

# INVESTMENT CASE STUDY

## SUBMISSION

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# Spark Funds Investment

Spark funds, an asset management company, looking for a strategic investment options based on global trends.

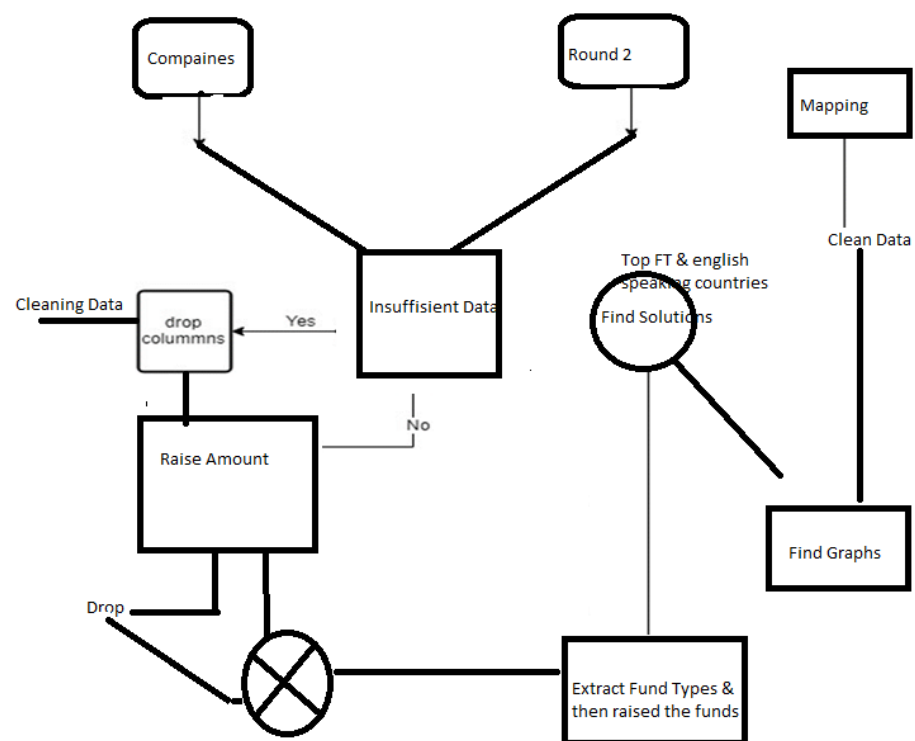
A solution needs to be provided keeping by keeping below limitations as concern:

1. 5 to 15 million USD will be investment per round.
2. Investment will be only in English speaking countries for ease of communication.

## **Business Objectives:**

The objective is to identify the best sectors (where most investors are investing), countries, and a suitable investment type.

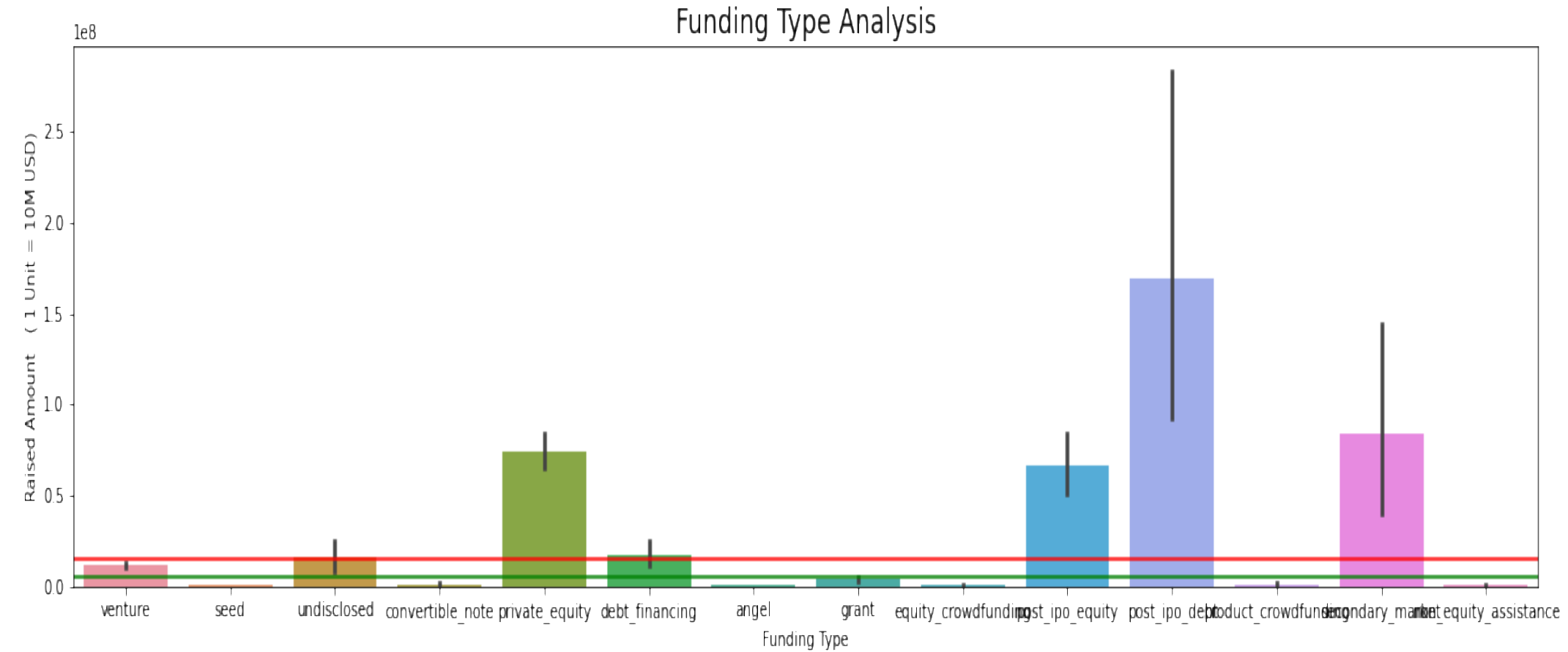
# Flow Chart



## Description – First Plot

A plot showing the fraction of total investments (globally) in angel, 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.

## Graph For Funding Type Analysis

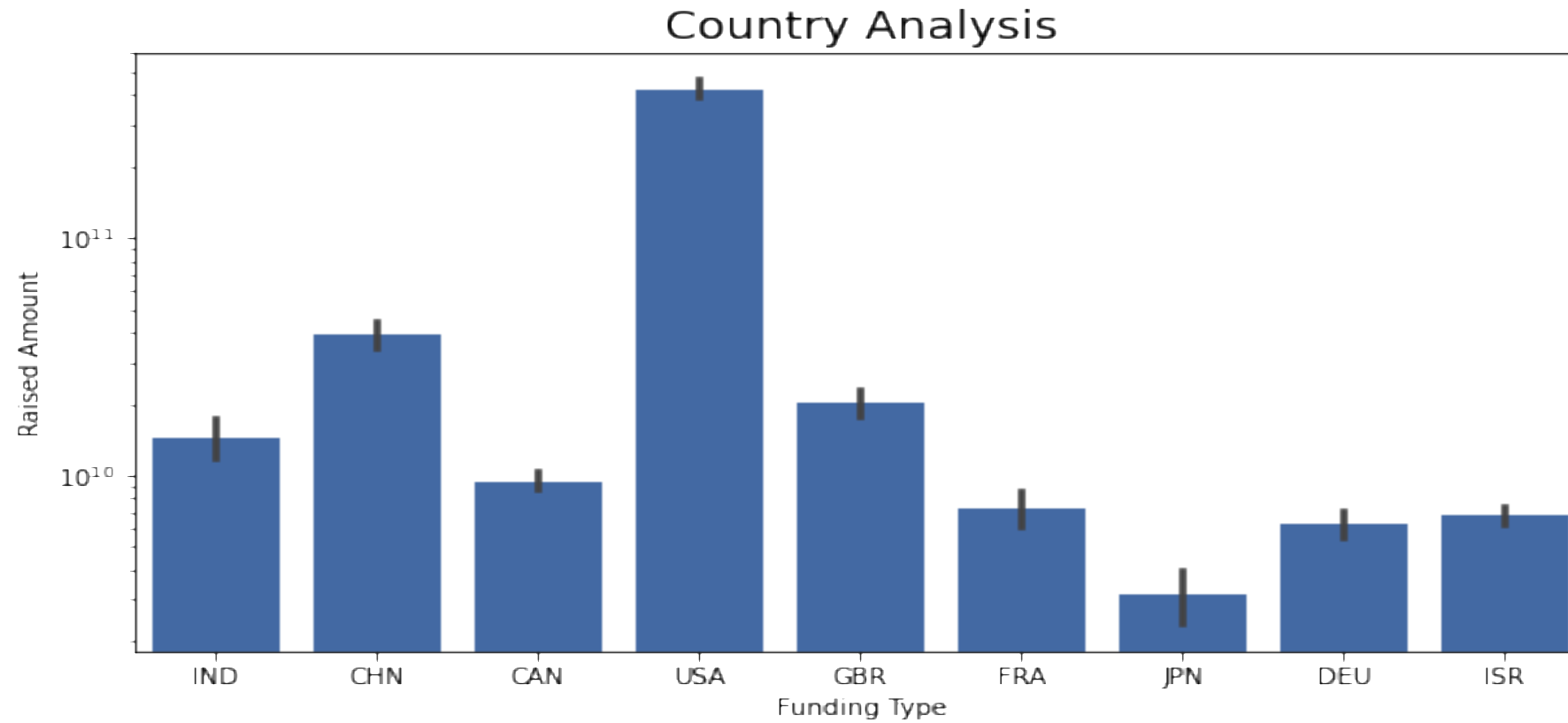


The huge investments happened in venture & private equity, whereas ventures performing well compare to other funding type.

## Description – Second Plot

A plot showing the top 9 countries against the total amount of investments of funding type FT. This should make the top 3 countries (Country 1, Country 2, and Country 3) very clear.

## Second Plot





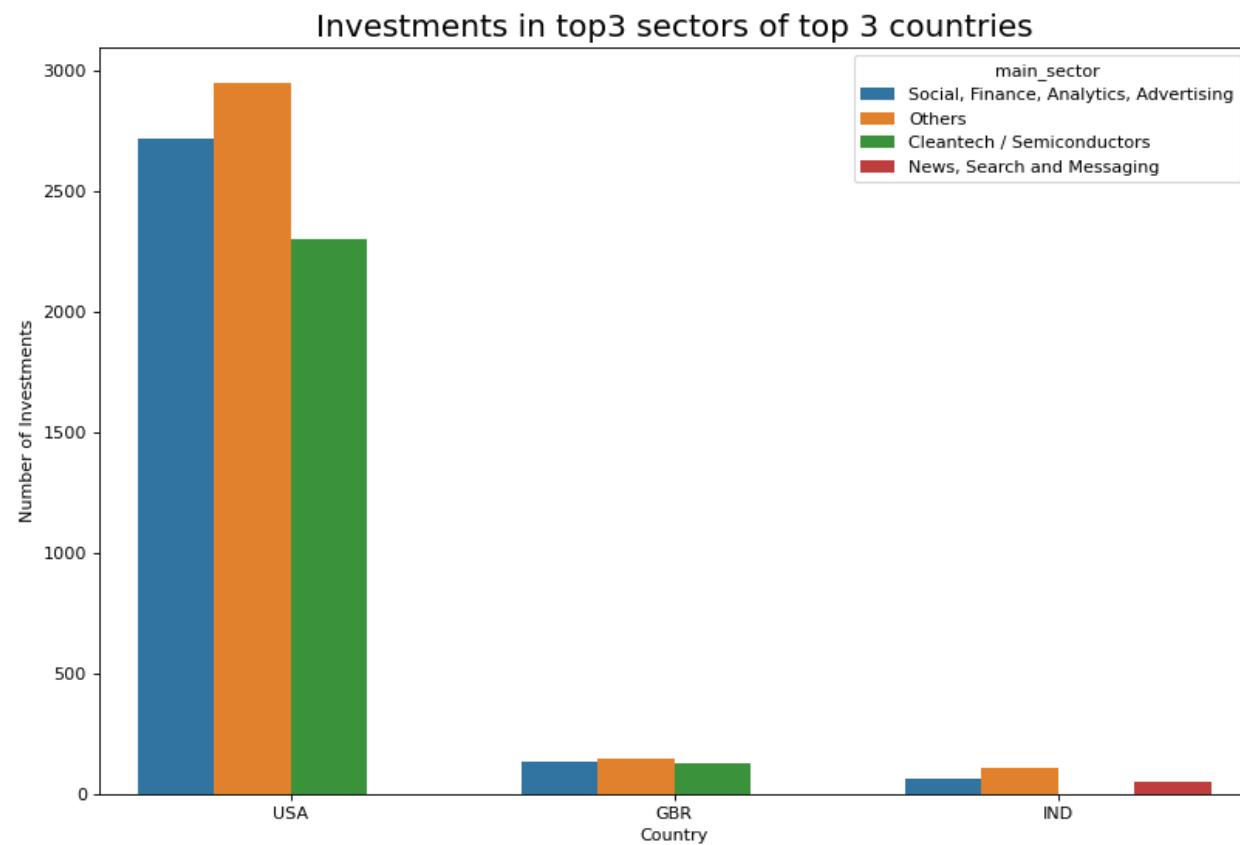
## Analysis- Graph 2

- The Graph clearly shows country USA is far better than others for investment.
- Great Britain performing well after USA.
- Will not consider china as it's a non English speaking county.
- Third best performing country is India.

# Description – Third Plot

Investment in top three sectors of top three countries.

# Third Plot



## Analysis- Graph 3

- In USA: Social, Finance, Analytics & Advertising performing well.
- In Great Britain: Social, Finance, Analytics & Advertising, clean tech & semiconductors are performing neck to neck.
- India Follow the same trend as USA.

# Conclusions

Based on the data analysis performed, Sparks Funds should invest in -

- Funding type - Venture.
- Countries - USA, Britain and India, respectively.
- Top two sectors to invest in are - Others and Social, Finance, Analytics, Advertising