

INVESTMENT CASE STUDY

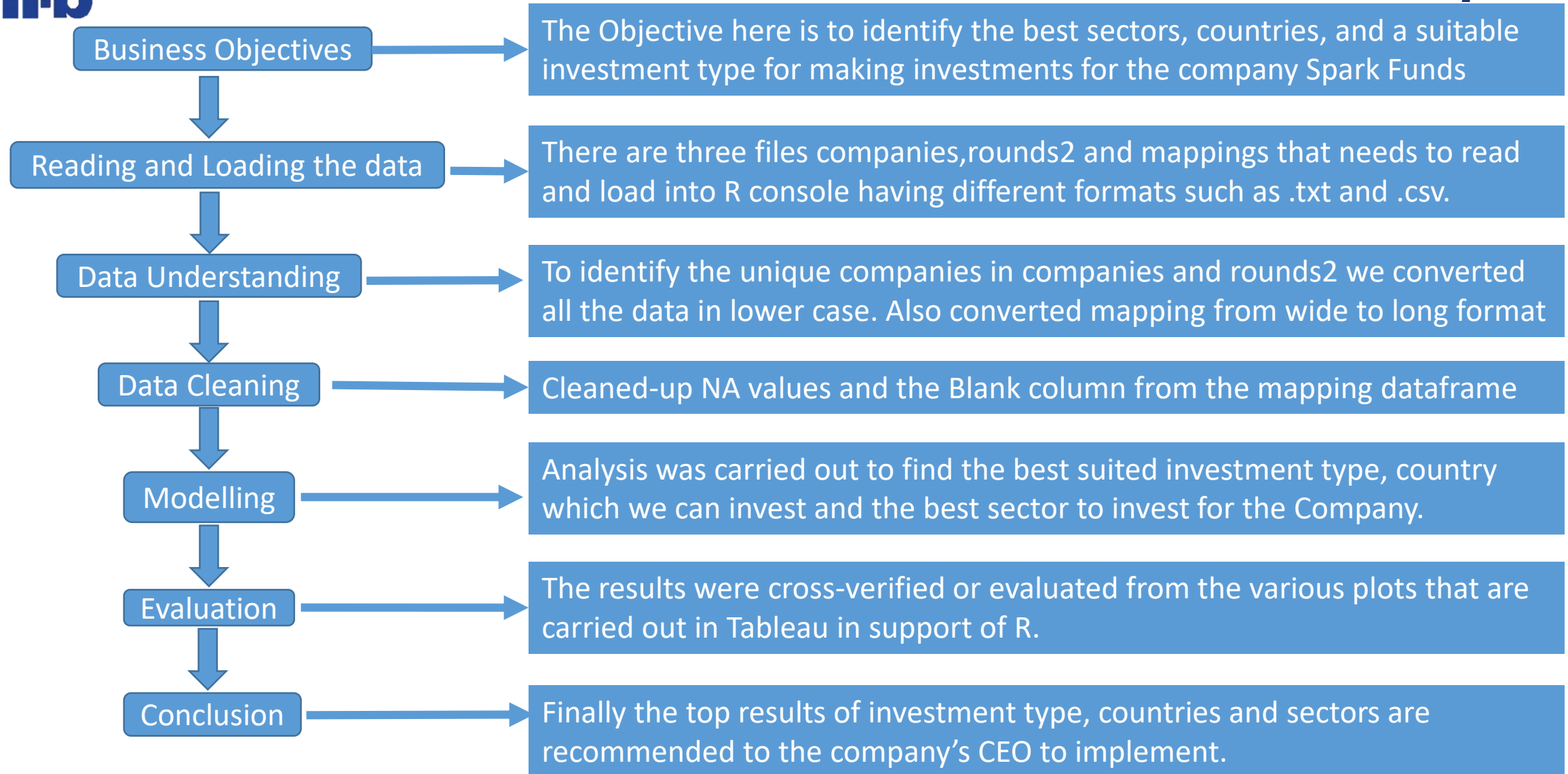
SUBMISSION

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Abstract

- Spark Funds, an asset management company wants to invest between 5 to 15 million USD per round of investment and wants to invest only in English-speaking countries because of the ease of communication with the companies it would invest in.
- Our aim 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 investments are happening.
- We have taken real investment data from crunchbase.com.



Investment Type Analysis

- Spark Funds wants us to choose one of the investment types for each potential investment they will make.
- To find this out we calculated the average investment amount for each of the four funding types (venture, angel, seed, and private equity) .
- Considering that Spark Funds wants to invest between **5 to 15 million USD** per investment round and based on the average investment amount calculated Venture type was fulfilling both with a value of 11748949.1.

Average funding amount of venture type	\$117,48,949.10
Average funding amount of angel type	\$9,58,694.50
Average funding amount of seed type	\$7,19,818.00
Average funding amount of private equity type	\$733,08,593.00

Country Analysis

- Spark Funds wants to invest in countries with the highest amount of funding for the chosen investment type. This is a part of its broader strategy to invest where most investments are occurring.
- The Company wants to see the top nine countries which have received the highest total funding (across all sectors for the chosen investment type).
- Out of the top nine countries they want to identify the top three English-speaking countries because of the ease of communication with the companies it would invest in.
- Based on the analysis the top three English speaking countries are USA,GBR and India.

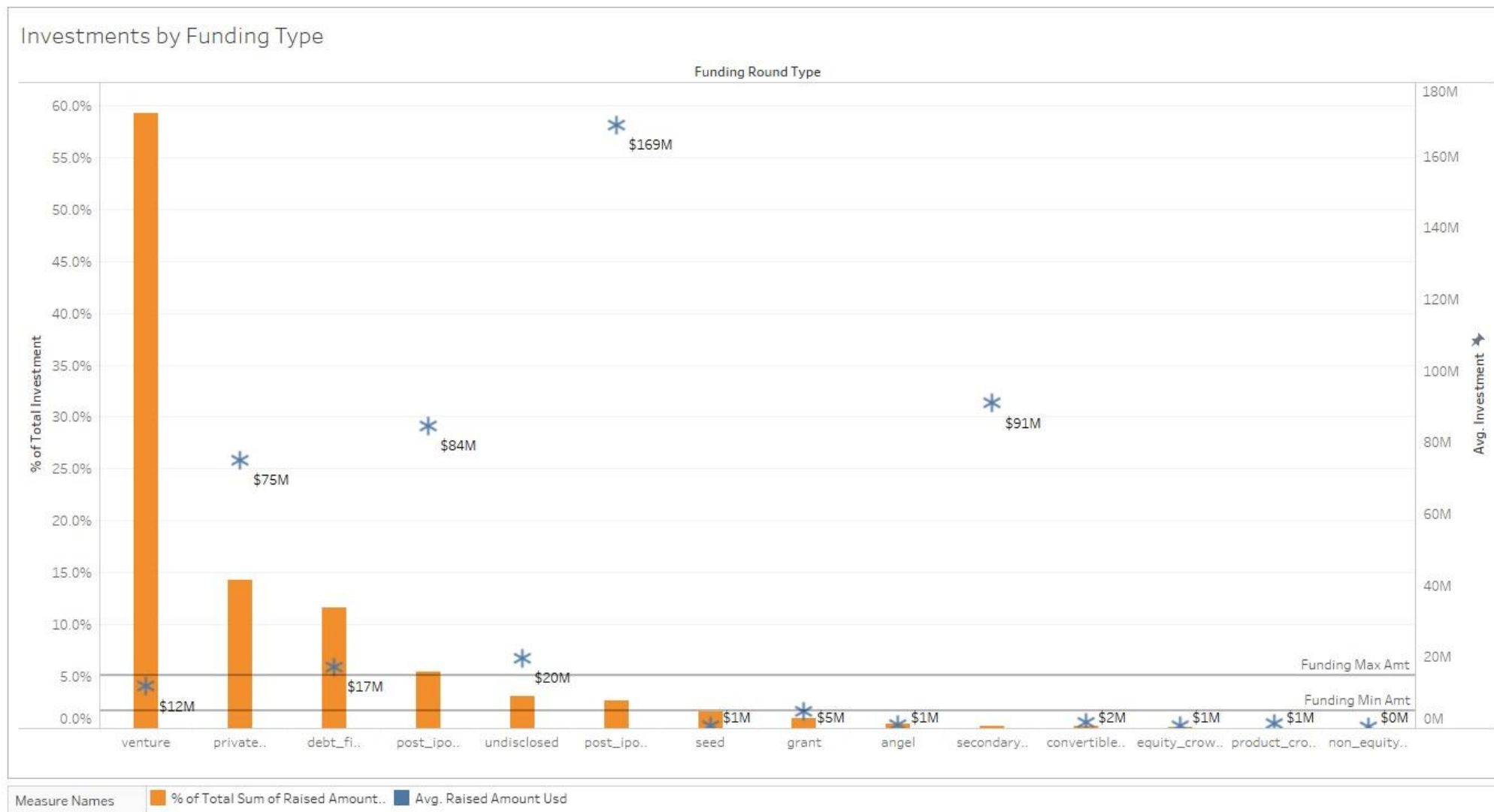
Top English speaking country	USA
Second English speaking country	GBR
Third English speaking country	IND

- Now you also know the three most investment-friendly countries and the most suited funding type for Spark Funds.

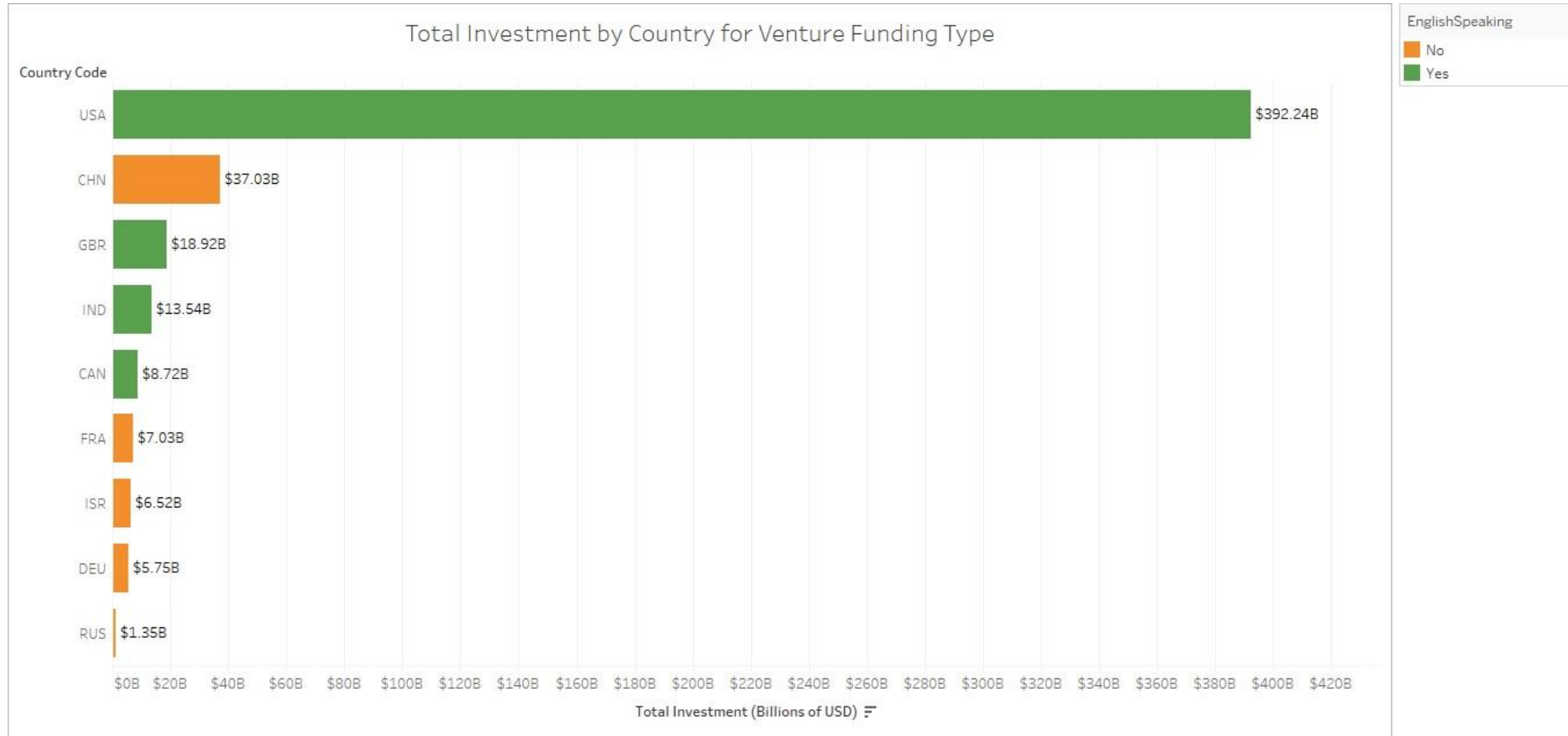
- The aim is to find out the most heavily invested main sectors in each of the three countries (for funding type FT and investments range of 5-15 M USD).
- When we say sector analysis, we refer to one of the **eight main sector** listed in the mapping file .
- As we already know the top three English speaking countries and the most suitable funding type for Spark Funds. So we need to calculate the total number and amount of investments in each main sector.

Questions	USA	GBR	IND
Total number of Investments (count)	11149	577	299
Total amount of investment (USD)	\$996615,24,549.00	\$50287,04,358.00	\$26835,37,552.00
Top Sector name (no. of investment-wise)	Others	Others	Others
Second Sector name (no. of investment-wise)	Cleantech / Semiconductors	Cleantech / Semiconductors	News, Search and Messaging
Third Sector name (no. of investment-wise)	Social, Finance, Analytics, Advertising	Social, Finance, Analytics, Advertising	Entertainment
Number of investments in top sector (3)	2923	143	109
Number of investments in second sector (4)	2297	127	52
Number of investments in third sector (5)	1912	98	33
For point 3 (top sector count-wise), which company received the highest investment?	Virtustream	Electric-cloud	Firstcry-com
For point 4 (second best sector count-wise), which company received the highest investment?	Biodesix	Eusa-pharma	Gupshup-technology-india-pvt-ltd

Investments by Funding Type



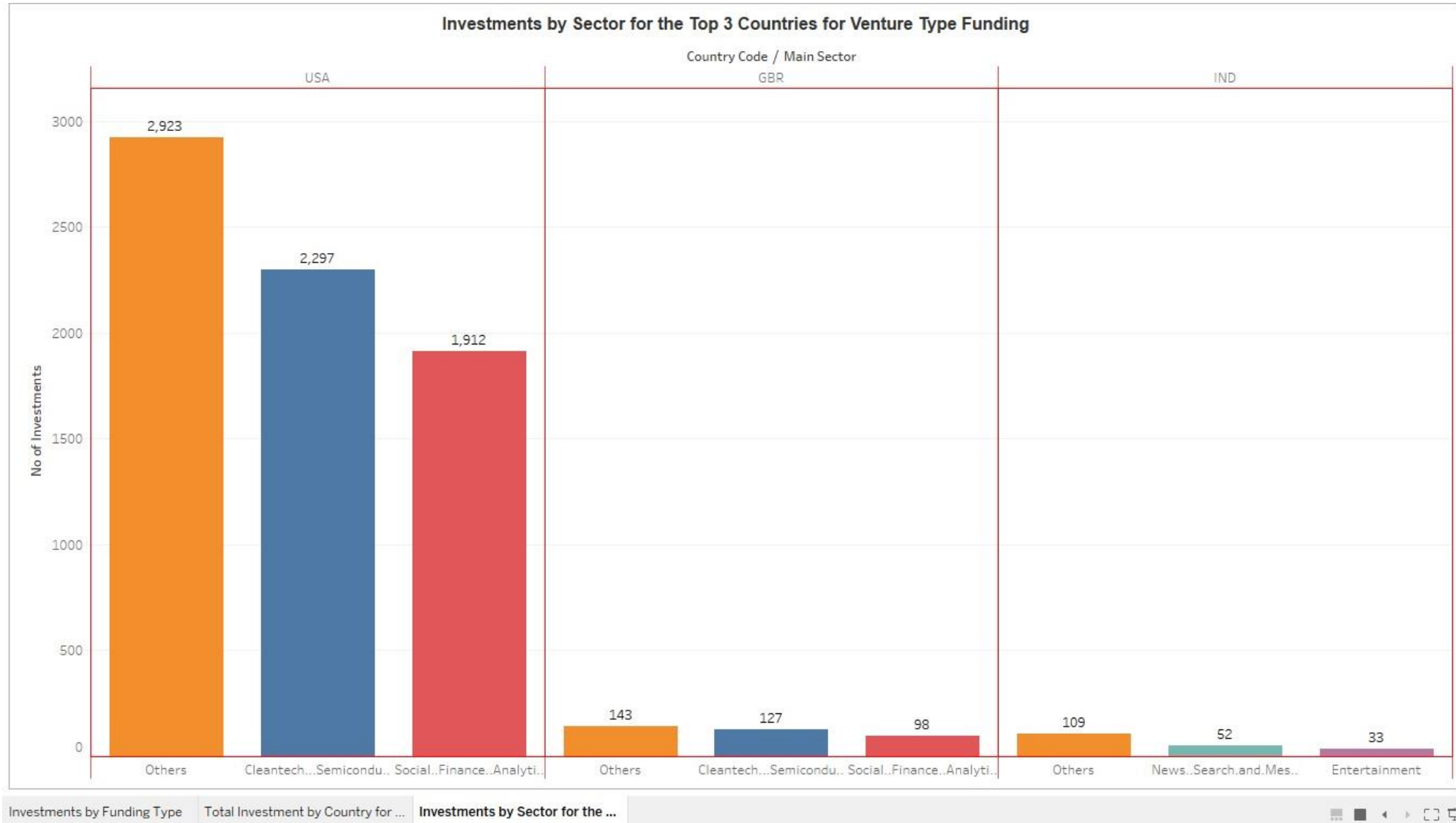
Total Investment by Country for Venture Funding Type



Caption

Total Investment Amount for each Country. The data is filtered on Funding Round Type, which keeps venture. The view is filtered on Country Code, which keeps the top 9 countries excluding the null values in terms of Total Investment Amount.

Investments by Sector for the Top 3 Countries for Venture Type Funding



Conclusions

Based on the various analysis that we had done on Investment Type, Country and Sector through R and Tableau we can come to the following conclusion :-

- For the Investment Type we would recommend the Spark Funds to invest in the **Venture Type** based on the amount they want to invest.
- Secondly based on the English speaking countries that the company wanted to invest we would suggest based on the analysis to go for the top three countries that are **US, Great Britain or India.**
- Lastly and the most important analysis based on the sectors and the top three English speaking countries. We would recommend to go for **Others sector** as it is the top sector in all the three countries.