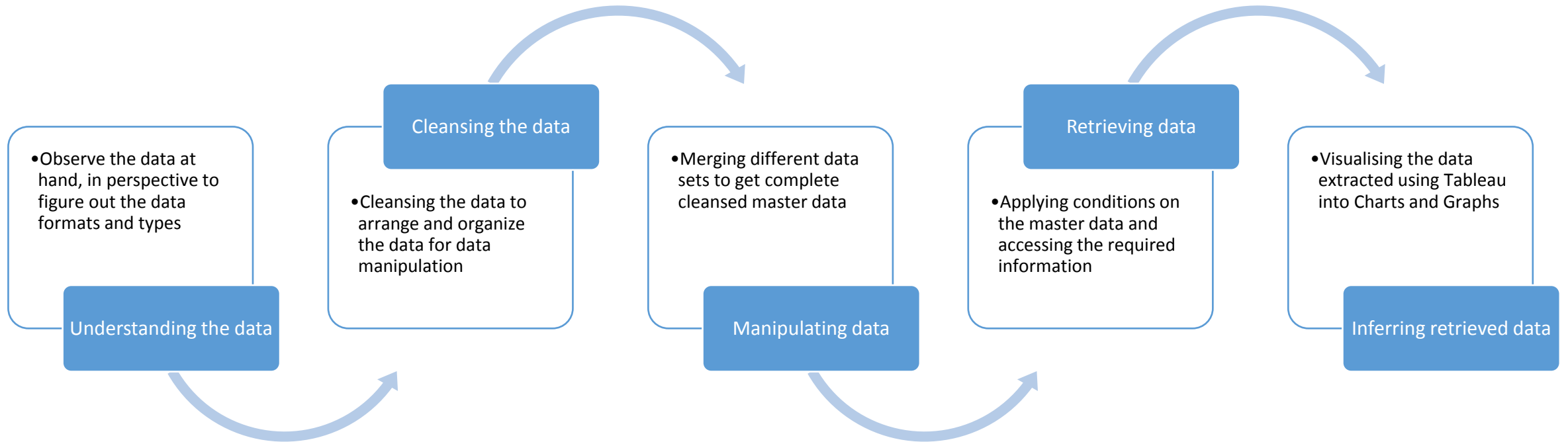# INVESTMENT CASE STUDY

Abstract

Understanding the global investment trends to infer countries and sectors best suited for investment keeping in mind the 3 touch points.

1. Invest where most other investors are investing

2. Consider sectors where investment per round is between 5 to 15 million USD

3. Invest only in English-speaking countries for ease of communication

Problem solving methodology

Cleansing the data

Understanding the data

- Observe the data at hand, in perspective to figure out the data formats and types

- Cleansing the data to arrange and organize the data for data manipulation

Manipulating data

- Merging different data sets to get complete cleansed master data

Retrieving data

- Applying conditions on the master data and accessing the required information

Inferring retrieved data

- Visualising the data extracted using Tableau into Charts and Graphs

Investment type analysis

The investments types we want to invest in in the decreasing order of their average funding i.e. Seed, Angel, Private equity and Venture type.

TOP INVESTMENT TYPES		
S.no	Funding type	Avg Funding/round
1	Private equity	7,34,23,395
2	Venture	1,17,15,605
3	Angel	9,58,469
4	Seed	7,19,271

Venture is the preferred type of investment as the Avg. funding per round is between 5 to 15 million.

Country Analysis

The top 9 countries to invest with Venture funding type and the top 3 English speaking countries where we have the ease of communication.

Top 9 Countries to invest in venture type
1.   USA
2.   CHN
3.   GBR
4.   IND
5.   CAN
6.   FRA
7.   ISR
8.   DEU
9.   SWE

Top 3 English speaking countries to invest in venture type
1.   USA
2.   GBR
3.   IND

Sector Analysis

The top 3 sectors we need to fund in the countries where we have ease of communication

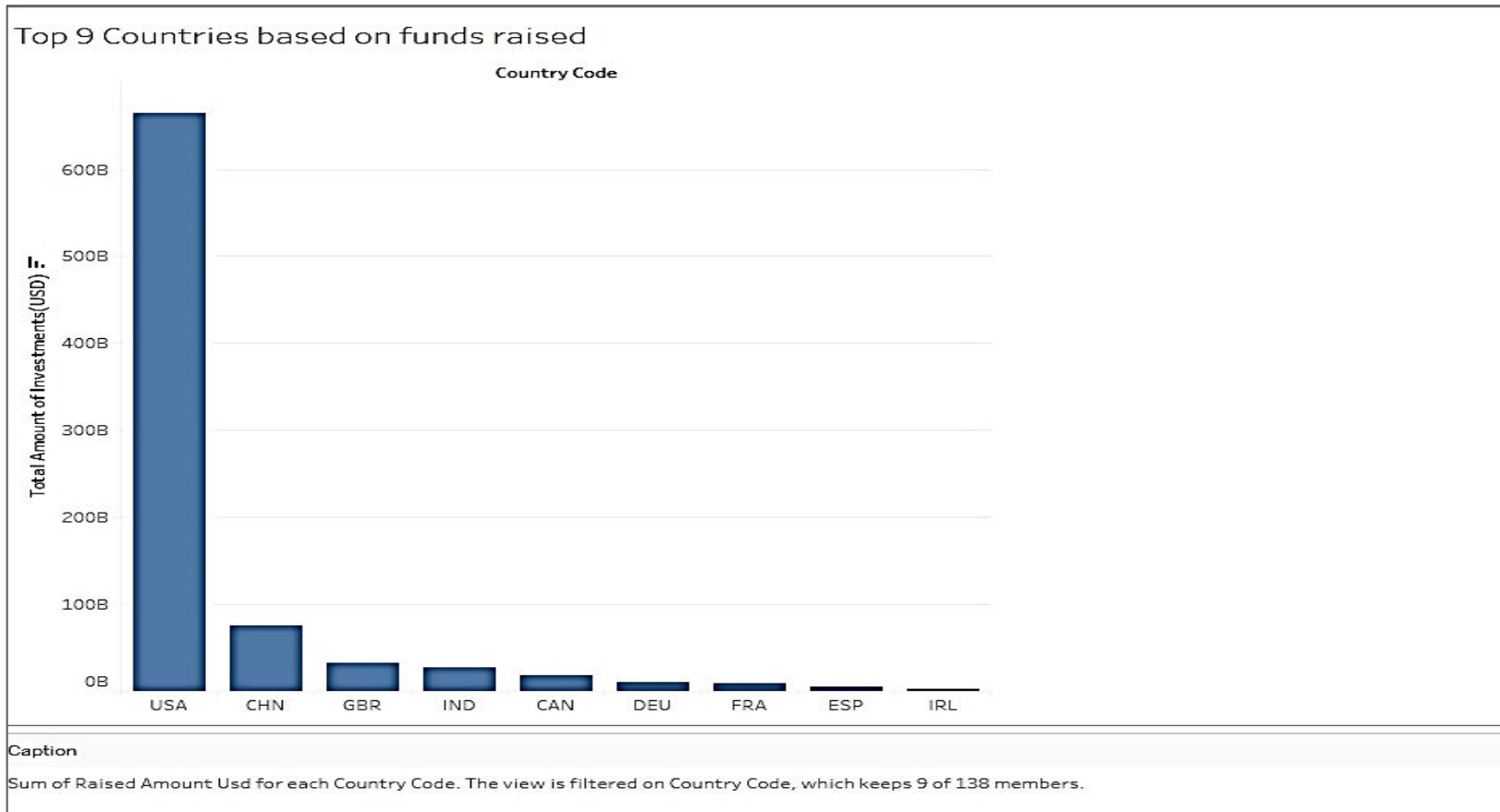**Top Sectors to invest in venture type**

1. **USA**
   - 1.1 Others
   - 1.2 Social, Financial, Analytics, Advertising
   - 1.3 Cleantech, Semiconductors
2. **GBR**
   - 2.1 Others
   - 2.2 Social, Financial, Analytics, Advertising
   - 2.3 Cleantech, Semiconductors
3. **IND**
   - 3.1 Others
   - 3.2 Social, Finance, Analytics, Advertising
   - 3.3 News, Search and Messaging

Investment Analysis

Avg. Raised Amount v/s Number of Investments

Measure Names
- Avg. Raised Amount ..
- Count of Raised Amo..

Caption

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

Country Analysis

Top 9 Countries based on funds raised

Country Code

Caption

Sum of Raised Amount Usd for each Country Code. The view is filtered on Country Code, which keeps 9 of 138 members.

Sector Analysis

Number of Investments in each Sector Analysis

Sector (legend):
- Automotive...Sports
- Cleantech...Semicon..
- Entertainment
- Health
- Manufacturing
- News..Search.and.M..
- Others
- Social..Finance..Anal..

Country Code: GBR, IND, USA

X-axis: Number Of Investments

Caption

Count of Funding Round Type for each Sector broken down by Country Code. Color shows details about Sector. The data is filtered on Funding Round Type and Raised Amount Usd. The Funding Round Type filter keeps venture. The Raised Amount Usd filter ranges from 5000000 to 15000000. The view is filtered on Country Code, which keeps GBR, IND and USA.

Conclusion

We should invest in venture funding type in the following sectors and countries

1. USA
    1.1 Others
    1.2 Social, Financial, Analytics, Advertising
    1.3 Cleantech, Semiconductors

2. GBR
    2.1 Others
    2.2 Social, Financial, Analytics, Advertising
    2.3 Cleantech, Semiconductors

3. IND
    3.1 Others
    3.2 Social, Finance, Analytics, Advertising
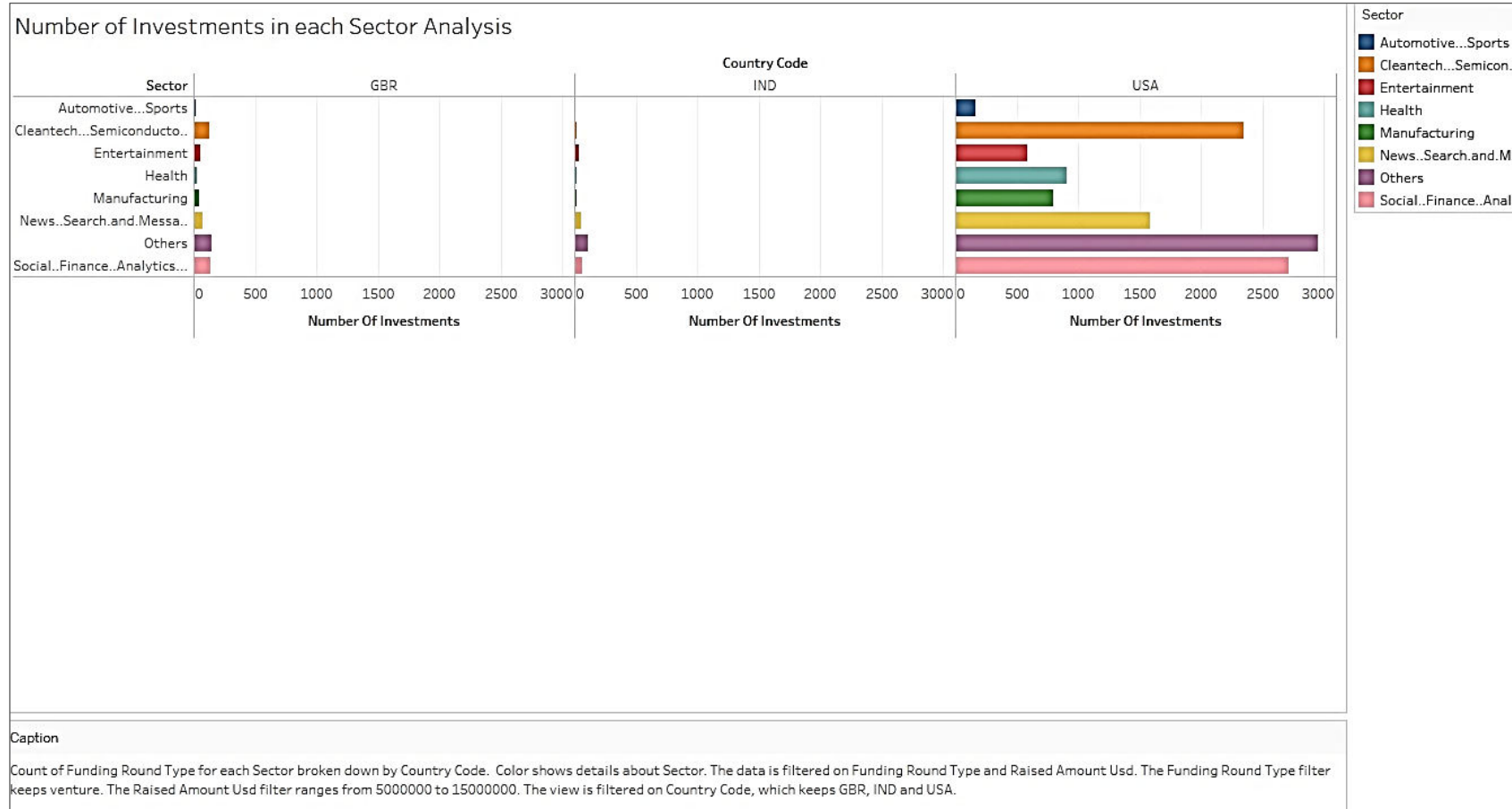   3.3 News, Search and Messaging