

A photograph of a modern office interior, showing a long, white, curved conference table with several black and silver ergonomic chairs arranged around it. The background is a plain, light-colored wall.

SPARK FUNDS, AN ASSET MANAGEMENT COMPANY INVESTMENT CASE STUDY SUBMISSION

Group Members -

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Project Brief



Business Objectives

- **Identify** the best
 - ✓ **Sectors**
 - ✓ **Countries**
 - ✓ **Suitable investment type for making investments.**
- Spark Funds wants to invest where most other investors are investing.

Constrains

- **Invest** between **5 to 15 million USD** per round of investment
- **Invest** only in **English-speaking countries**



Data Analysis Goals

- **Investment type analysis** - Understand investments in the venture, seed, angel, private equity categories.
- **Country analysis** - Understand which countries have had the most investments in the past.
- **Sector analysis** - Understand the distribution of investments across the eight main sectors.



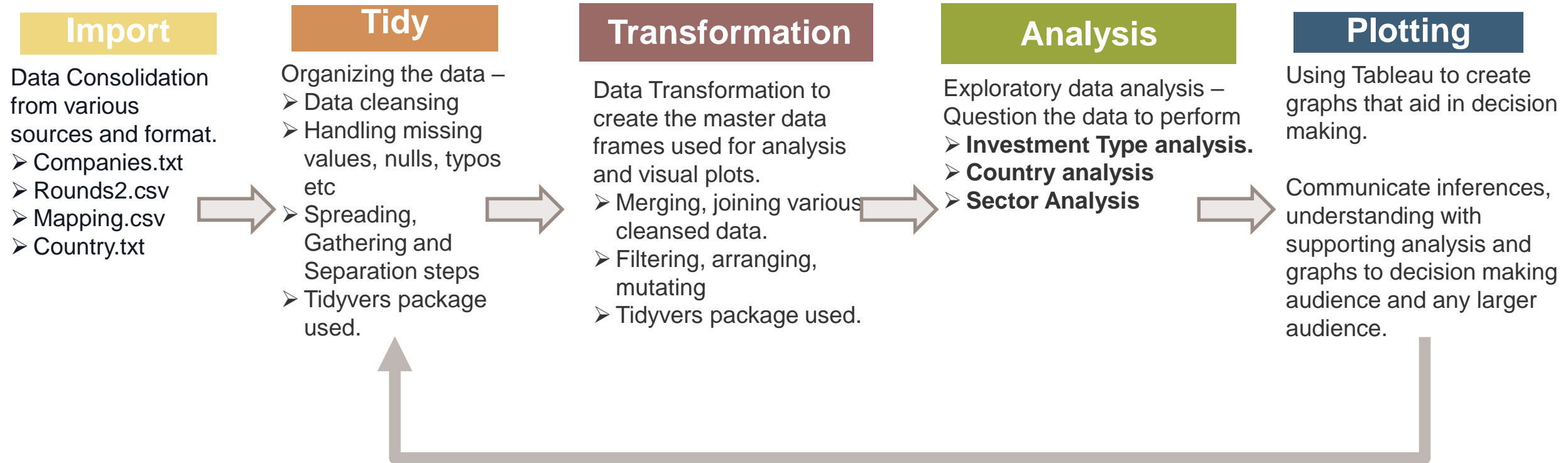
Approach

- Case Study is **structured into checkpoints** to perform
 - ✓ Data Cleansing
 - ✓ Funding Type Analysis
 - ✓ Country Analysis
 - ✓ Sector Analysis
 - ✓ Plots to support decisions.

Deliverables

- **One zip file containing**
 - ✓ R Code
 - ✓ Excel File (results of checkpoints)
 - ✓ Presentation in PDF format

Approach – Problem Solving

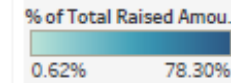


Tools used

- RStudio for Import, Tidy, Transformation and Analysis
- Tableau for Analysis and Plotting

Investment Type Analysis

Total funds, average funding, % count by funding type



Total funds and Average funding raised by Funding type

Funding Round ..	Raised Amount Usd	Avg. Raised..	
venture	\$590,126,216,876	\$11,748,949	Abc
private_equity	\$141,925,436,105	\$73,308,593	Abc
seed	\$16,989,864,181	\$719,818	Abc
angel	\$4,659,255,123	\$958,694	Abc

- ✓ Venture type has attracted 590 B USD.
- ✓ Average of 11.745 M USD per investment. Falls within the constrains of 5 – 15 M USD.

Country Analysis

Top 9 countries vs Total Investment by Venture



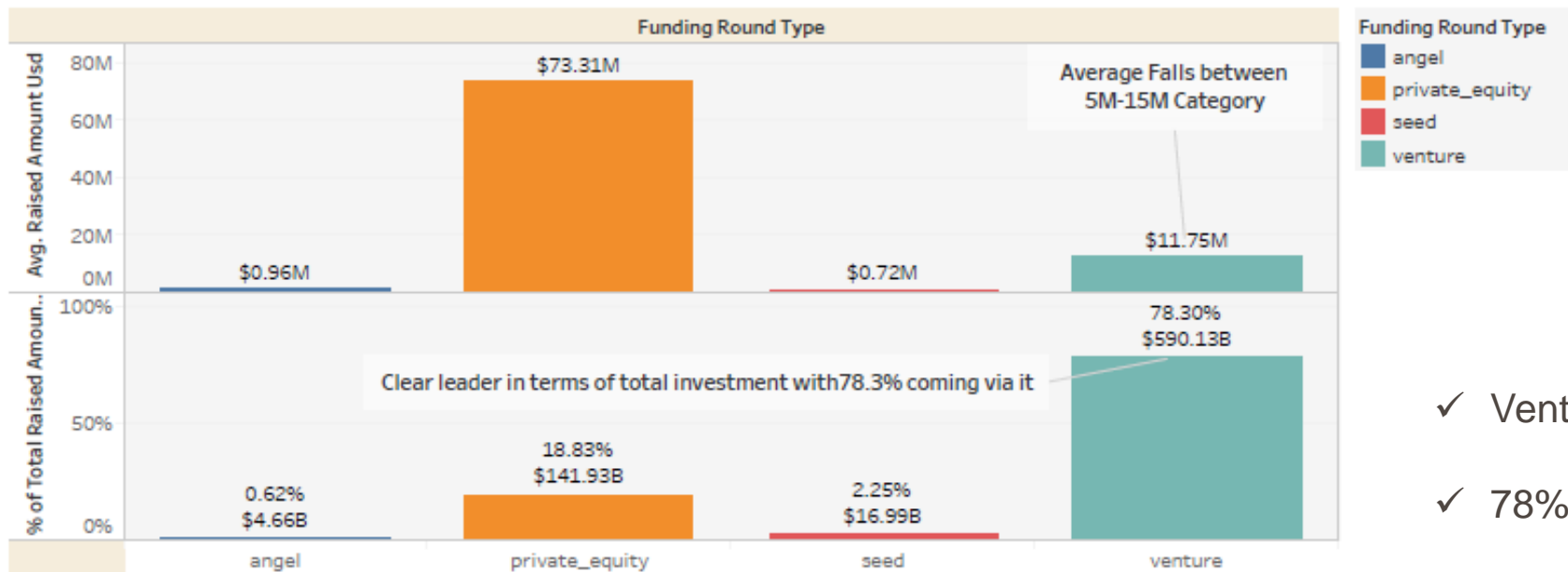
Map based on Longitude (generated) and Latitude (generated). The marks are labeled by Country Code and sum of Raised Amount Usd. The data is filtered on Funding Round Type and Primary sector. The Funding Round Type filter keeps venture. The Primary sector filter keeps 587 of 716 members. The view is filtered on Country Code, which keeps 9 of 135 members.

Top 9 countries vs Total Investment by Venture

Country Co..	Raised Amount Usd	
USA	420,068,029,342	Abc
CHN	39,338,918,773	Abc
GBR	20,072,813,004	Abc
IND	14,261,508,718	Abc
CAN	9,482,217,668	Abc
FRA	7,226,851,352	Abc
ISR	6,854,350,477	Abc
DEU	6,306,921,981	Abc
JPN	3,167,647,127	Abc

Checkpoint 6 – plot 1

Funding Type vs 1.Avg Investement in each Funding Types and vs 2. Percentage of investment in each type

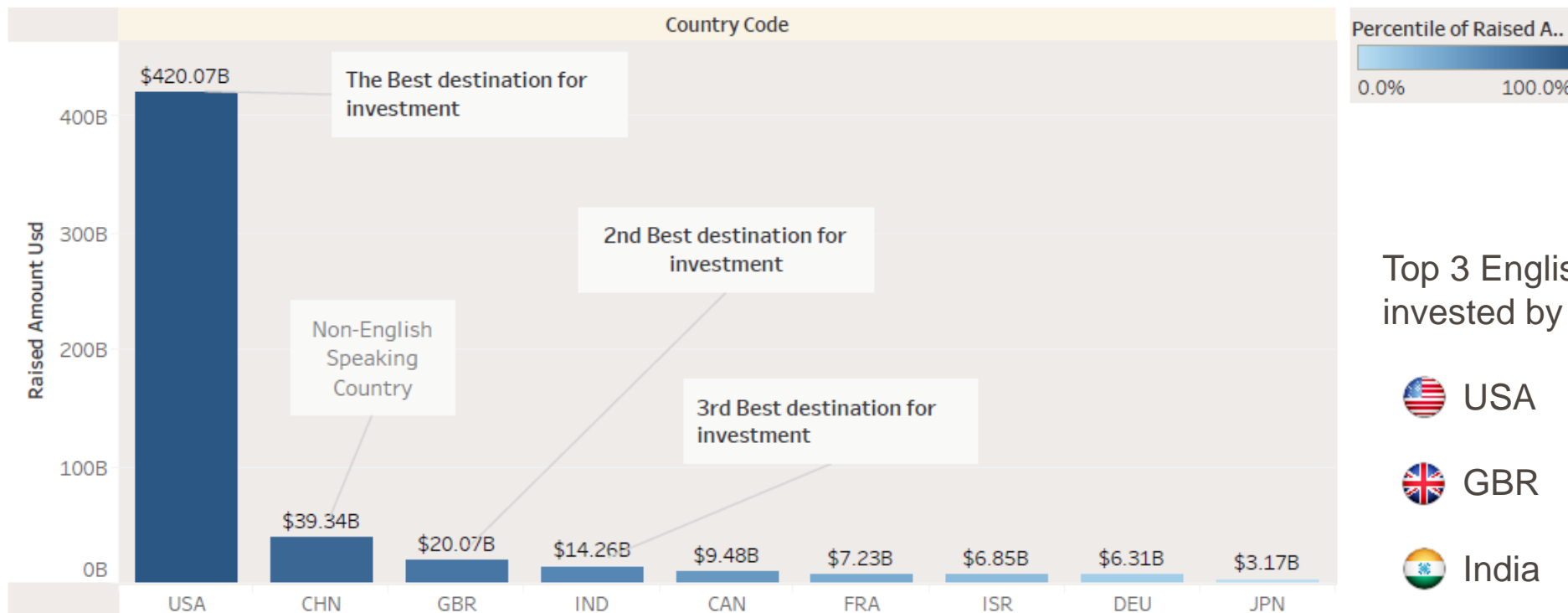


Average of Raised Amount Usd and % of Total Raised Amount Usd for each Funding Round Type. Color shows details about Funding Round Type. For pane Average of Raised Amount Usd: The marks are labeled by average of Raised Amount Usd. For pane % of Total Raised Amount Usd: The marks are labeled by % of Total Raised Amount Usd and sum of Raised Amount Usd. The view is filtered on Funding Round Type, which keeps angel, private_equity, seed and venture.

- ✓ Venture type has attracted 590 B USD.
- ✓ 78% of funding by Venture type
- ✓ Average of 11.745 M USD per investment. Falls within the constrains of 5 – 15 M USD.

Checkpoint 6 – plot 2

Top 9 countries vs Total Investment by Venture



Top 3 English speaking country invested by venture funds type



USA



GBR

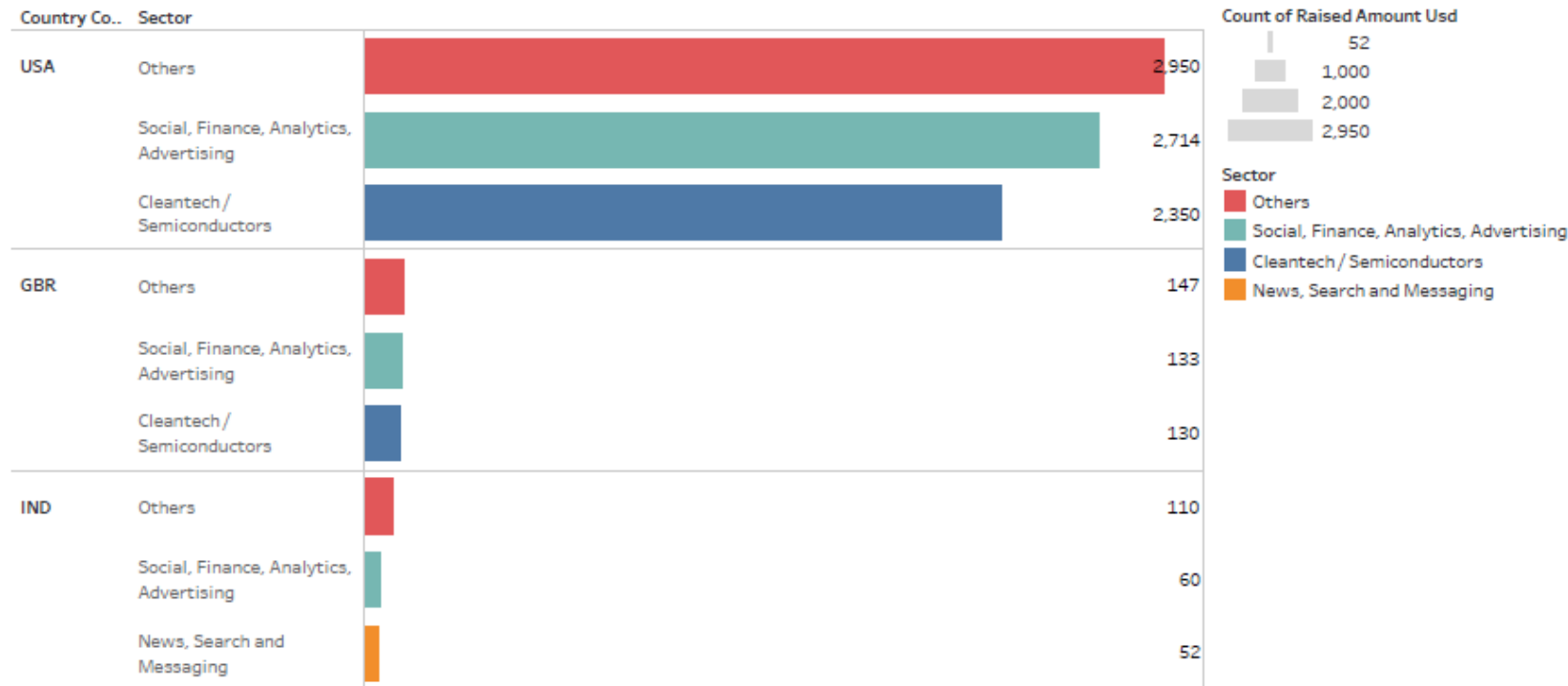


India

Sum of Raised Amount Usd for each Country Code. Color shows Percentile of Raised Amount Usd. The marks are labeled by sum of Raised Amount Usd. The data is filtered on Funding Round Type and Primary sector. The Funding Round Type filter keeps venture. The Primary sector filter keeps 587 of 716 members. The view is filtered on Country Code, which keeps 9 members.

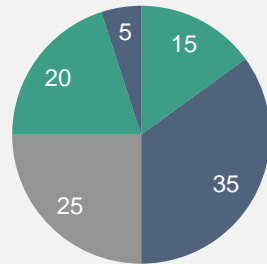
Checkpoint 6 – plot 3 aka Sector Analysis

Country vs Top Sector Based on Venture Investment



Count of Raised Amount Usd broken down by Country Code and Sector. Color shows details about Sector. Size shows count of Raised Amount Usd. The marks are labeled by count of Raised Amount Usd. The data is filtered on Funding Round Type and RSDAMOUNTBETWEN5MTO15M. The Funding Round Type filter keeps venture. The RSDAMOUNTBETWEN5MTO15M filter ranges from 1 to 1. The view is filtered on Country Code, Sector and Exclusions (Country Code,Sector). The Country Code filter keeps GBR, IND and USA. The Sector filter keeps Cleantech / Semiconductors, Entertainment, News, Search and Messaging, Others and Social, Finance, Analytics, Advertising. The Exclusions (Country Code,Sector) filter keeps 691 members.

INFERENCE



- ❖ The Funding type which is most suited for our investing needs is Venture funds

- ❖ Top 3 English speaking countries to invest are -



United States of America



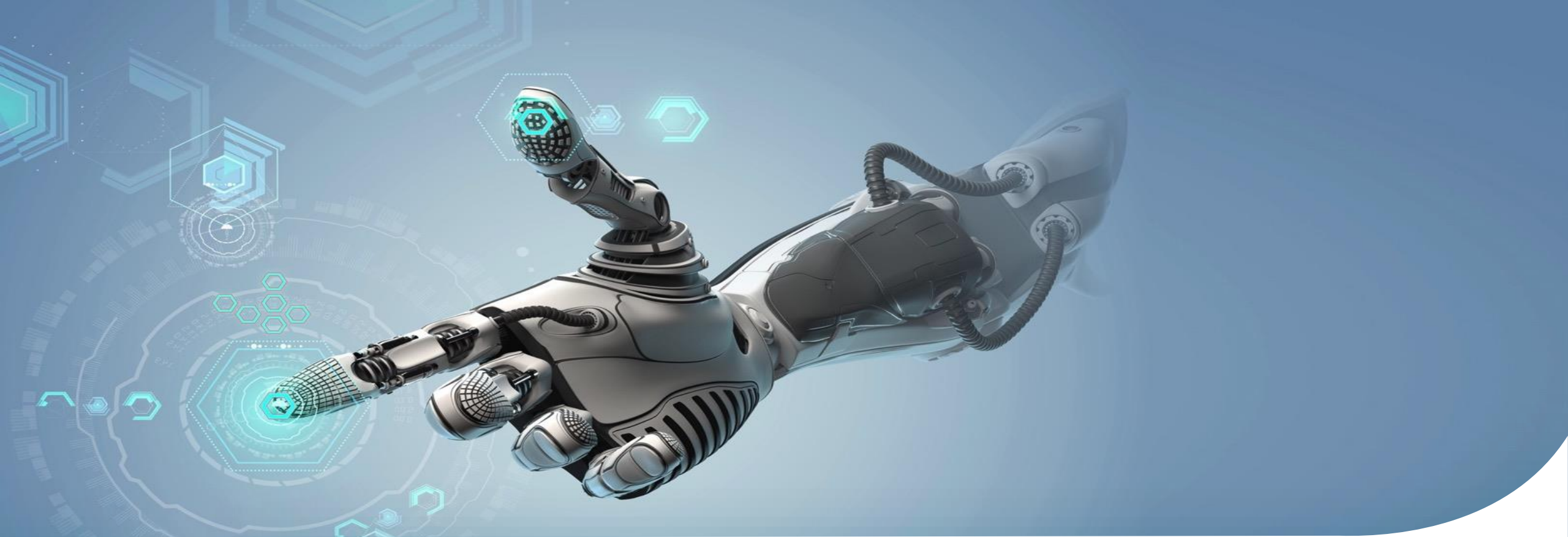
Great Britain




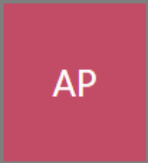


India

- ❖ Best sectors to invest in are –

- ✓ Others, Social Media and Clean tech & Semiconductors for USA and UK
- ✓ Others, 'Social finance, analytics & advertising', 'News, Search & Messaging' for India



Thank You.

 Abhishek Ranjan Bangalore	 Amiyanshu Pratihari Pune
 Maxim Rohit Pune	 Karthikeyan Seetharaman Pune