

INVESTMENT CASE STUDY

SUBMISSION

Prepared By:

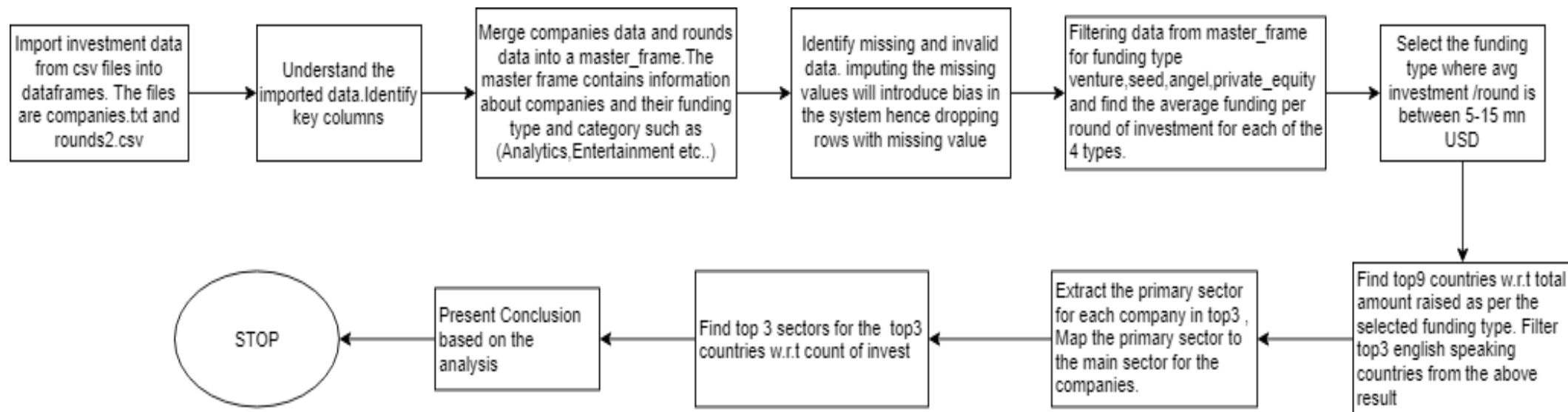
Komala Srivastava

Data Analysis Objective

The purpose of this Analysis Project is to help Spark Funds (an asset management company) determine the following:-

- Suitable Funding type with avg funding per round of investment between 5-15 million USD
- Top3 English-Speaking Countries for such an investment
- Top3 sectors in top3 English-Speaking countries for investment

Problem Solving Methodology



Analysis

Data Analysis contained the following main Steps

1. Funding Type Analysis
2. Country Analysis
3. Sector Analysis

Funding Type Analysis:-

- Spark funds' area of interest involves Venture, Private_Equity, Seed & Angel funding type , hence the master data was filtered for these
- Average funding /round of investment was calculated.
- Based on the calculation it was concluded that Venture funding type would suit Spark funds as the calculated avg. investment amount of 11.75 mn USD falls within the desired range of 5-15mn USD.

Analysis Cont.

Country Analysis

- Master_Frame data was filtered based on the result of Funding Type Analysis
- Top9 countries were determined based on the total amount raised for Venture funding type
- Top9 included non English Speaking countries like CHINA which took the second position
- Top3 countries were USA, GBR, IND
- Data for top3 countries was filtered as D1,D2,D3 from top9 dataframe.
- China was excluded from the top3 countries as Spark Funds is interested in English-Speaking countries only

Analysis Cont.

Sector Analysis:-

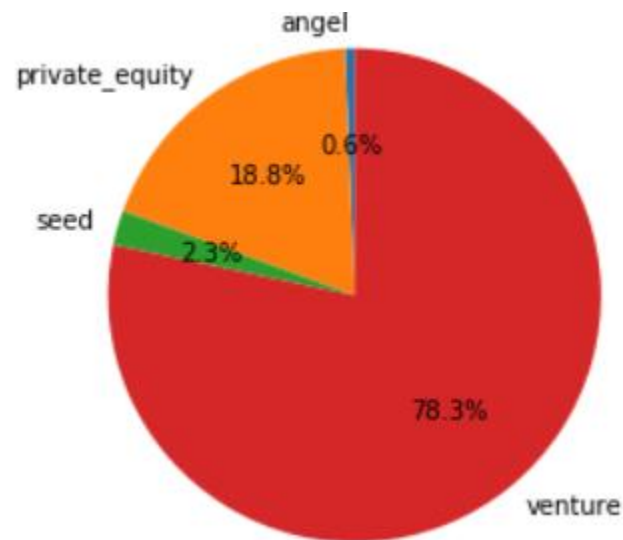
- For the companies in top3 countries and funding type venture the categories were mapped to one of the eight main_sectors
- Top3 sectors were determined for the top3 countries based on the count_of investment / sector
- “Others”, “Social, Finance, Analytics, Advertising”, “Cleantech/Semiconductors” emerged as the top3 sectors
- Interesting to note that “News, Search & Messaging” emerged as one of the top3 for “IND”

Pie Chart shows investments as fraction of total investments in Venture, Private equity, Seed, Angel. Clearly Venture seems to be the most invested FundingType

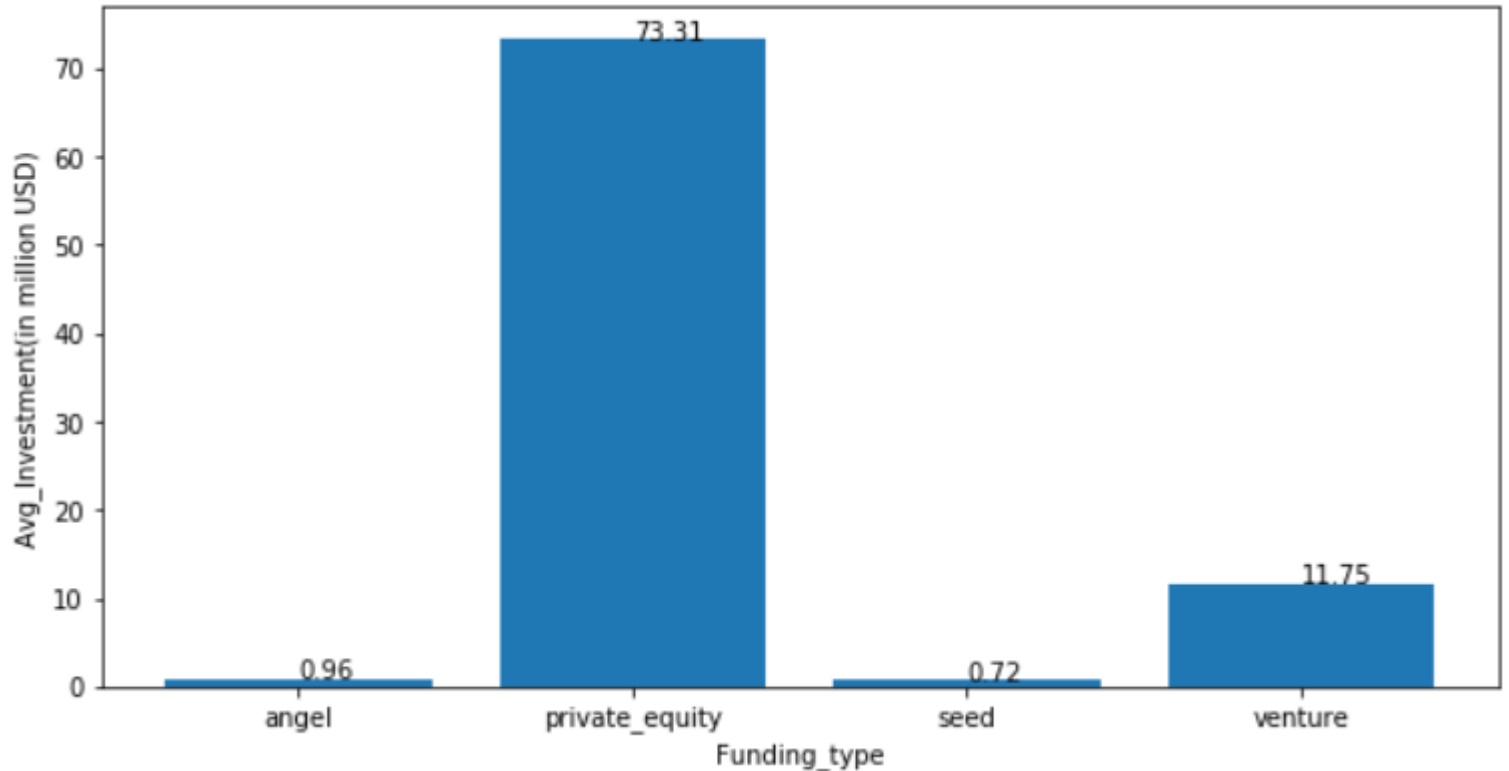
The Bar-Graph shows the average amount per investment for each Funding Type. As per Spark Funds requirement to invest 5-15mn USD per round Venture is the right choice where average amount of investment per round is 11.75mn USD

Angel, Private_Equity and seed don't fall in the desired range

Venture satisfies both the constraints

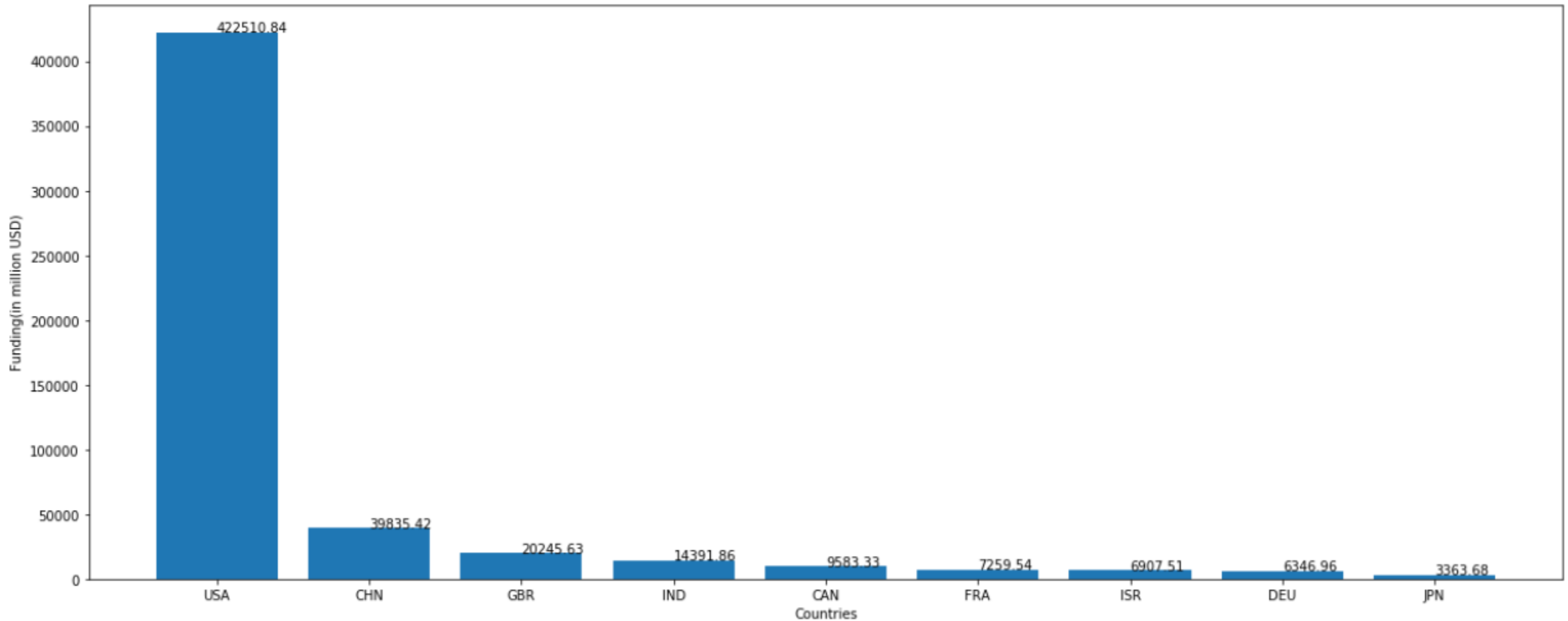


Investments as fraction of total investments



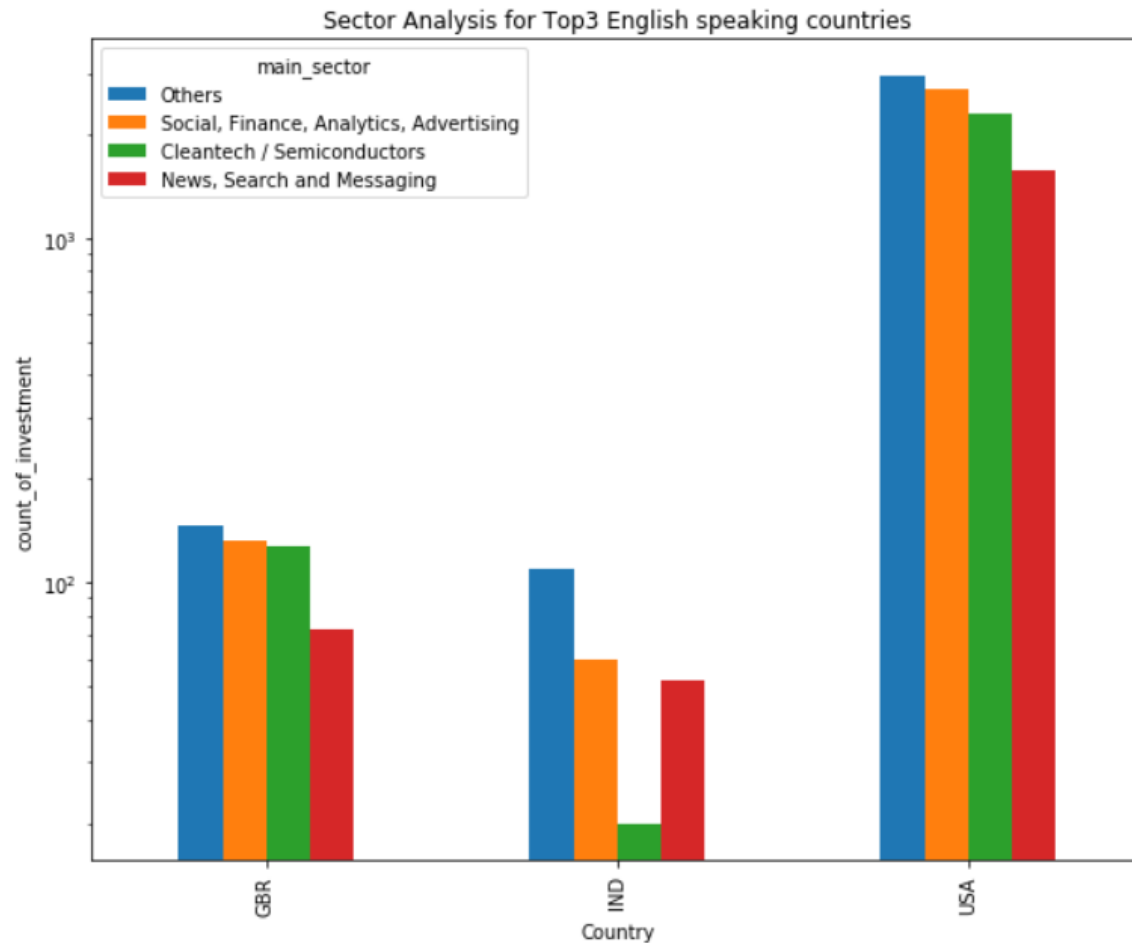
Avg Investments/Funding Type

The plot shows top9 most invested countries for Funding Type 'Venture'.
Clearly USA , GBR, IND are the top3 countries for Venture Funding.
(China cannot be considered as it is non English Speaking)



Top9 countries against the total amount of investments of funding type Venture

Sector Analysis for Top3 English Speaking Countries for “Venture”



- “USA” leads the market in terms of funding amount raised with top3 sectors as:-
 - Others
 - Social, Finance, Analytics, Advertising
 - Cleantech/Semiconductors
- For “GBR” top3 sectors are as:-
 - Others
 - Social, Finance, Analytics, Advertising
 - Cleantech/Semiconductors
- For “IND” top3 sectors are as :-
 - Others
 - Social, Finance, Analytics, Advertising
 - News, Search and Messaging

Conclusions

Based on the analysis presented in the previous slides it can be concluded that:-

As per Spark Funds constraints to:-

- Invest between 5-15 million USD per round of investment
- Invest only in English-Speaking countries
- Invest in sectors where most investments occur

Best investment type with an average size of investment between 5-15 million USD per round is:-

- Venture

With Top3 English-Speaking countries for Venture type funding as:-

- USA
- GBR
- IND

After analysing the Venture funding for various sectors in the top3 countries mentioned above it can be concluded that

Top3 sectors in each of these countries are as follows:-

USA

- Others
- Social, Finance, Analytics, Advertising
- Cleantech/Semiconductors

GBR

- Others
- Social, Finance, Analytics, Advertising
- Cleantech/Semiconductors

IND

- Others
- Social, Finance, Analytics, Advertising
- News, Search and Messaging