

# INVESTMENT CASE STUDY

## SUBMISSION

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## <Abstract>

### **Strategy:**

To invest in sectors , companies, investment types which has historically received maximum investments. The philosophy is to identify companies which has historically received most investments from other investors

### **Constraints:**

- a)Invest amount to be in the region of 5-15 million USD
- b)Company has to be in an English speaking Country

**To achieve this goal Spark has made available following data to carryout analysis and discover useful information/trends based on which Spark will make informed investment decision. Data provided can be categorised as:**

### **Reference/Meta Data**

- a)Database named 'Mapping'. This file maps various Business Categories into 8 main business Sectors
- b)List of English Speaking Companies
- c)Database named 'Companies' which is data base of companies and important information company information like home, country, city, category of business, company status etc.

### **Transaction Data**

Database called 'Rounds2' contains amount of invest received under various invest rounds type by companies.

## <Problem solving methodology>

- a)The first step involves understanding the data, after the data is imported, upon a quick analysis it was understood that data in different files such as companies.txt, rounds2.csv, mapping.csv were inconsistent. In order to bring consistency among the three file data cleaning such as bringing uniform case sensitivity in permalink column and its equivalent column in rounds2 file was required. Similarly the category list column of mapping file had around 53 rows which were having inconsistent values compared to the companies.txt file which was also required to be fixed.
- b)After bringing uniformity among three files, the files were ready to be merged
- c)From the merged file of companies and rounds2 ,it should be clearly evident which funding type is suitable for Spark
- d)After understand the suitable funding type, the top 9 countries can be filtered
- e)From the top9 countries ,by a manual inspection the top 3 English speaking country can be identified
- f)after having the mappings file merged,country/sector analysis can be performed

## <Analysis- Average Values of Investments for Each of these Funding Types >

A)Average funding across different funding type (venture,seed,angel,private equity)was analysed

B)With above step it was understood that ‘venture’ is the suitable funding type for spark as the average funding was between 5 - 15 million.average funding for venture is 11748949USD

## <Analysis - Analysing the Top 3 English-Speaking Countries>

A)The top nine countries were filtered based on the total number investments in 'venture' funding type

B)Upon manual inspection it was understood that USA,Great Britain and India were the top3 countries received venture funding type

## <Analysis - Sector-wise Investment Analysis>

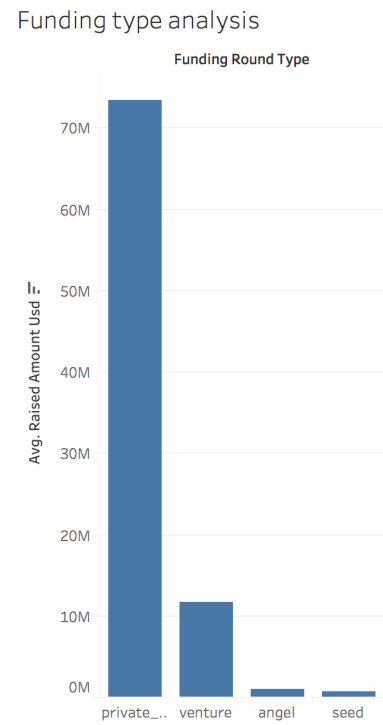
1. Upon analysis of primary sectors against the funding which is between 5-15millionUSD of venture type against USA,INDIA and Great Britain it was understood that,

A)USA's top sectors in venture type which is between 5-15million USD was **Others**,followed by **social\_finance\_analytics\_advertising** and **cleantech\_semiconductors**

B)Great Britain's top sectors in venture type which is between 5-15million USD was **Others**,followed by **social\_finance\_analytics\_advertising** and **cleantech\_semiconductors**

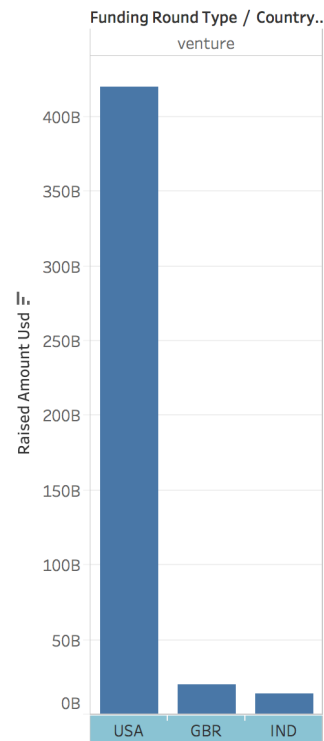
C)India's top sectors in venture type which is between 5-15million USD was **Others**,followed by **social\_finance\_analytics\_advertising** and **news\_search\_and\_messaging**

# <Results-Funding type analysis>



## <Results - Top 3 countries>

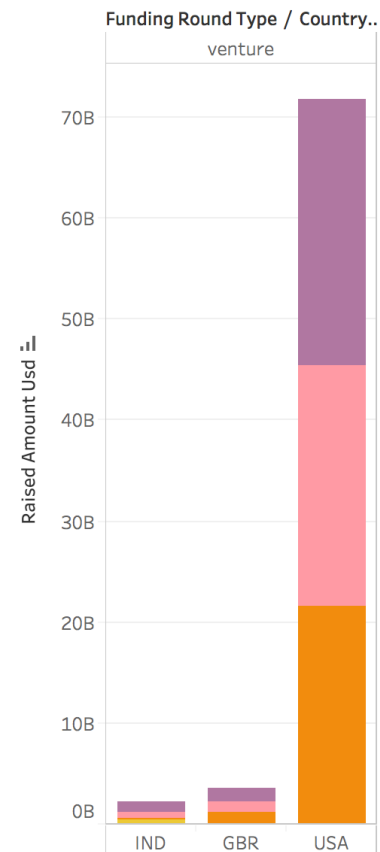
Top9 countries





## <Results - Top 3 sectors>

top3 sector



## <Conclusions>

We recommend Spark to invest in Venture type in any of the below countries in the order that is mentioned below

### 1.USA

a)Top sector - Others

b)second best - social\_finance\_analytics\_advertising

c)third best - cleantech\_semiconductors

### 2.Great Britain

a)Top sector - Others

b)second best - social\_finance\_analytics\_advertising

c)third best - cleantech\_semiconductors

### 3.India

a)Top sector - Others

b)second best - social\_finance\_analytics\_advertising

c)third best - news.\_search\_and\_messaging