

# INVESTMENT CASE STUDY

## SUBMISSION

Group Name:

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## <Abstract>

### ❖ Overview

- ❖ Spark Funds is an asset management company
- ❖ Spark Funds want to make investments in a few companies
- ❖ CEO of Spark funds wants to understand the global trends in investments in order to take effective decisions

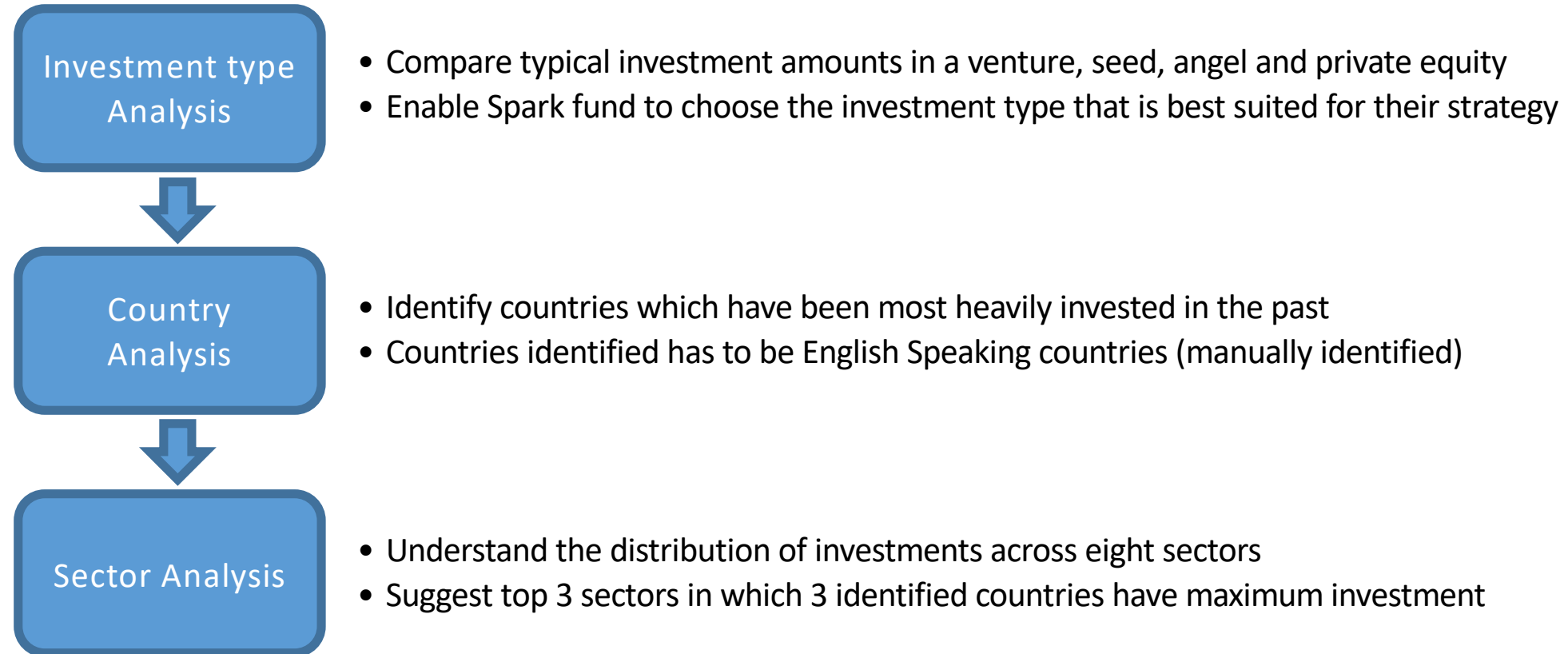
### ❖ Constraints

- ❖ Spark funds to invest between 5 to 15 million USD per round of investment
- ❖ Spark funds want to invest only in English-speaking countries for ease of communications with companies it invests in

### ❖ Strategy

- ❖ Spark Funds wants to invest in where most other investors are investing

## <Problem solving methodology>



## <Analysis>

- ❖ Data available for companies [permalink] and round2 [company\_permalink] needs cleansing prior to usage
- ❖ Difference found in two datasets of 2 records, which has been ignored given the large number of records available for analysis
- ❖ Investment Amount [raised\_amount\_usd] contains null values – approach has been to be update these with 0's for aggregation consistencies
- ❖ Additional data found in round2 dataset to the tune of 42493 records that does not have a match in companies and hence removed (ignored for analysis)
- ❖ A combined dataset of companies and round2 results in 114942 observations which have been further analysed to reach our conclusions

## <Analysis>

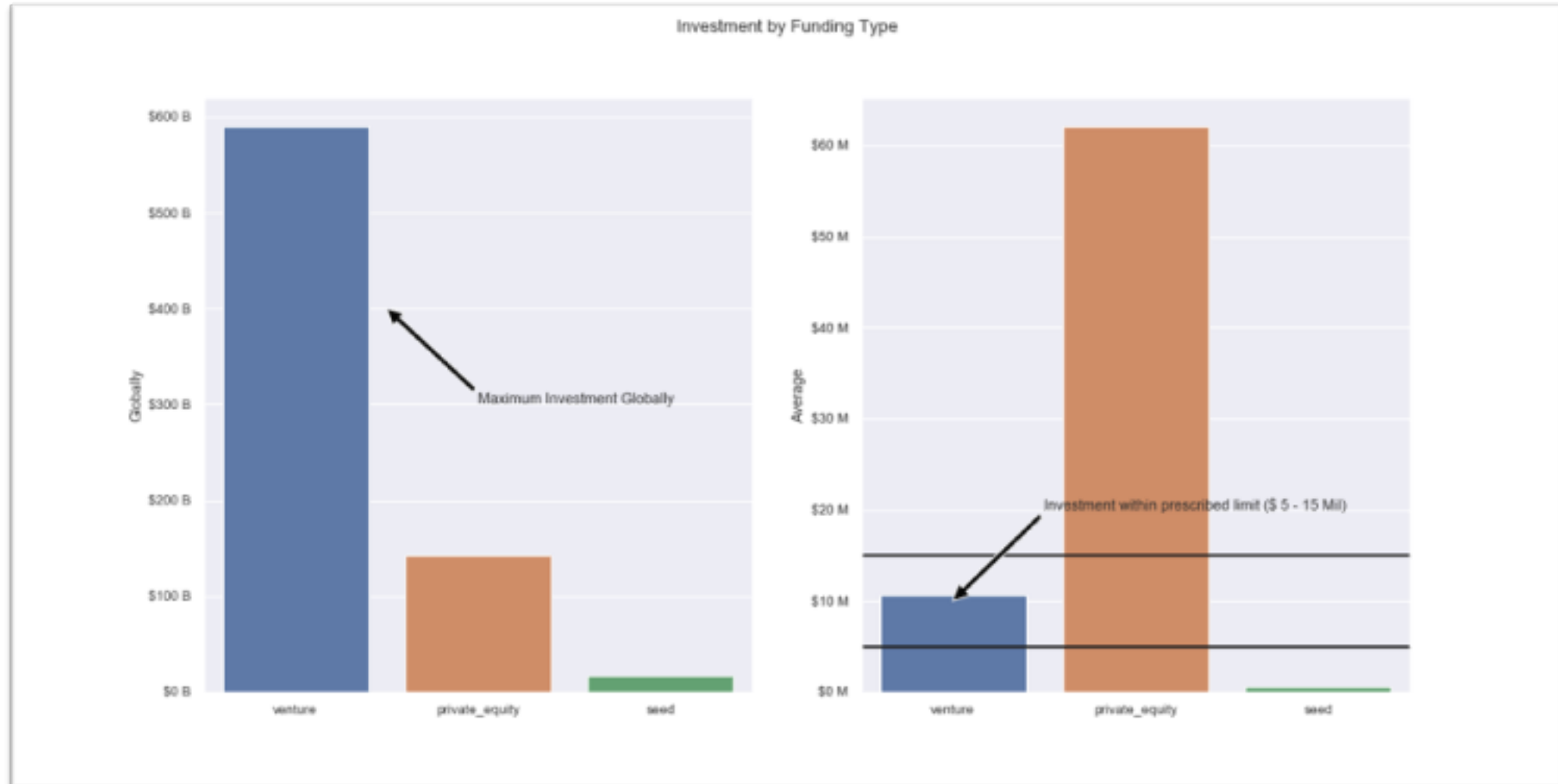
- ❖ Analysis based on investment type analysis
  - ❖ It has been observed that [seed] and [angel] investment type are way below and [private equity] investment type is way above the limit identified by Spark Funds of USD 5 – 15 Million
  - ❖ [Venture] investment type has been identified as the most suited investment type for Spark Funds as it fits within the range identified of USD 5 – 15 Million
- ❖ Analysis based on country data (English speaking countries) indicate the following countries are best suited for investment by Spark Funds
  - ❖ USA (422.5 Billion)
  - ❖ GBR (20.24 Billion)
  - ❖ IND (14.39 Billion)

## <Analysis>

- ❖ Sector analysis indicates that maximum investments happen in the following sectors by country
  - ❖ [USA / GBR / IND] – Others
  - ❖ [USA / GBR ] - Cleantech / Semiconductors
  - ❖ [IND] - News, Search and Messaging
  - ❖ [USA / GBR / IND] - Social, Finance, Analytics, Advertising
  
- ❖ Top two companies identified for each country with investments in top two sectors include
  - ❖ [USA] – social-finance and freescale
  - ❖ [GBR] – oneweb and immunocore
  - ❖ [IND] – flipkart and quikr-india

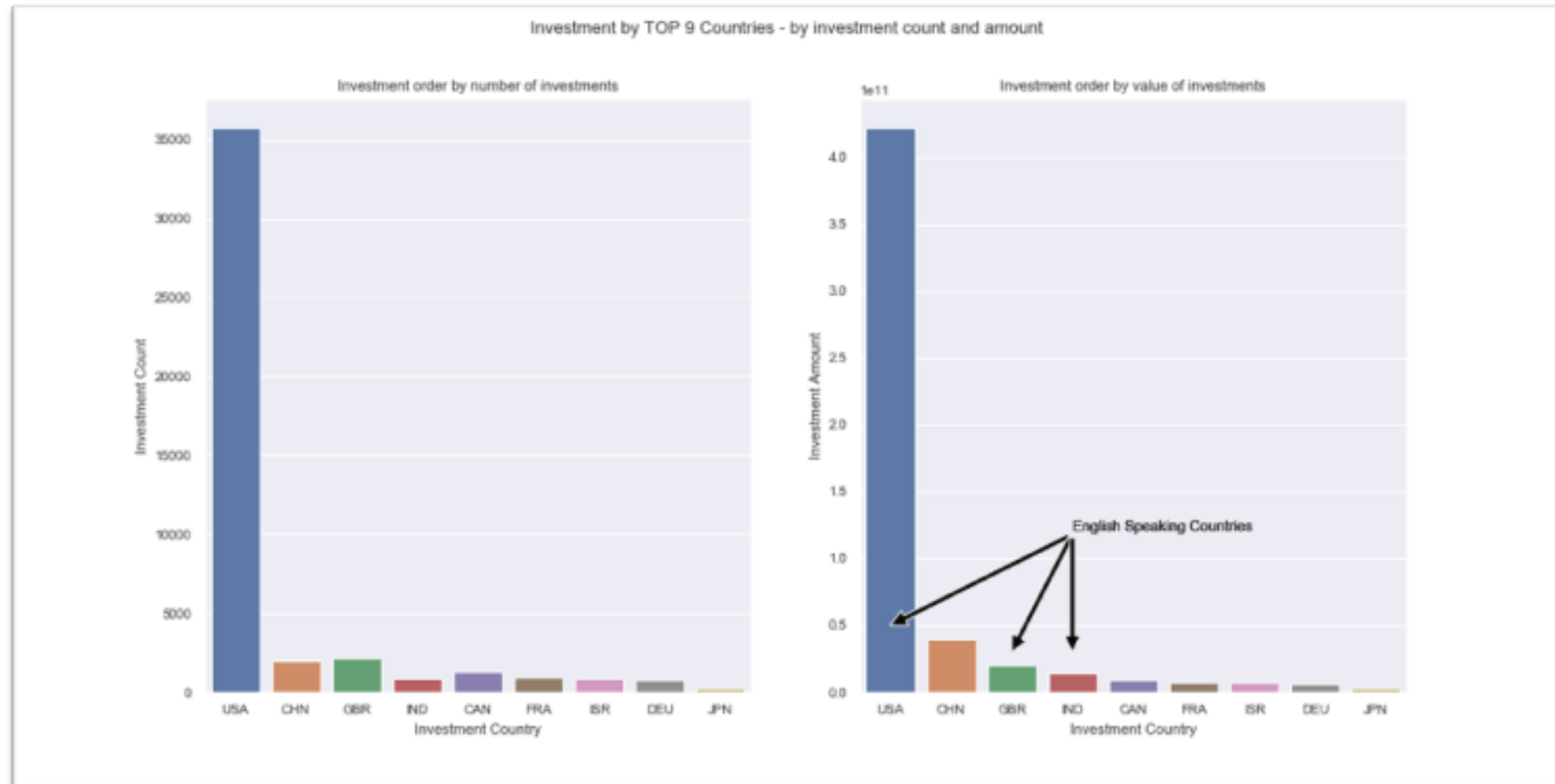
# <Results – Investment by Funding Type>

Plot 1



# <Results – Investment by Top 9 Countries (by count and amount)>

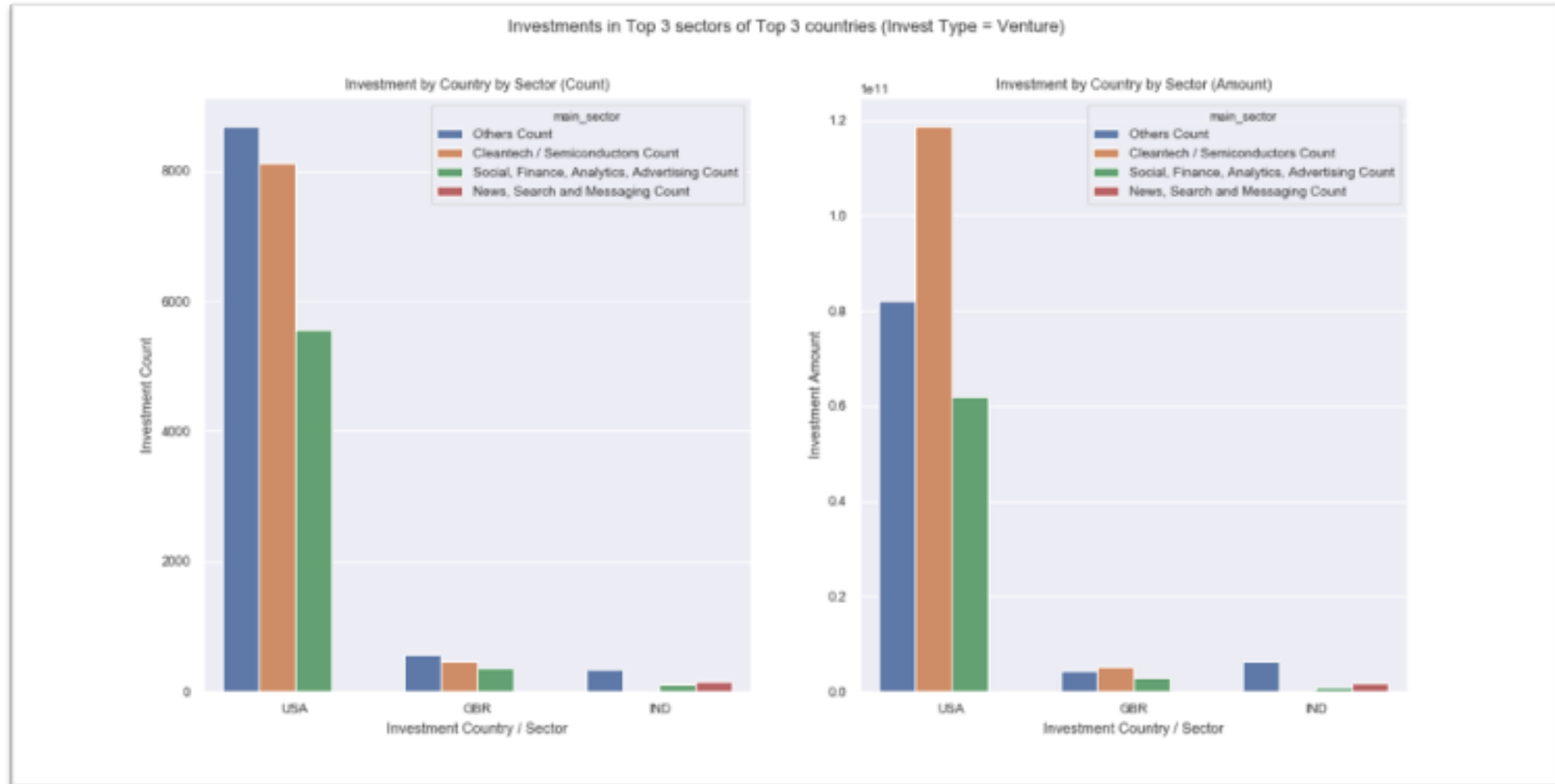
Plot 2





# <Results – Investment in Top 3 Sectors of Top 3 Companies>

Plot 3



## <Conclusions>

- ❖ Spark Funds should invest in 3 English Speaking countries – USA, GBR and IND
- ❖ Spark Funds should invest in top three sectors of these countries, which include;
  - ❖ [USA / GBR / IND] – Others
  - ❖ [USA / GBR] – Cleantech / Semiconductors
  - ❖ [IND] – News, Search and Messaging
  - ❖ [USA / GBR / IND] – Social, Finance, Analytics, Advertising
- ❖ Spark Funds should invest in the following top two companies
  - ❖ [USA] – social-finance and freescale
  - ❖ [GBR] – oneweb and immunocore
  - ❖ [IND] – flipkart and quikr-india