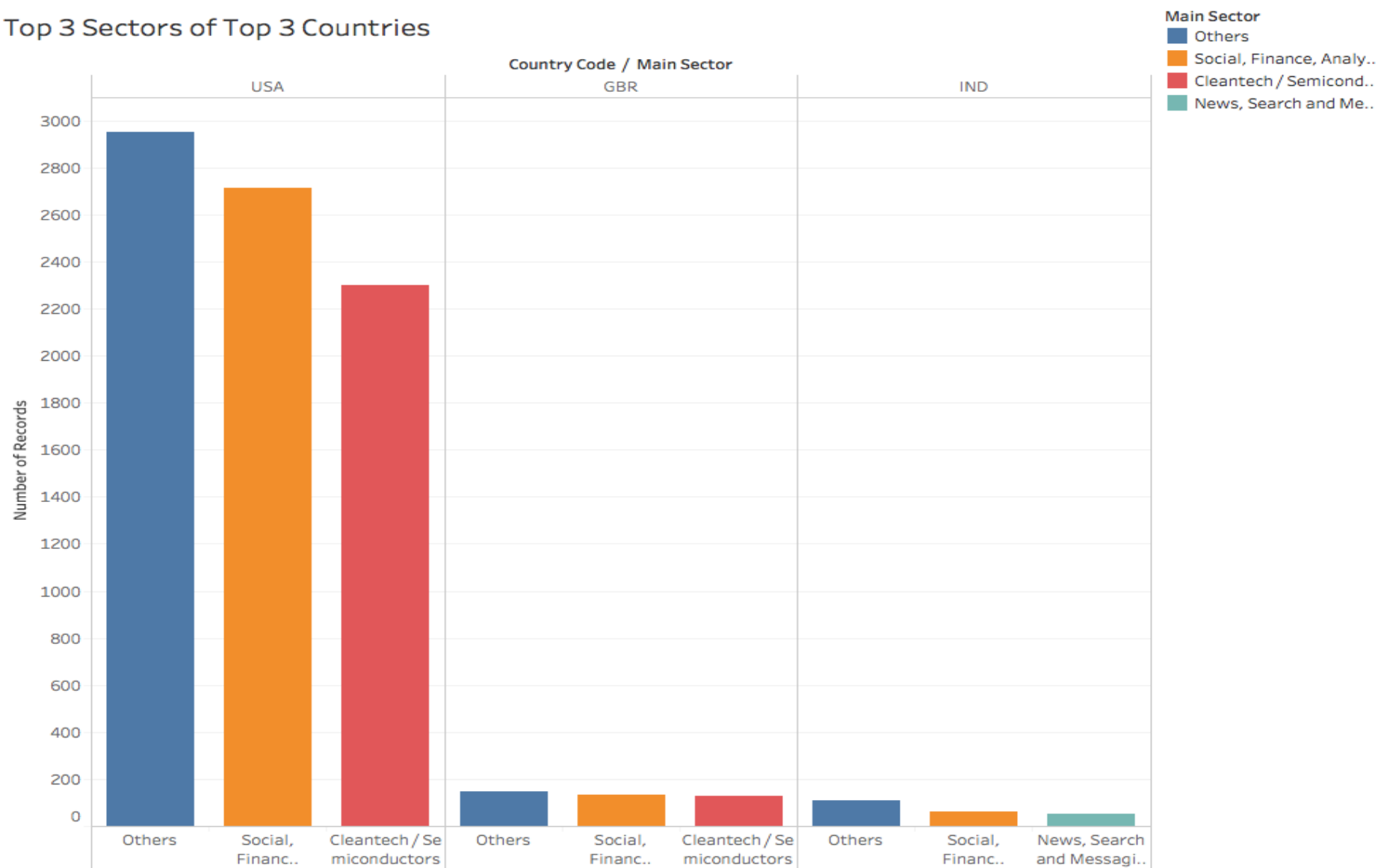


Top 9 Countries





Top 3 Sectors of Top 3 Countries



# Conclusions

- ❑ Companies with **Venture Funding** are most suitable for investment
- ❑ **USA** is the most attractive Country for investors followed by UK and India. The amount of investment is far higher in USA than the other countries.
- ❑ Most Suitable sector to invest is grouped as **Others** (IT, AI, Cyber Security, Services, etc.) followed by Social, Finance, Analytics, Advertising and Cleantech/Semiconductors.
- ❑ **Virtustream**, Electric Cloud and FirstCry.com are the most attractive companies in terms of highest number of investment.