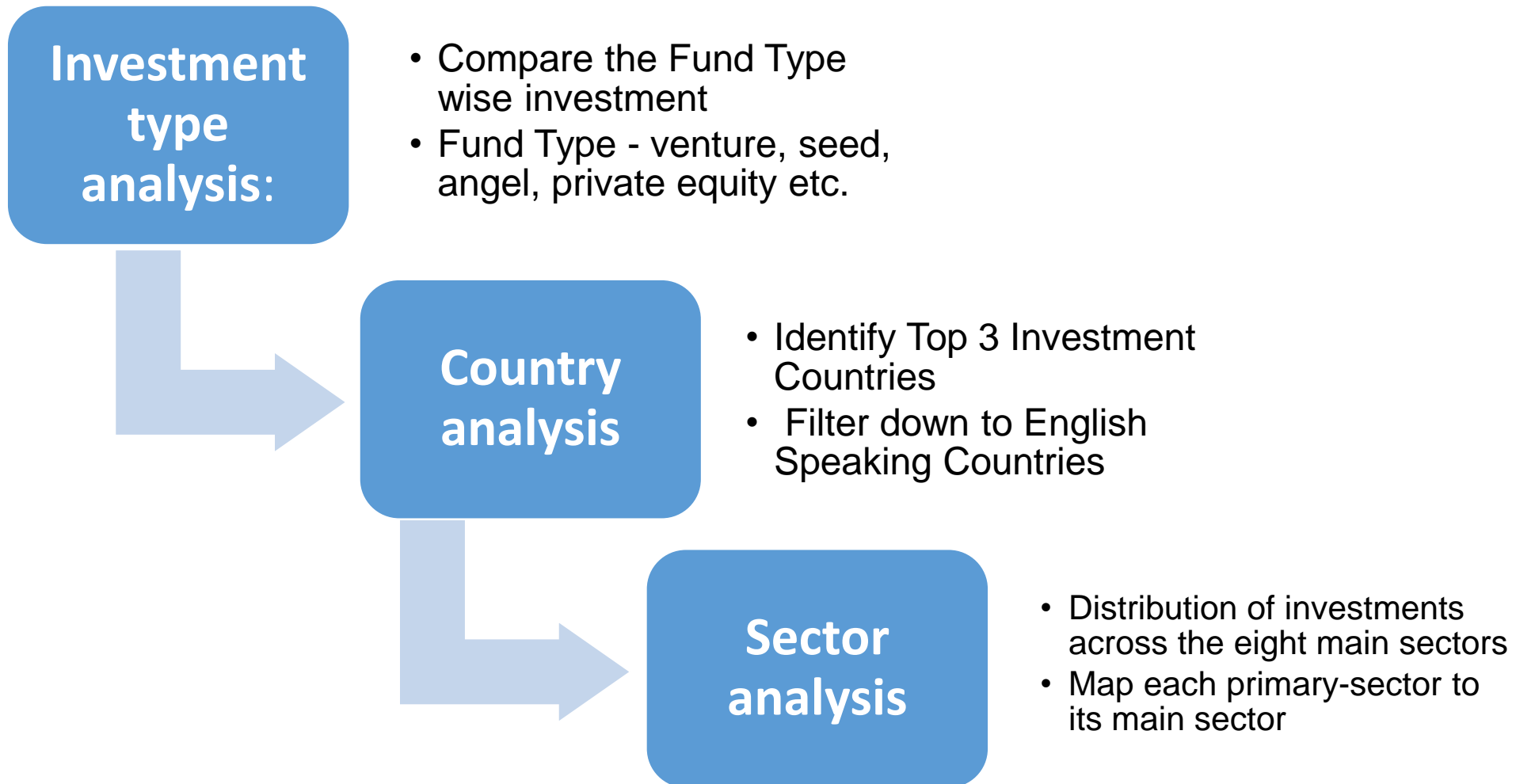# INVESTMENT CASE STUDY

SUBMISSION

Group Name:

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Abstract :

1. Spark Funds wants to make investments in a few companies.

2. Spark Funds have 2 minor constraints.
   a) Invest between **5 to 15 million USD** per round of investment
   b) Invest only in **English-speaking countries.**

Business objective: The objective is 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'.

Problem solving methodology :

Investment type analysis:

- Compare the Fund Type wise investment
- Fund Type - venture, seed, angel, private equity etc.

Country analysis

- Identify Top 3 Investment Countries
- Filter down to English Speaking Countries

Sector analysis

- Distribution of investments across the eight main sectors
- Map each primary-sector to its main sector

Average Values of Investments for Each of these Funding Types :

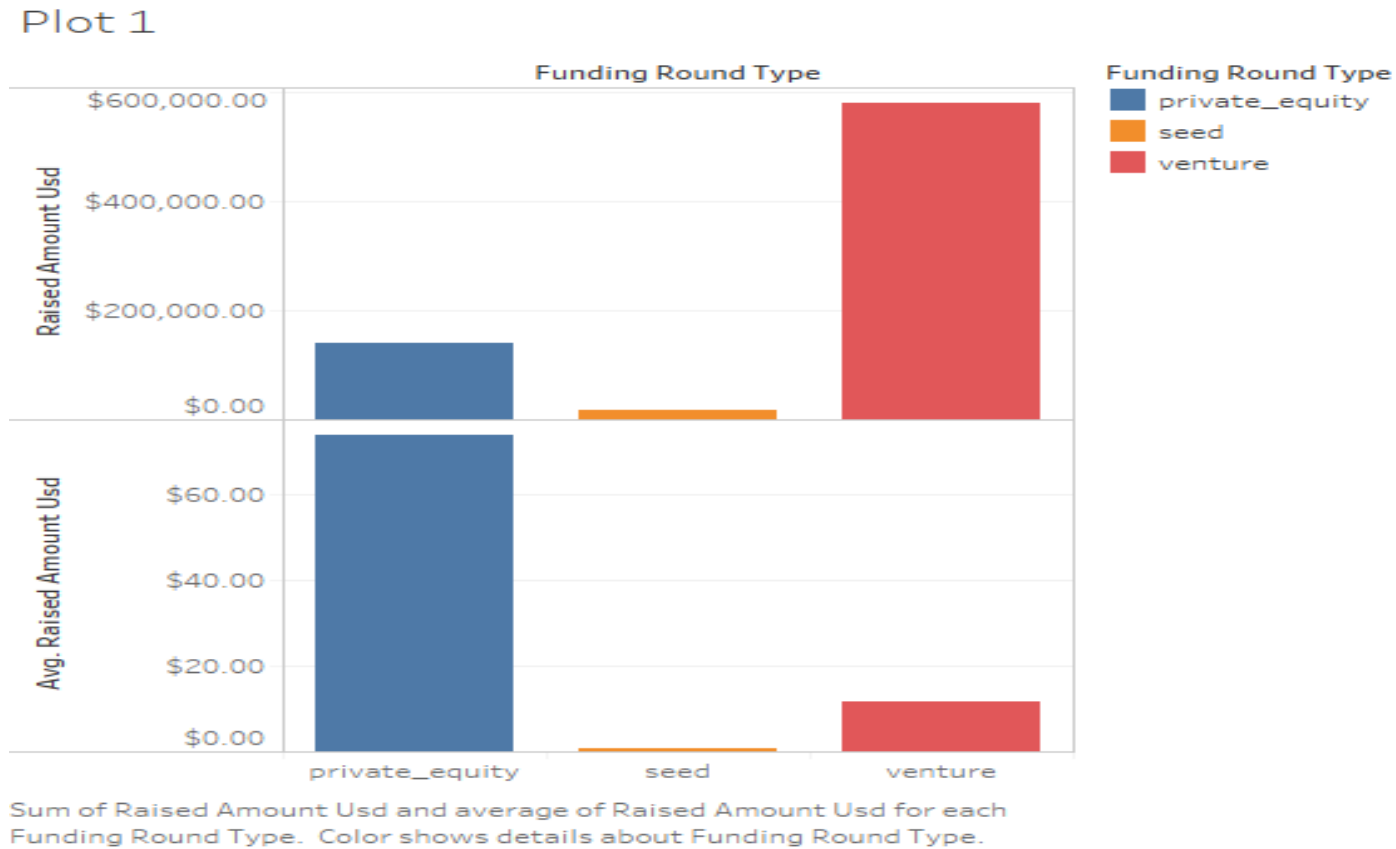| Sl.No	Questions	Answer
1	Average funding amount of venture type	11.748 million USD
2	Average funding amount of angel type	0.958 million USD
3	Average funding amount of seed type	0.719 million USD
4	Average funding amount of private equity type	73.308 million USD
5	Considering that Spark Funds wants to invest between 5 to 15 million USD per investment round, which investment type is the most suitable for them?	Venture

Analysing the Top 3 English-Speaking Countries :

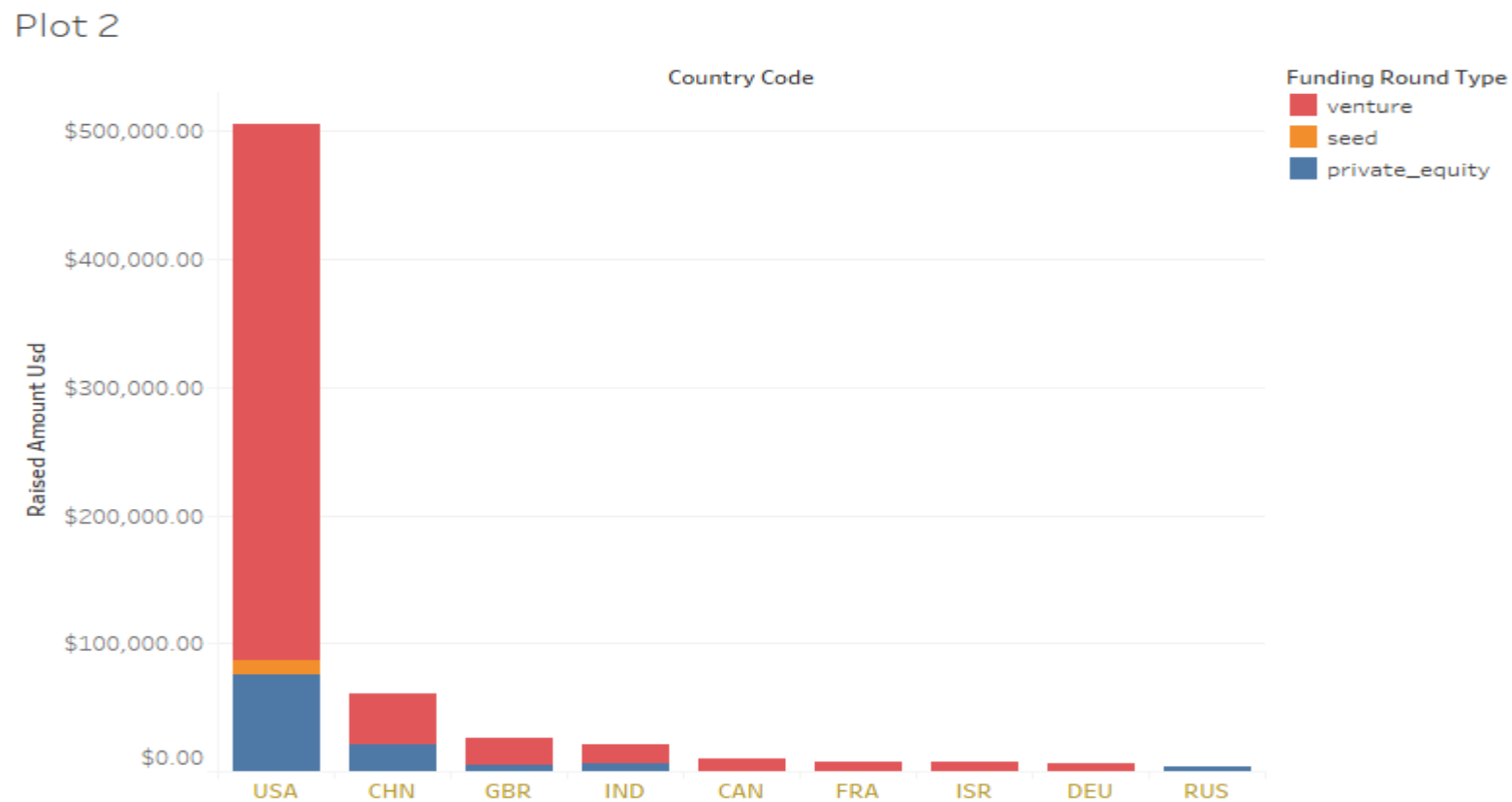| Sl.No	Questions	Answers
1	Top English speaking country	United States (USA)
2	Second English speaking country	United Kingdom (GBR)
3	Third English speaking country	India (IND)

Sector-wise Investment Analysis :

Sl.no	Questions	C1	C2	C3
1	Total number of Investments (count)	12012	619	328
2	Total amount of investment (USD)	107318.294	5365.228	2949.543
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	133	60
8	Number of investments in third sector (5)	2300	128	52
9	For point 3 (top sector count-wise), which company received the highest investment?	virtustream	electric-cloud	firstcry
10	For point 4 (second best sector count-wise), which company received the highest investment?	shotspotter	celltick-technologies	manthan-systems

Funding type (FT) is best suited for Spark Funds :

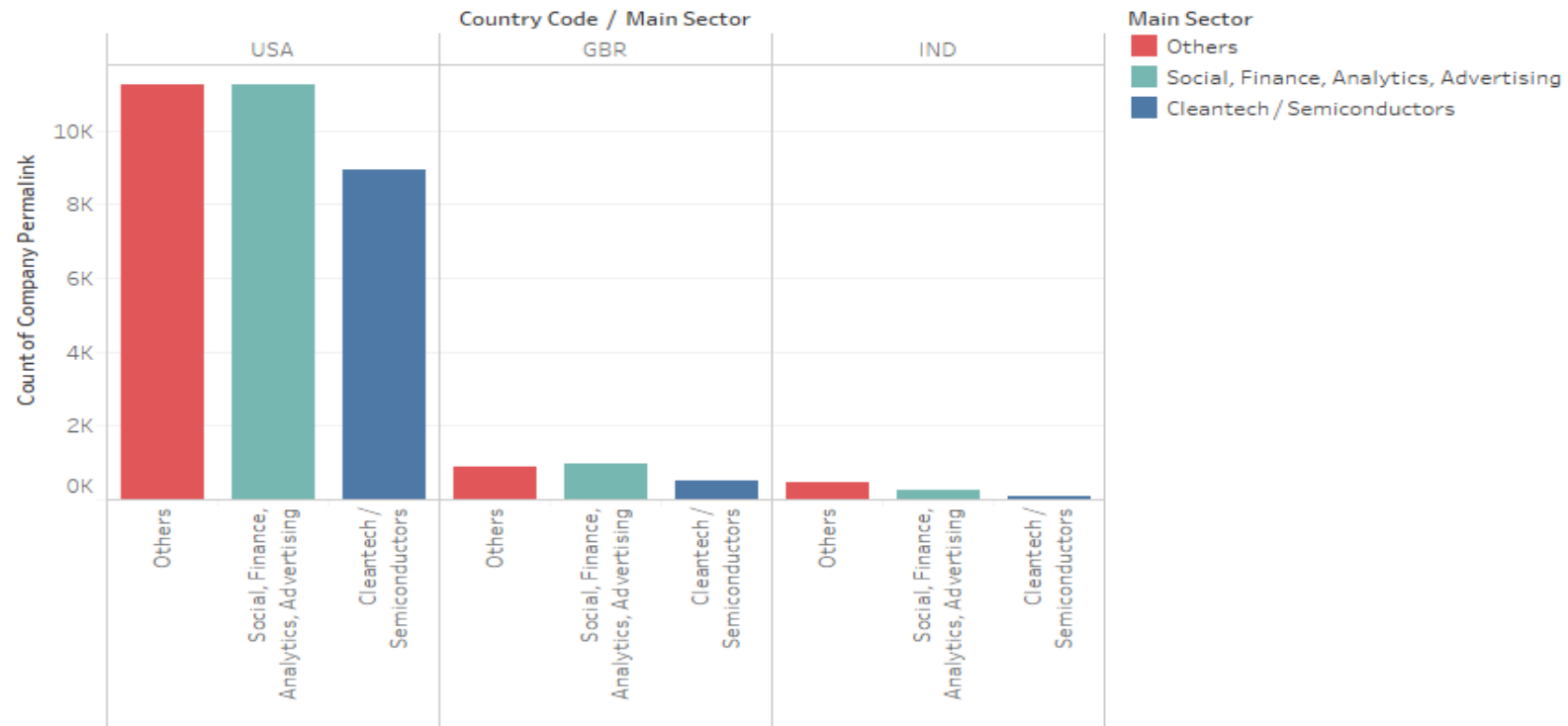# Top 9 countries against the total amount of investments of funding type :

Plot 2

Number of investments in the **top 3 sectors** of the **top 3 countries :**

Plot 3

Count of Company Permalink for each Main Sector broken down by Country Code. Color shows details about Main Sector. The view is filtered on Country Code and Main Sector. The Country Code filter keeps GBR, IND and USA. The Main Sector filter keeps Cleantech / Semiconductors, Others and Social, Finance, Analytics, Advertising.

Conclusions :

Keeping the Business objective and the company's constraint of Spark Fund, we came to the following conclusion.

1. The top 3 Funding Type are **Ventures, Private Equity and Seed**. This is based on the assumption that Spark Funds wants to invest 5 to 15 million USD per investment round.

2. Top 3 English Speaking Countries to Invest in would be **USA, United Kingdom(GBR) and India.** China also ranked 2nd as per the analysis but since it a non-speaking country, we can remove it from consideration.

3. Now moving further to identify the top 3 sectors as per the identified top 3 countries, it would be
   i.   **Others**
   ii. **Social, Finance, Analytics, Advertising**
   iii. **Cleantech / Semi Counductors.**