

Spark Funds Investment Analysis

Name: Sivaprasad

Business Objectives

Business objectives are:

- Identify the best investment type for making investments
- Identify the best countries to invest
- Identify the best sectors to invest

Strategy:

- To invest where others are investing, implying that the 'best' sectors and countries are the ones 'where most investors are investing'.

Constraints are:

- Company wants to invest between 5 to 15 million USD per round of investment.
- Company wants to invest only in English-speaking countries because of the ease of communication with the companies it would invest in.

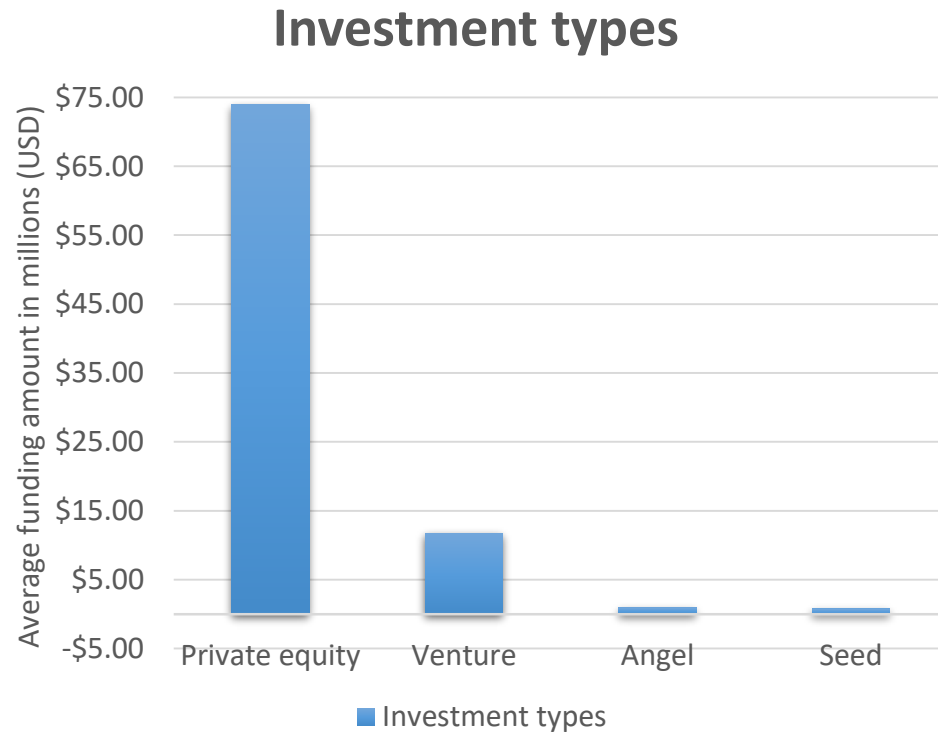


Points of interest

Collected data contains:

- 114949 rounds of investments
- 66368 companies from around the globe

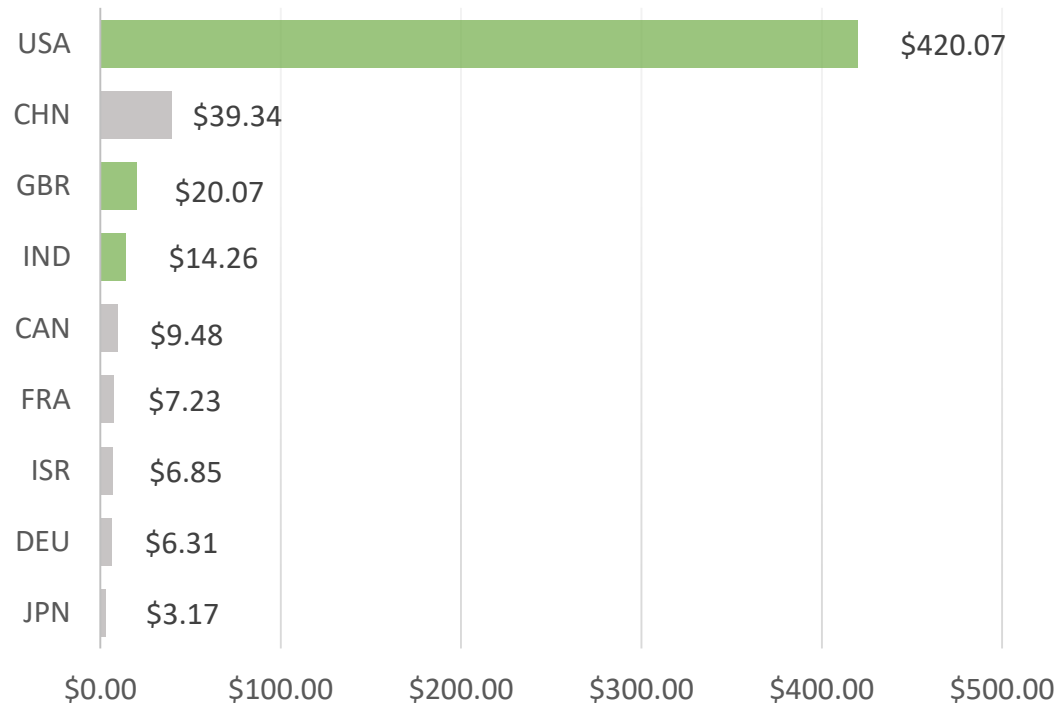
Identifying the right investment type



- The best investment type within the range of 5-15M USD is **Venture**
- Average investment amount is **\$11.72M**

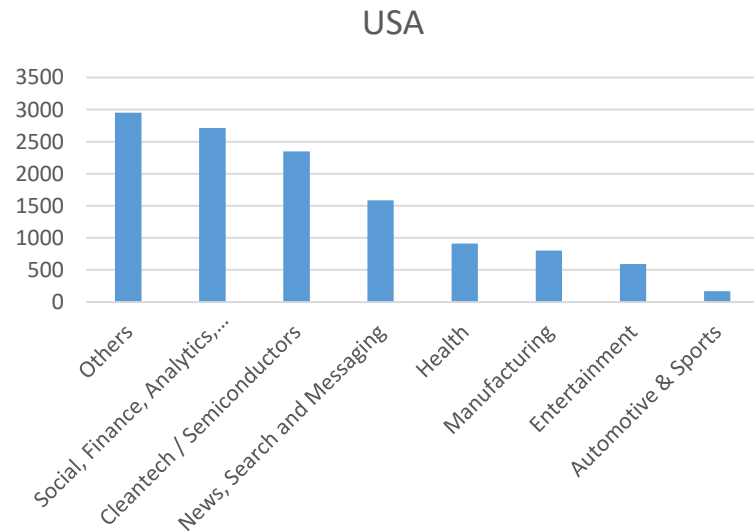
Identifying the right country

TOTAL INVESTMENTS IN VENTURE TYPE(IN BILLIONS)



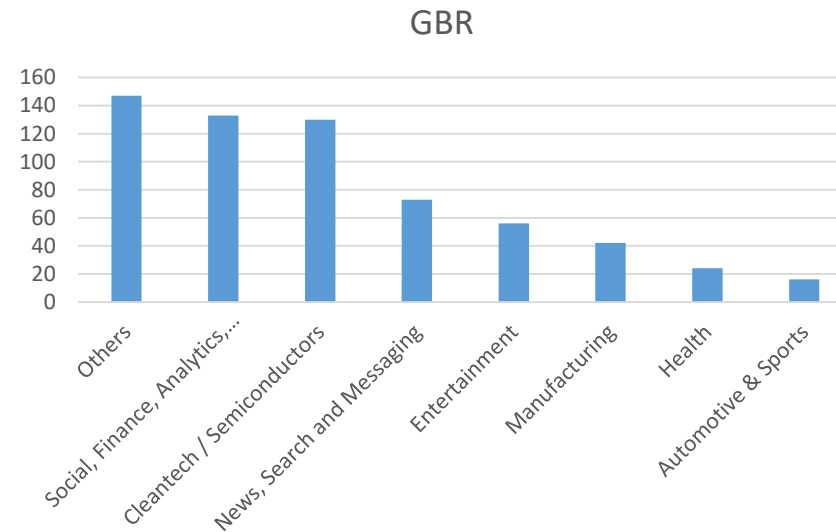
- For the venture type, top 3 countries are USA, Britain and India.
- Considering only English speaking countries.

Identifying the right sector



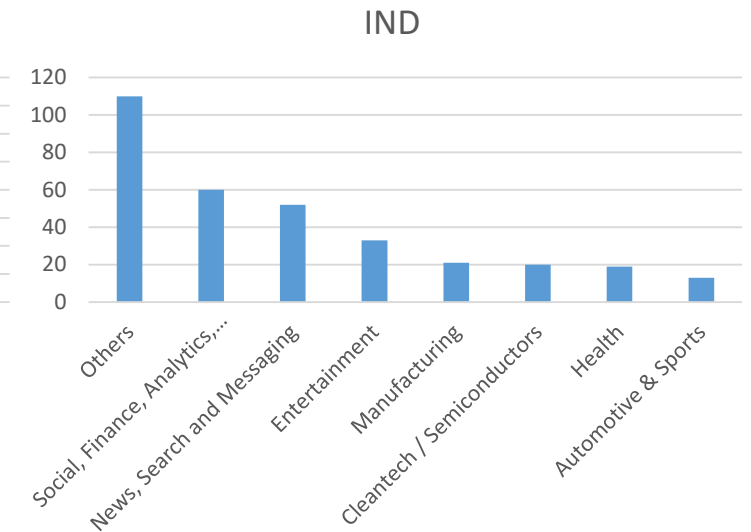
Top 3 sectors in USA in terms of investment count are:

1. Others
2. Social, Finance, Analytics, Advertising
3. Cleantech / Semiconductors



Top 3 sectors in GBR in terms of investment count are:

1. Others
2. Social, Finance, Analytics, Advertising
3. Cleantech / Semiconductors



Top 3 sectors in IND in terms of investment count are:

1. Others
2. Social, Finance, Analytics, Advertising
3. News, Search and Messaging

Conclusions

- Venture type is the most suitable investment type for Spark Funds.
- For Venture type, USA, Britain and India are the best countries to invest as these are 3 heavily invested countries by others.
- Best sectors to invest are:

In USA and Britain,

1. Social, Finance, Analytics, Advertising
2. Cleantech / Semiconductors

In India,

1. Social, Finance, Analytics, Advertising
2. News, Search and Messaging