

# INVESTMENT CASE STUDY

## SUBMISSION

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## **Business Understanding**

Spark Funds is an Asset Management Company which manages funds by investing into various investment options .

## **Business Objective**

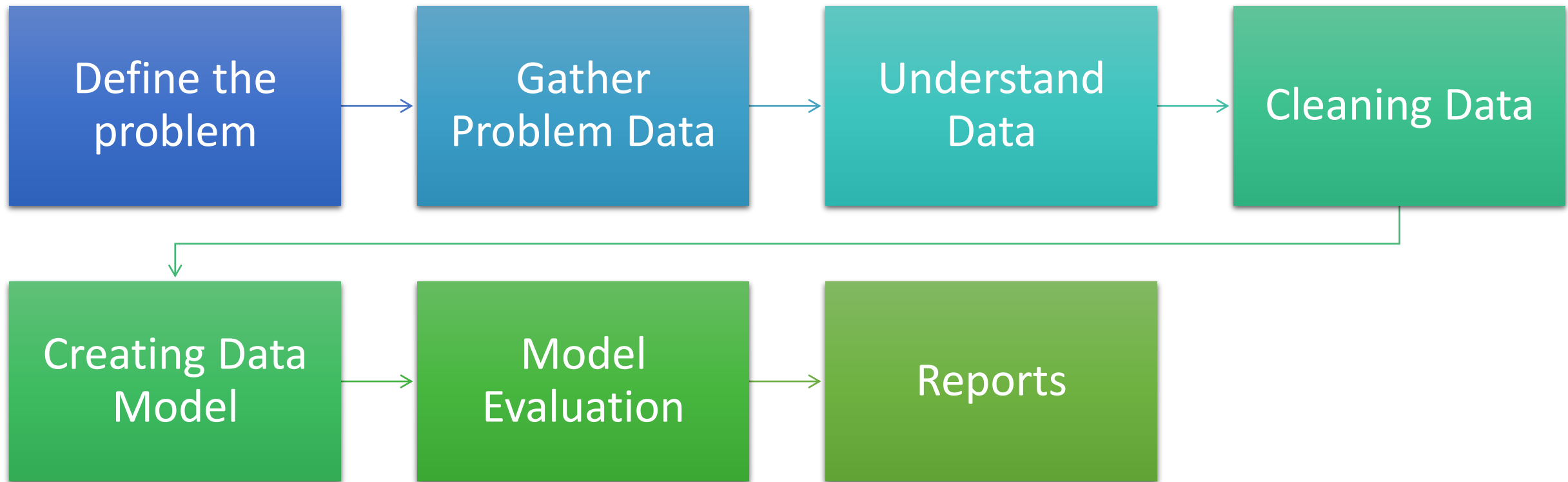
Spark Funds wants to make an investment in a few companies by understanding the global trends in investment which will help them take effective decisions.

## **Business Constraint**

Spark Funds have two minor constraints for investments as mentioned below:

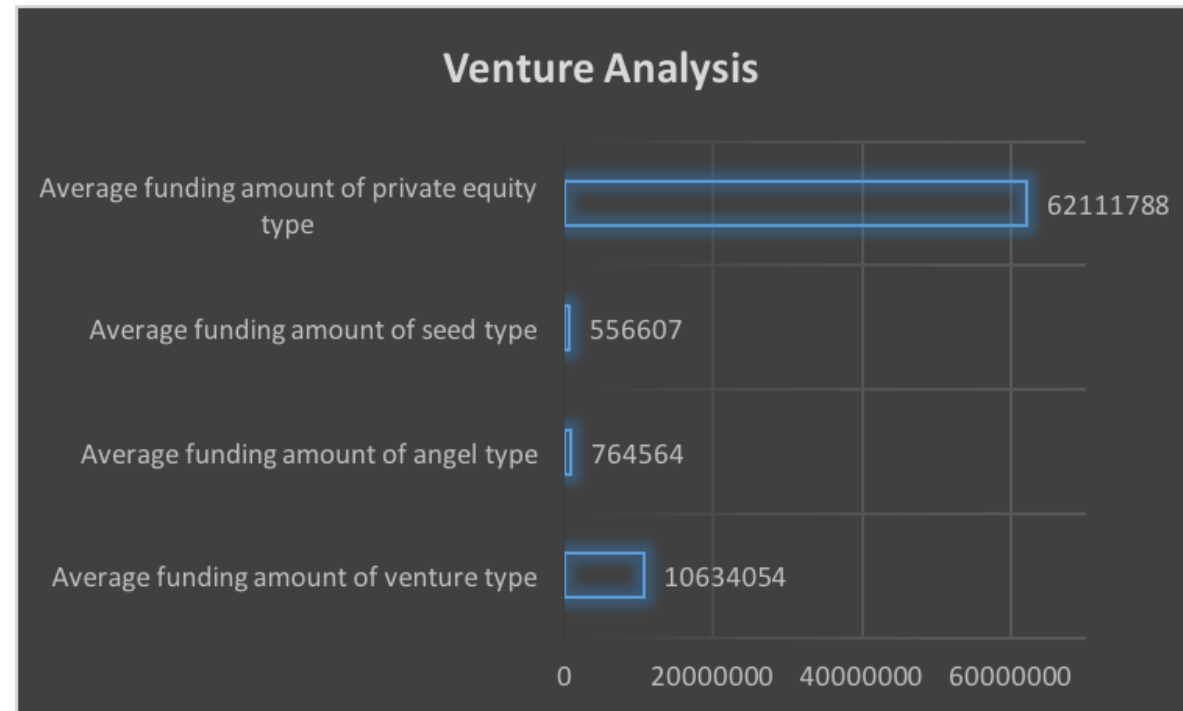
1. They want to invest between 5 to 15 million USD per round of investment.
2. They want to invest only in English speaking countries because of the ease of communication with the companies it would invest it.

## Problem solving methodology



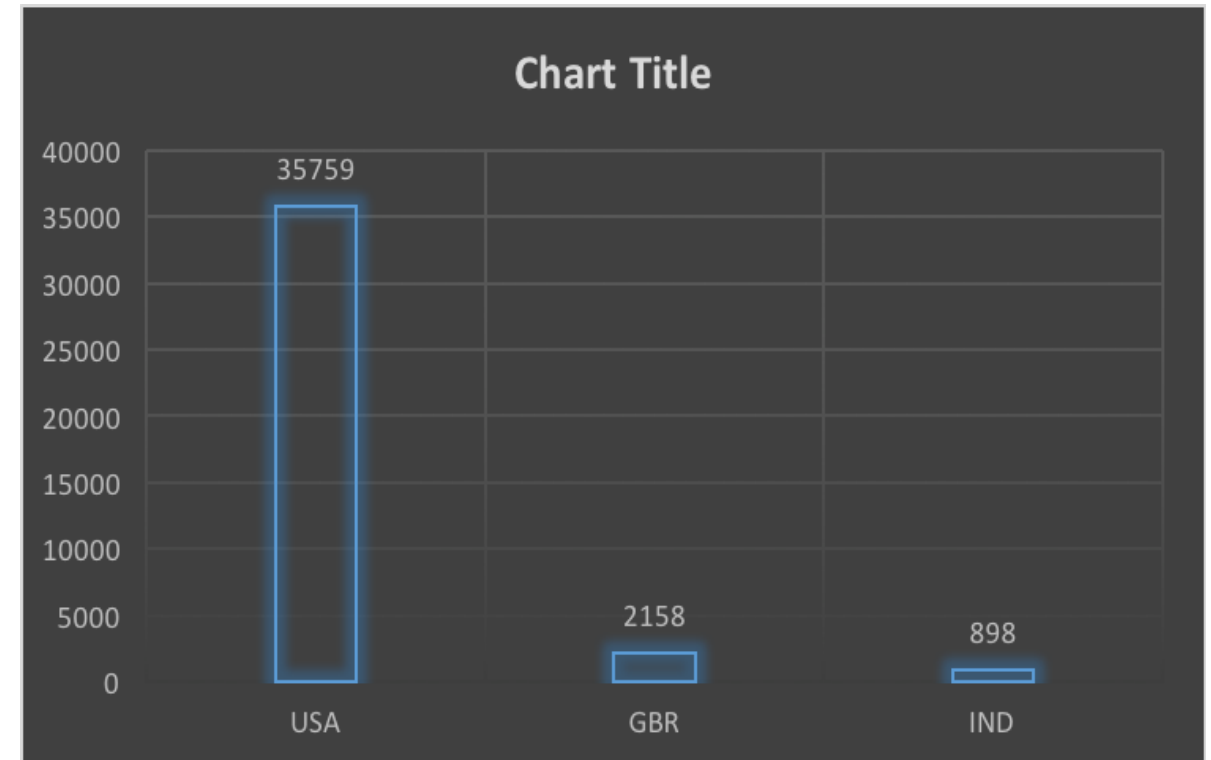
# Funding Type Analysis

- While analyzing the average funding received for the types of investments, we got the following numbers:
  - Average funding for Private Equity - \$6,21,11,788
  - Average funding for Seed - \$5,56,607
  - Average funding for Angel - \$7,64,564
  - Average funding for Venture - \$1,06,34,054
- Considering the business constraint of Spark Funds, **Venture** type of Investment will be best suited for them.

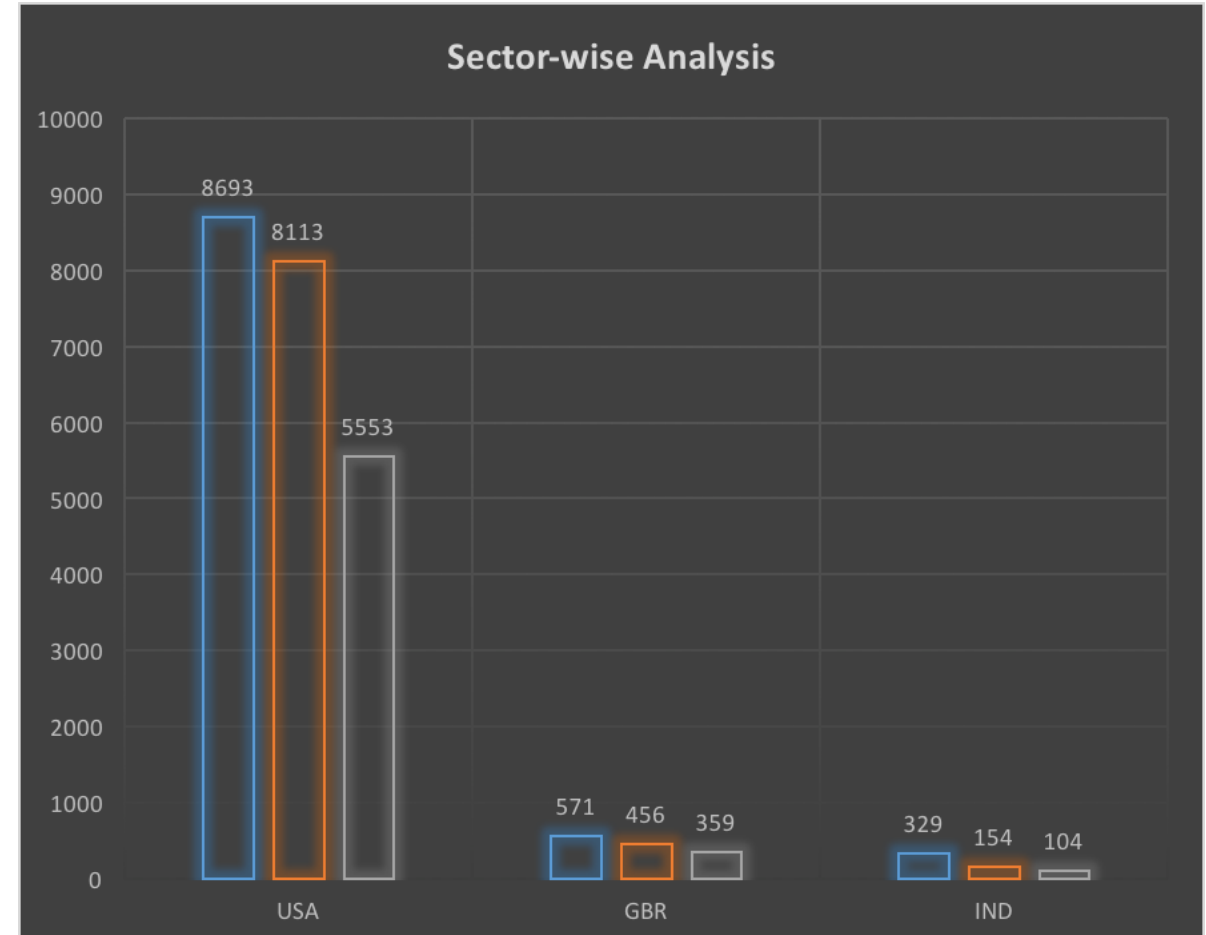


- Considering the number of investments done for the “**Venture**” type, we shortlisted top 9 countries.
- There is another constraint for Spark Funds, that they would like to only invest in those countries which have an official language as English.
- So, out of top 9 countries, we have shortlisted top 3 countries based on highest number of Venture type of investment received and having English as an official language.

1. USA
2. GBR
3. IND



- Based on the sector-wise analysis, have identified the top 3 sectors that have received the “**Venture**” type of investment for each of the top 3 selected countries.
- For USA, the below top 3 sectors have been identified
  - Others*
  - Cleantech – Semiconductors*
  - Social-Finance-Analytics-Advertising*
- For GBR, the below top 3 sectors have been identified
  - Others.*
  - Cleantech – Semiconductors.*
  - Social-Finance-Analytics-Advertising.*
- For IND, the below top 3 sectors have been identified
  - Others*
  - New-Search & Messaging*
  - Social-Finance-Analytics-Advertising*



# Global Investment Chart

- While Analysing global investment based on funding type , we received the following numbers for 'Sum of Raised Amount in USD':
  - Sum of funding for Venture-\$560,126,216,876
  - Sum of funding for seed -\$16,989,864,181
  - Sum of funding for private equity-\$141,925,436,105
- While analyzing the average funding received for the types of investments, we got the following numbers:
  - Average funding for Private Equity - \$6,21,11,788
  - Average funding for Seed - \$5,56,607
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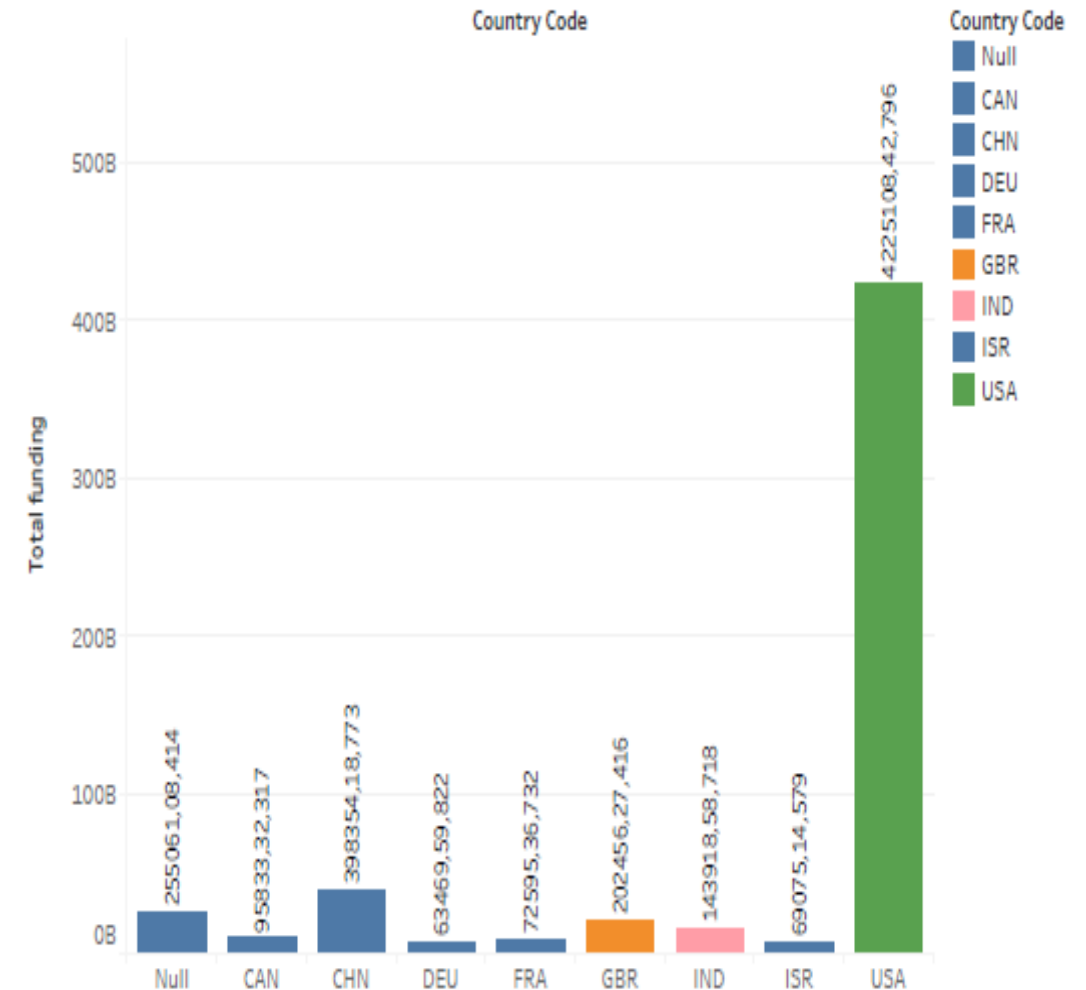
# Top Countries Chart

Global Trends for total funding for English speaking countries for funding type 'Venture' are as follows:

- Total Funding received by USA-\$422,510,842,796
- Total Funding received by UK-\$20,245,627,416
- Total Funding received by India-\$14,391,858,718

So, out of top 9 countries, we have shortlisted top 3 countries based on highest number of Venture type of investment received and having English as an official language.

1. USA
2. GBR
3. IND

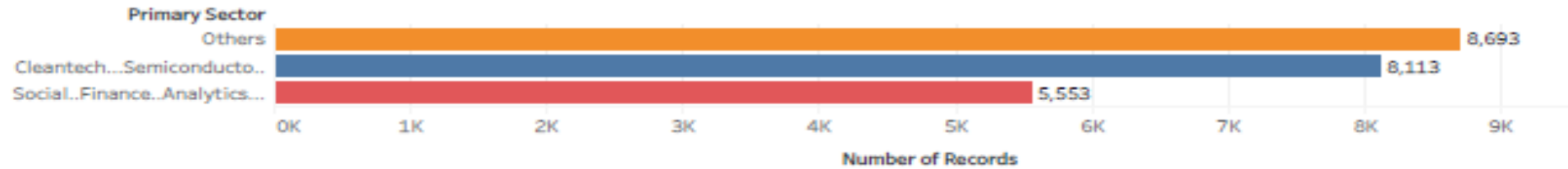


Sum of Total funding for each Country Code. Color shows details about Country Code. The marks are labeled by sum of Total funding.

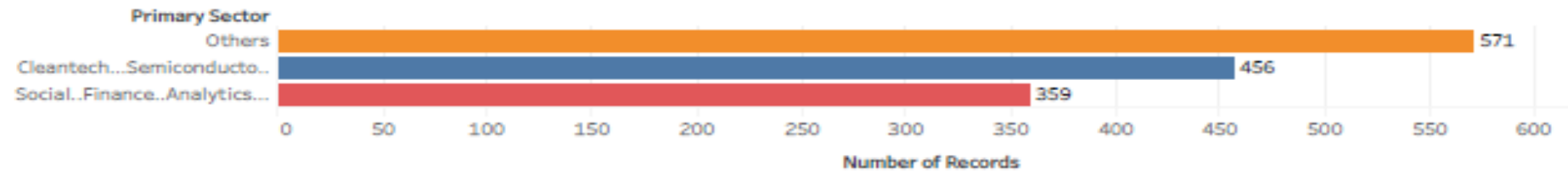


# Top 3 Sectors & Countries For Investment

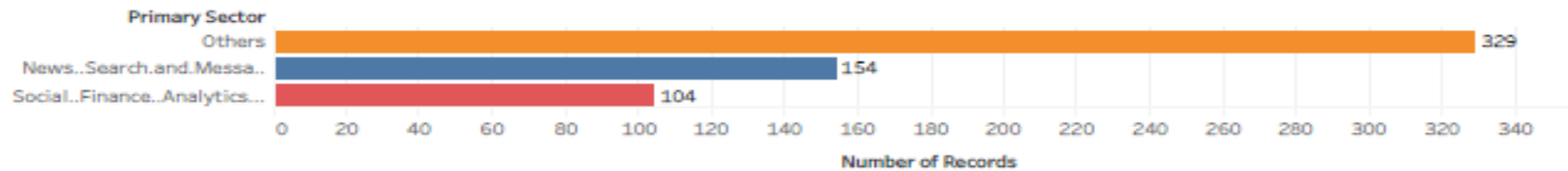
## USA



## UK



## INDIA



Most suited fund Type for the company is:

- Venture, as world trends shows that investment per round is 11748949 USD which follows the constraint's of the company.

Countries in which the company should invest are:

- United States of America
- United Kingdom
- India

Top sector in which the company should invest is:

- Others, this sector is highest invested sectors for all the three countries.