

# INVESTMENT CASE STUDY

## SUBMISSION

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# Business Objective and Goals of Data Analysis.

## Business objective:

- Our 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'.

## Goals of data analysis: Our goals are divided into three sub-goals:

### **Investment type analysis:**

- Comparing the typical investment amounts in the venture, seed, angel, private equity etc. so that Spark Funds can choose the type that is best suited for their strategy.

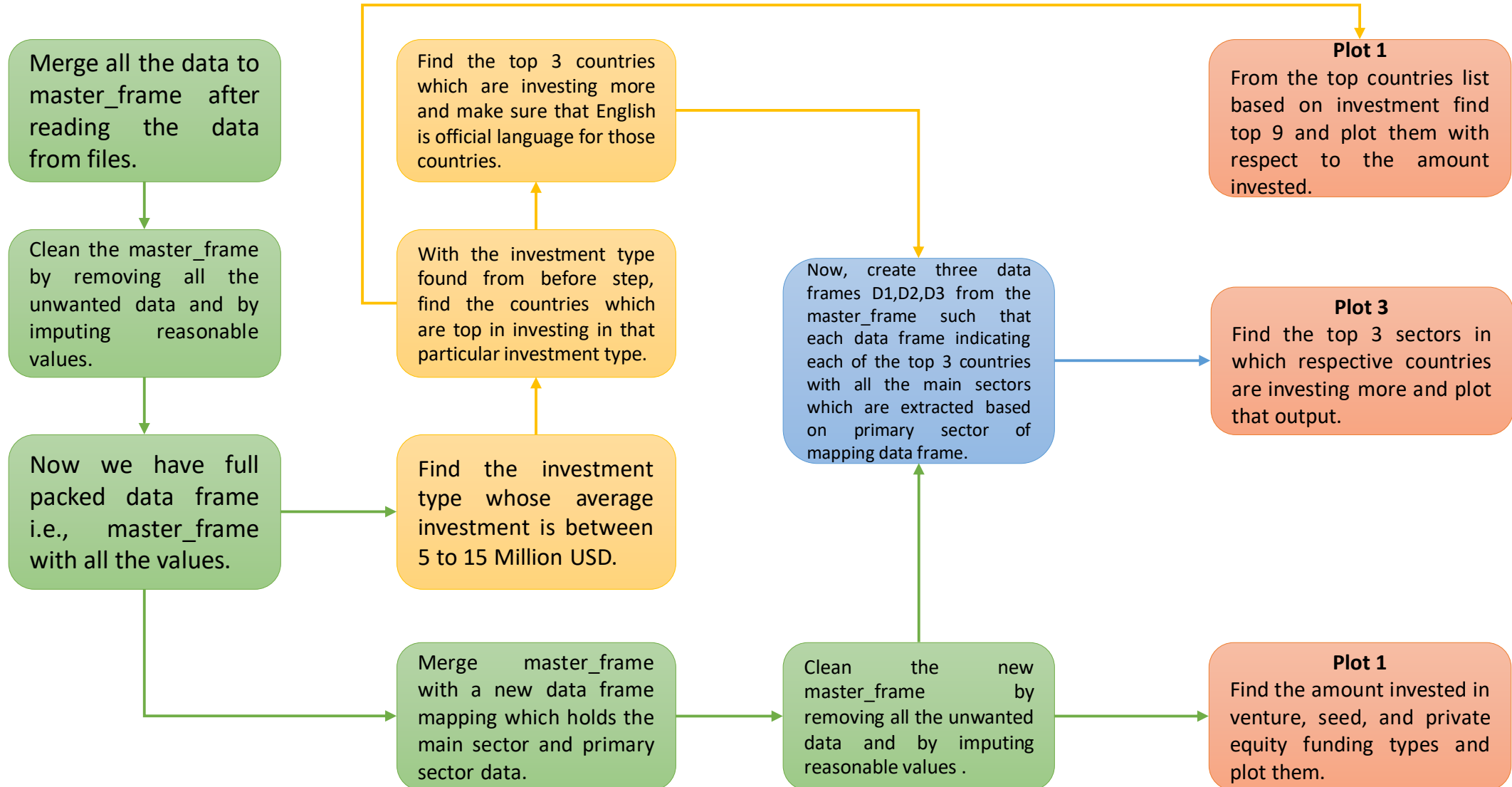
### **Country analysis:**

- Identifying the countries which have been the most heavily invested in the past. These will be Spark Funds' favorites as well.

### **Sector analysis:**

- Understanding the distribution of investments across the eight main sectors.

# Problem solving methodology



# Investment Type Analysis

- Calculate the average of the amount invested among investment types : venture, angel, seed, private equity.
- After calculation:

INVESTMENT TYPE	AVERAGE AMOUNT INVESTED
Venture	11.726 Million USD
Angel	0.977 Million USD
Seed	0.741 Million USD
Private equity	71.033 Million USD

- Venture is the investment type which has an average of 11.726 Million USD which becomes our favourite as our investment range is 5-15 Million USD.

# Country Analysis

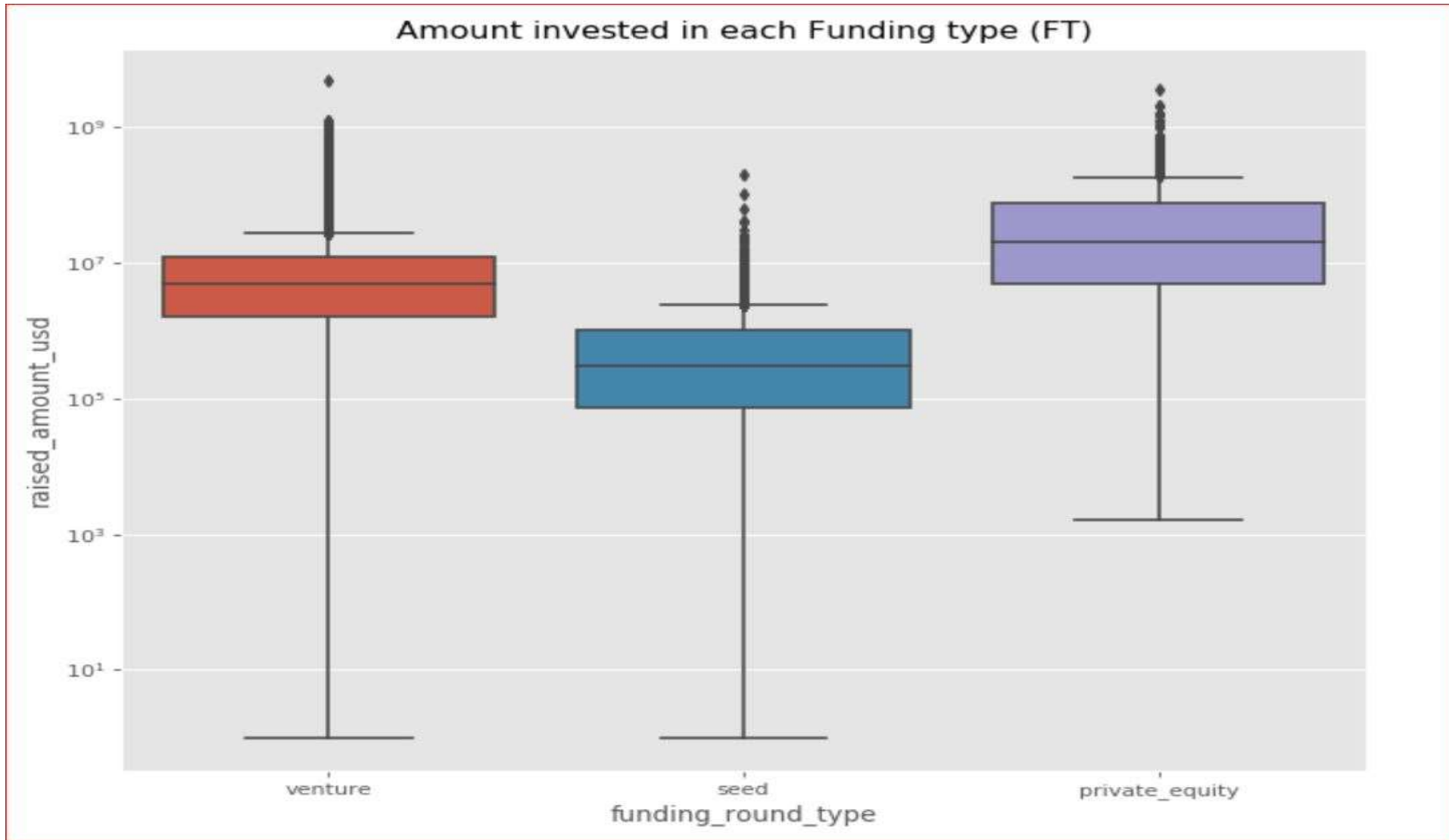
- Finding the countries which had highest amount of funding in the funding type **VENTURE**, USA,CHN,GBR,IND,CAN are the top 5 countries arranged in descending order based on highest amount of funding.
- As we require top 3 countries with English as an official language, we will be having our favourites as USA,GBR,IND.

Top English speaking country	USA
Second English speaking country	GBR
Third English speaking country	IND

# Sector Analysis

		USA	GBR	IND
1	Total number of Investments (count)	35914	1987	815
2	Total amount of investment (USD)	419421.563476 Million	19711.482 Million	14167.808 Million
3	Top Sector name (no. of investment-wise)	Others	Others	Others
4	Second Sector name (no. of investment-wise)	Cleantech/Semiconductors	Cleantech/Semiconductors	Social,Finance,Analytics,Advertising
5	Third Sector name (no. of investment-wise)	Social,Finance,Analytics,Advertising	Social,Finance,Analytics,Advertising	News,Search and Messaging
6	Number of investments in top sector (3)	8308	503	282
7	Number of investments in second sector (4)	7995	425	147
8	Number of investments in third sector (5)	7245	419	130

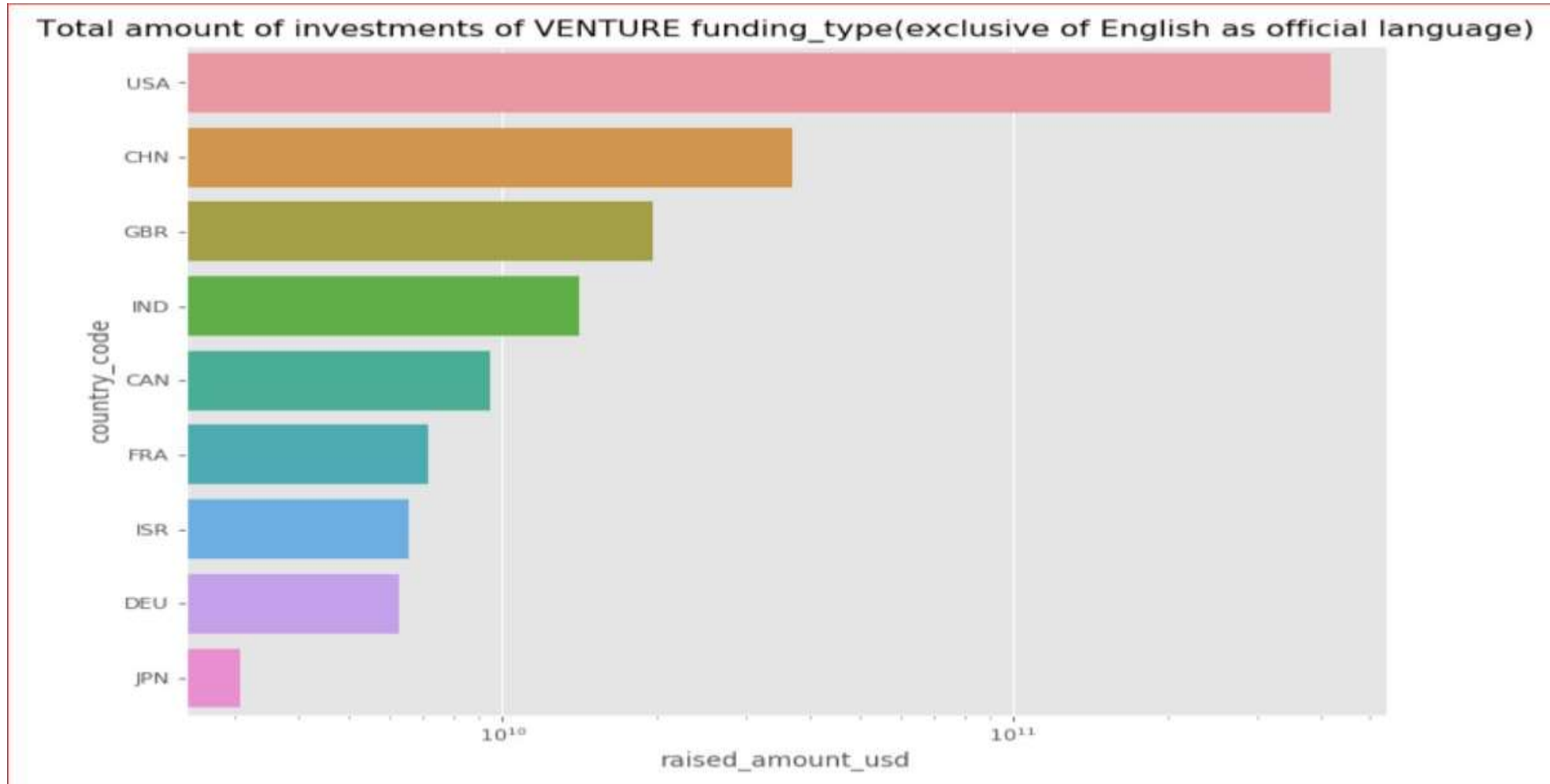
As seen the values in slide 4, we can see in the below plot that **venture** type value lies between  $10^6$  and slightly above  $10^7$  which is suitable for Spark Funds investment whereas seed and private equity are lower and higher respectively compared to our margin value 5-15 Million.



$10^6 = 1$  Million

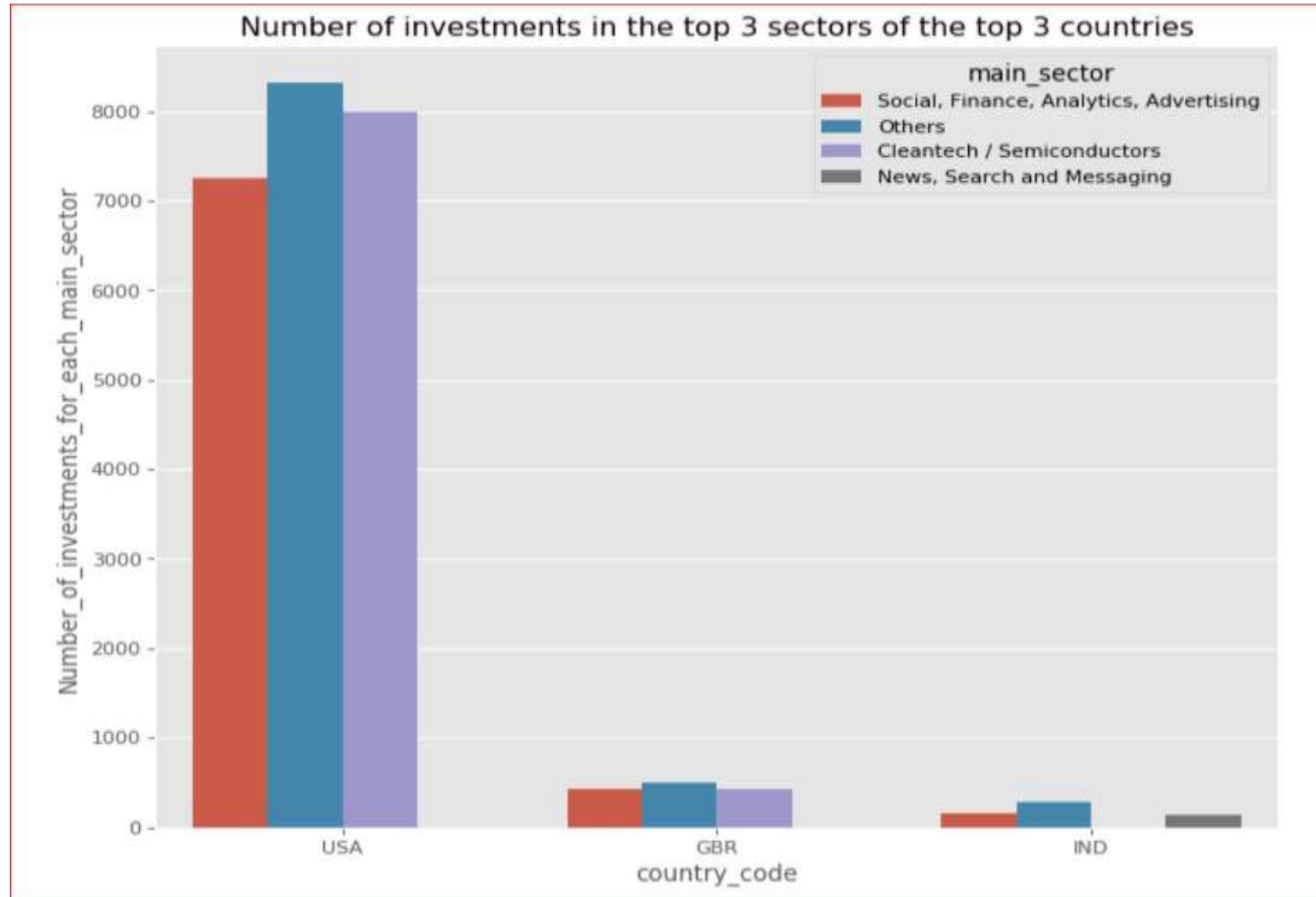
Below is the plot showing the top 9 countries against the total amount of investments of funding type (VENTURE).

We can notice that USA,GBR,IND are the top 3 countries (considering English as official language).





With reference to slide 6 values, below plot is showing the number of investments in the **top 3 sectors** of the **top 3 countries**.



## Conclusion

- We can invest in **venture** funding type, in either of the countries USA,GBR or IND preferably USA as there are more number investments compared to other countries.
- **Others** is the main sector which has highest number of investments.

**- THANK YOU**