

# INVESTMENT CASE STUDY

## SUBMISSION

Manish Kumar

## Investment Data Analysis

- Understand Real Investment Data from [crunchbase.com](https://crunchbase.com)
- Find out best investment strategy for Spark Funds
- Constraints:
  - 5 to 15 million USD per rounds of investment
  - English Speaking Countries

## Methodology Followed

Calculate the funds raised by funding types.

Filter the funding type which raised the most significant amount.

Filter the funding type meeting constraint as well. ( 5 to 15 million USD).

Filter top countries with English as their official language.

Find out top main sectors to invest in these countries

Arrive at a decision.

# Analysis

Query	Findings
Total unique companies present in data	6636
Average funding amount of venture type (in USD)	11748949.
Average funding amount of angel type (in USD)	958694.
Average funding amount of seed type (in USD)	71981
Average funding amount of private equity type (in USD)	7330859
Funding type meeting our constraint of investment 5 – 15 million USD	venture

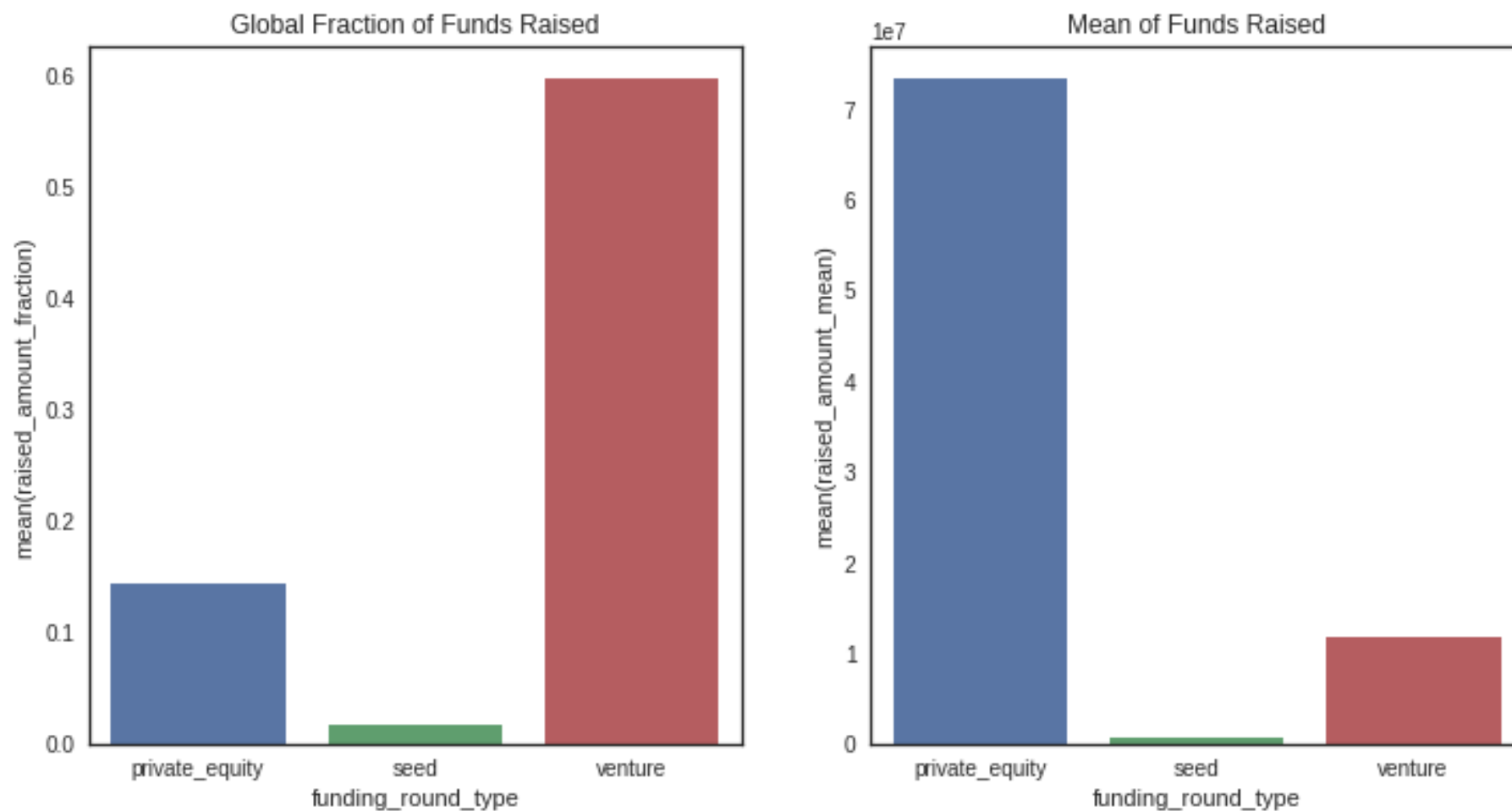
# Analysis

Country	Findings
English speaking country	US
Non English speaking country	GB
Third English speaking country	IN

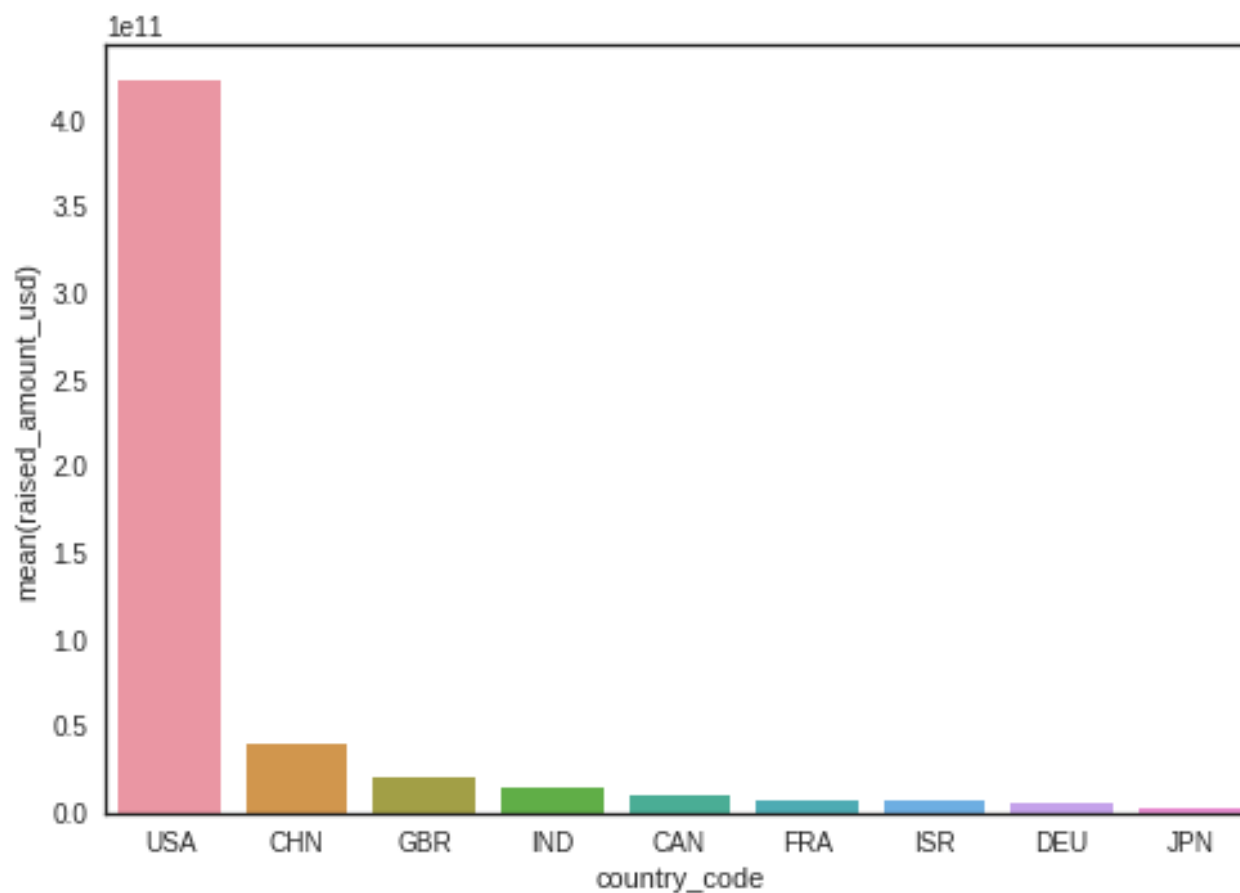
# Sector Wise Analysis

Query	USA	GBR	IND
number of Investments (count)	9942	559	24
amount of investment (USD)	88638294664	4875228300	2174543602
Sector name (no. of investment-wise)	Others	Others	Other
nd Sector name (no. of investment-	Social, Finance, Analytics, Advertising	Cleantech / Semiconductors	Social, Finance, Analytics, Advertising
Sector name (no. of investment-wise)	Cleantech / Semiconductors	Social, Finance, Analytics, Advertising	News, Search and Messaging
per of investments in top sector (3)	2423	129	7
per of investments in second sector (4)	2216	124	4
per of investments in third sector (5)	1951	118	4
oint 3 (top sector count-wise), which any received the highest investment?	128-TECHNOLOGY	ACS-CLOTHING	21DIAMONDS-INDI
oint 4 (second best sector count-wise), n company received the highest tment?	SPECTRUM-BRIDGE	ROOTSTOCK-SOFTWARE	AZURE-HOSPITALIT

Fraction of total investment globally in seed, venture and public\_equity and average amount of investment in each funding type

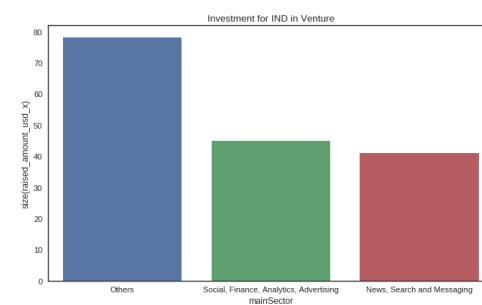
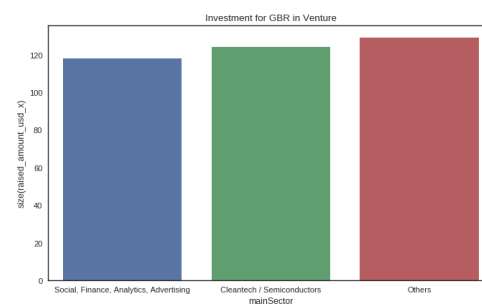
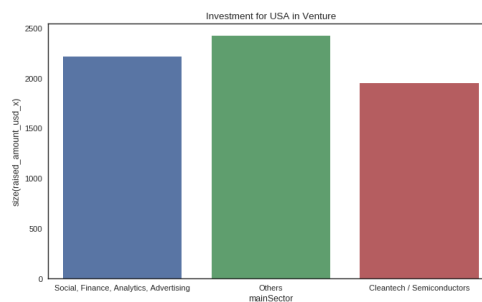


Top 9 countries against the total amount of investments of Funding type





Plot showing no. of top3 sectors in top3 countries



## Conclusions

Spark Funds can distribute its investment into these countries and companies

128-TECHNOLOGY - USA

ACS-CLOTHING - USA

21DIAMONDS-INDIA - GBR

SPECTRUM-BRIDGE - GBR

ROOTSTOCK-SOFTWARE - IND

AZURE-HOSPITALITY - IND