

INVESTMENT CASE STUDY

SUBMISSION

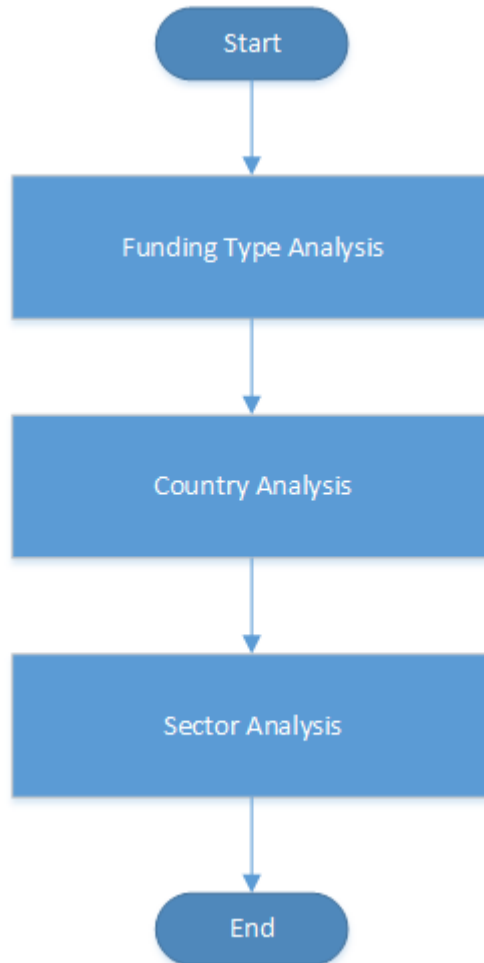
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Abstract

Analysis of investment data from crunchbase.com will provide insight to CEO of Spark Funds on global trends in investments. This will help in identifying the best sectors, countries, and a suitable investment type for making investments. This analysis will target only English speaking countries with a restriction of 5 to 15 million USD per round of investment. Analysis will be done based on amount of fund raised in each investment round for a specific type of investment round by country and sector. Analysis will conclude by providing a best investment strategy after careful analysis of the data.

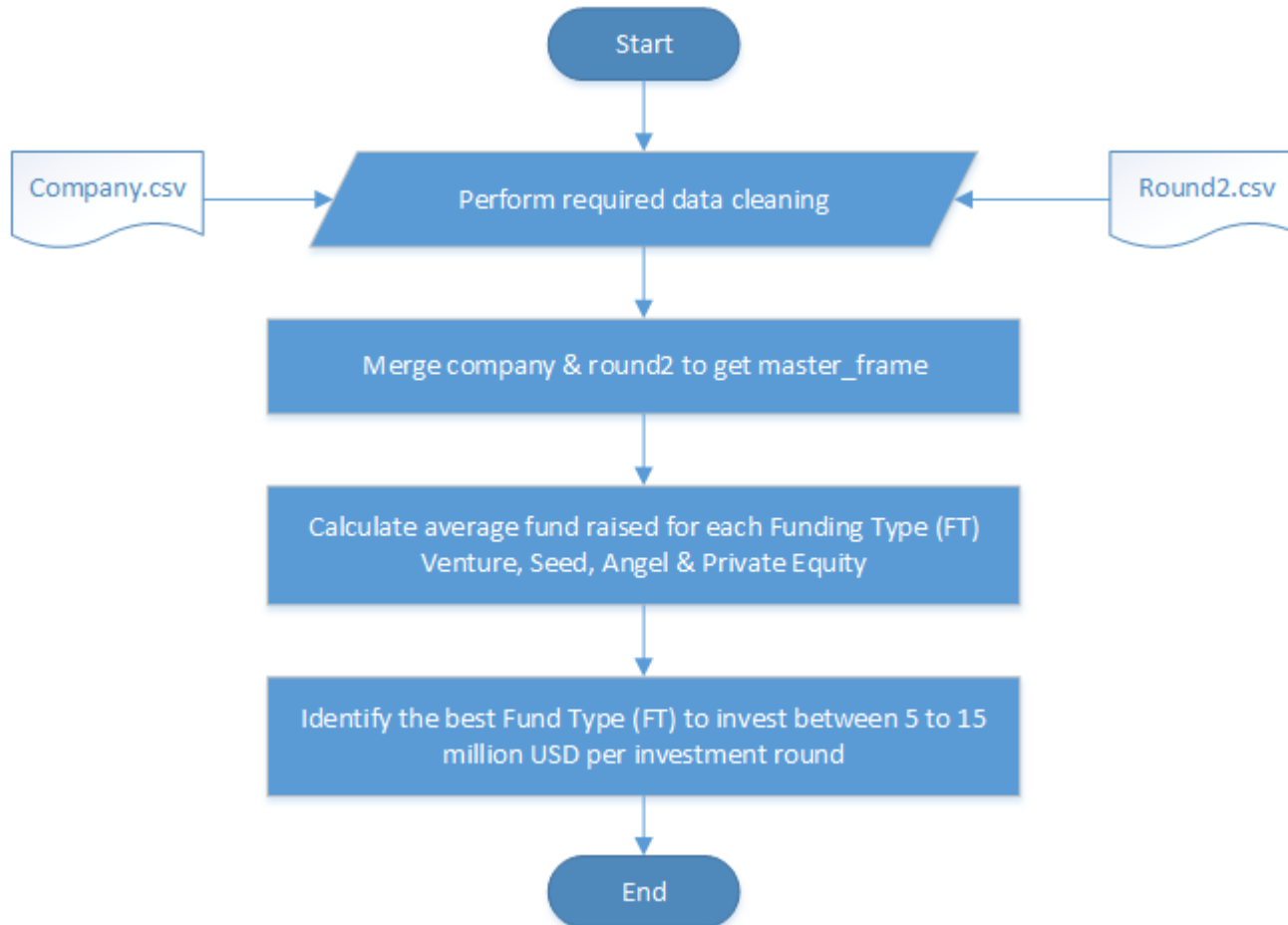
Problem solving methodology



Spark Funds, an asset management company wants to make investments in a few companies after understanding global trends in investments so that they can take the investment decisions effectively. By keeping two constraints i.e. Spark Funds want to invest only in English speaking countries and want to invest between 5 to 15 million USD per round of investment, below steps of analysis performed to arrived at best investment advice.

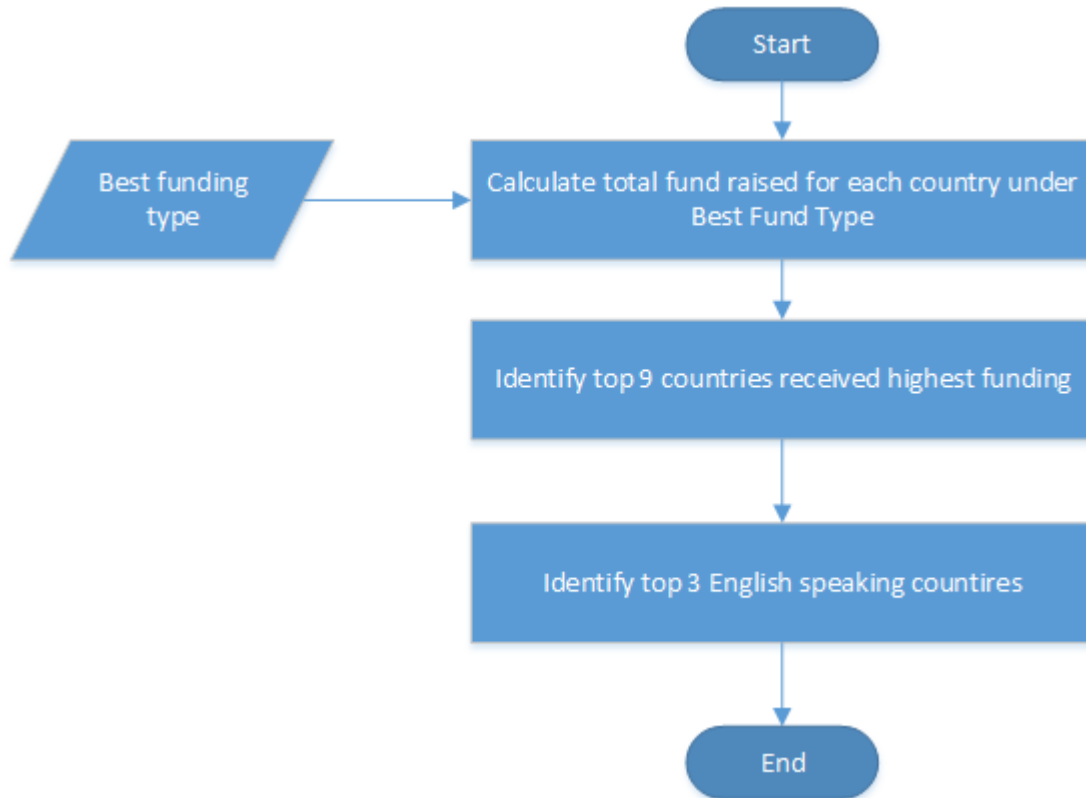
- Identify the best funding type based on total fund raised by each type of funding type round.
- For identified best funding type, identify the top countries to be considered for investment.
- On data set received after above analysis, perform sector based analysis to identify best sector to consider for investment.

Funding Round Type Analysis



- Two sets of data obtained from crunchbase.com, viz. Company datils and Investment details.
- Both the data sets have 66368 unique companies.
- Investment details data set provide details of 114949 unique round of investments in 66368 unique companies.
- On a global view, most investments are done in venture round in USA on Cleantech & Semiconductors sector.
- On merged data, after analysis, “VENTURE” funding round type emerged as the best suitable funding type.

Country Analysis



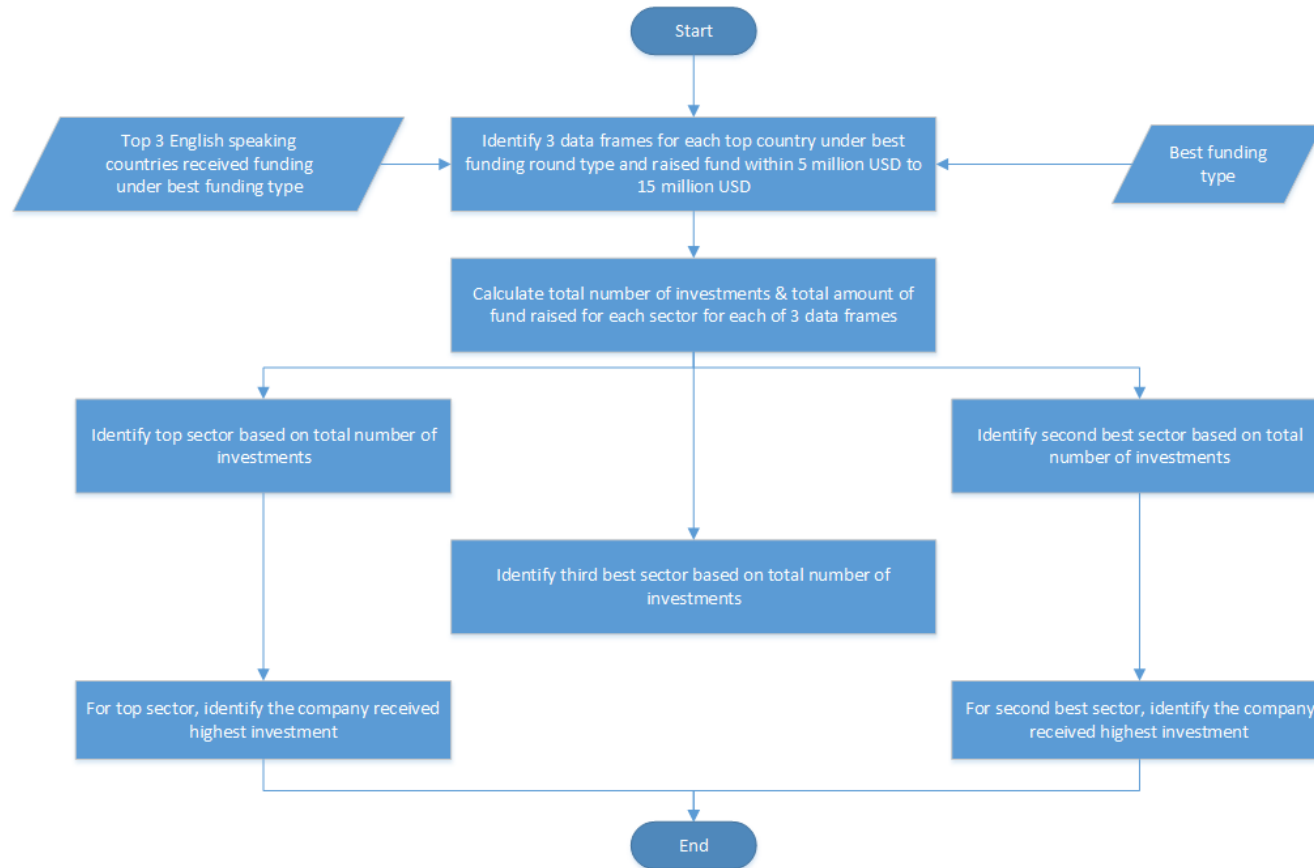
- For the best funding type (VENTURE) funding type identified top 9 countries who received highest funding.

Country Code	Total Amount
USA	\$ 422,510,842,796.00
CHN	\$ 39,835,418,773.00
GBR	\$ 20,245,627,416.00
IND	\$ 14,391,858,718.00
CAN	\$ 9,583,332,317.00
FRA	\$ 7,259,536,732.00
ISR	\$ 6,907,514,579.00
DEU	\$ 6,346,959,822.00
JPN	\$ 3,363,676,611.00

- From above top 9 countries identified top 3 English speaking countries who received highest funding.

Country Code	Total Amount
USA	\$ 392,237,581,395.00
GBR	\$ 18,924,390,319.00
IND	\$ 13,537,981,235.00

Sector Analysis



- Identified top 3 sectors based on total number of investments for each of 3 top countries.

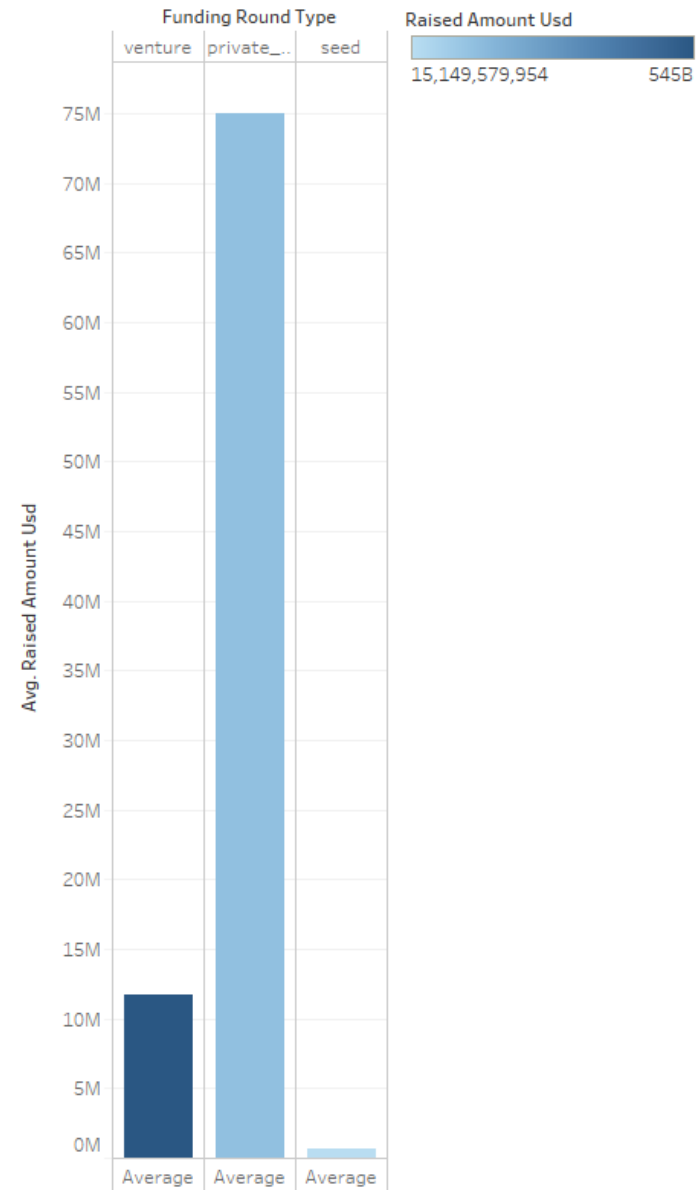
Country	USA	GBR	IND
Top Sector	Others	Others	Others
Second Top Sector	Cleantech / Semiconductors	Cleantech / Semiconductors	News, Search and Messaging
Third Top Sector	Social, Finance, Analytics, Advertising	Social, Finance, Analytics, Advertising	Entertainment

- Based on above analysis, identified company received highest funding

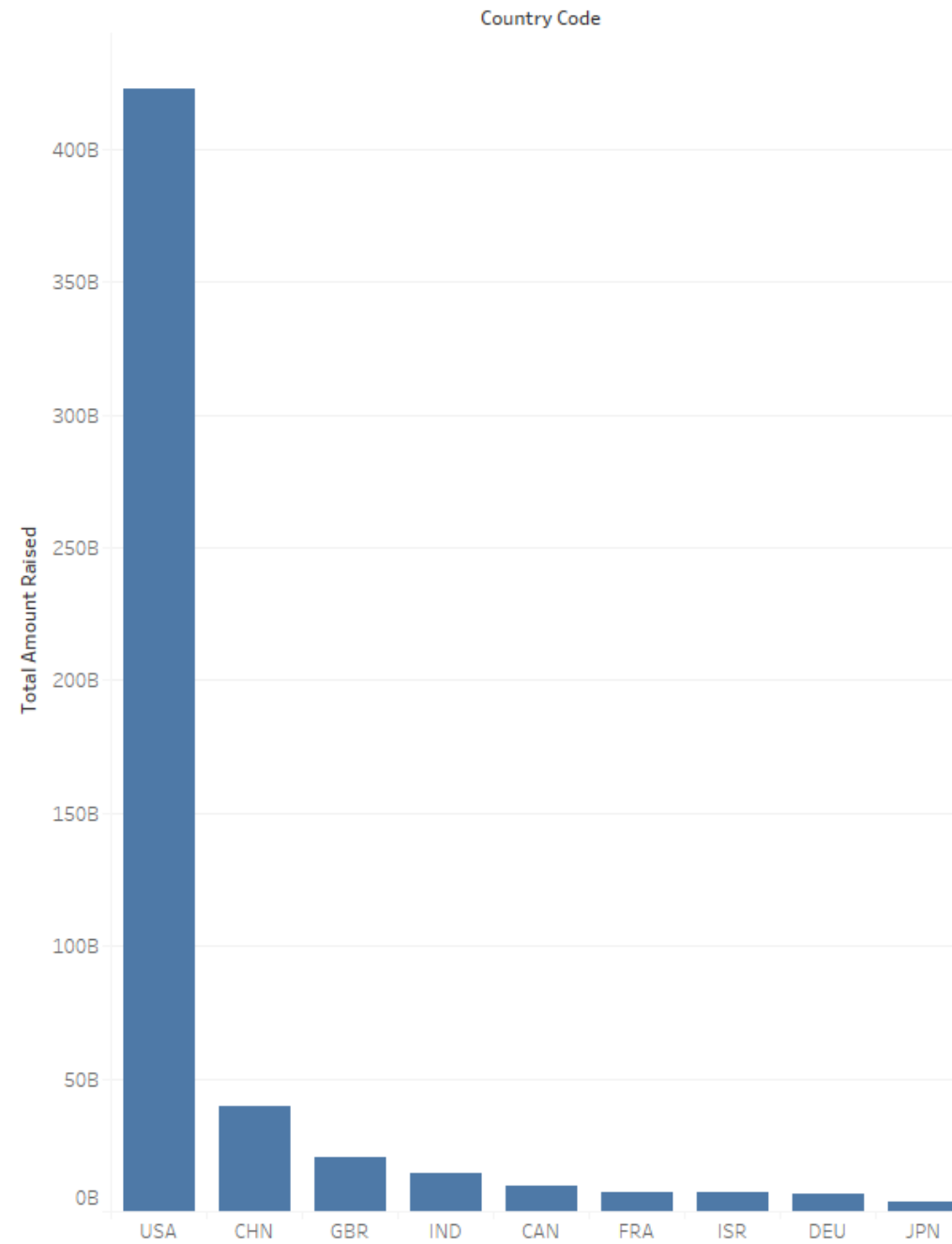
Country	USA	GBR	IND
Top Sector	Virtustream	Electric-cloud	Firstcry-com
Second Top Sector	Biodesix	Eusa-pharma	Gupshup-technology-india-pvt-lt
Third Top Sector	Intacct	Celltick-technologies	Yebhi



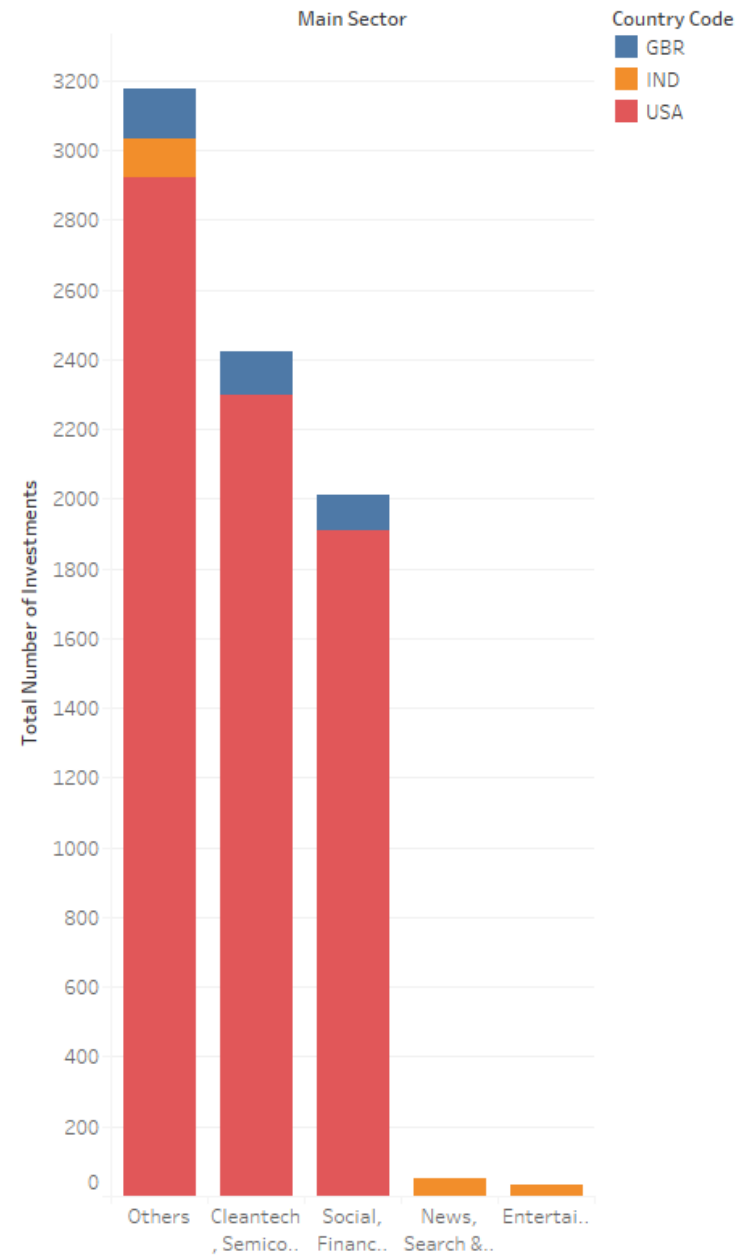
Total Investments vs Average Amount



Average for each Funding Round Type.
Color shows sum of Raised Amount Usd. The
view is filtered on Funding Round Type,
which keeps private_equity, seed and
venture.



Investments in Top 3 Sectors of Top 3 Countries



Conclusions

- After analyzing the given data for Spark Funds to invest in few companies, we identified “VENTURE” as the best funding type suited for Spark Funds which want to invest between 5 to 15 million USD.
- We identified “USA”, “GBR” and “IND” as the top 3 English speaking countries who received more funds and “OTHERS” as the top Main Sector across all three countries.
- For USA we identified “Virtustream” as the top company who received highest number of investments, similarly we identified “Electric Cloud” as the top company in “GBR” and “FirstCry.com” in “IND”.