

INVESTMENT CASE STUDY

SUBMISSION

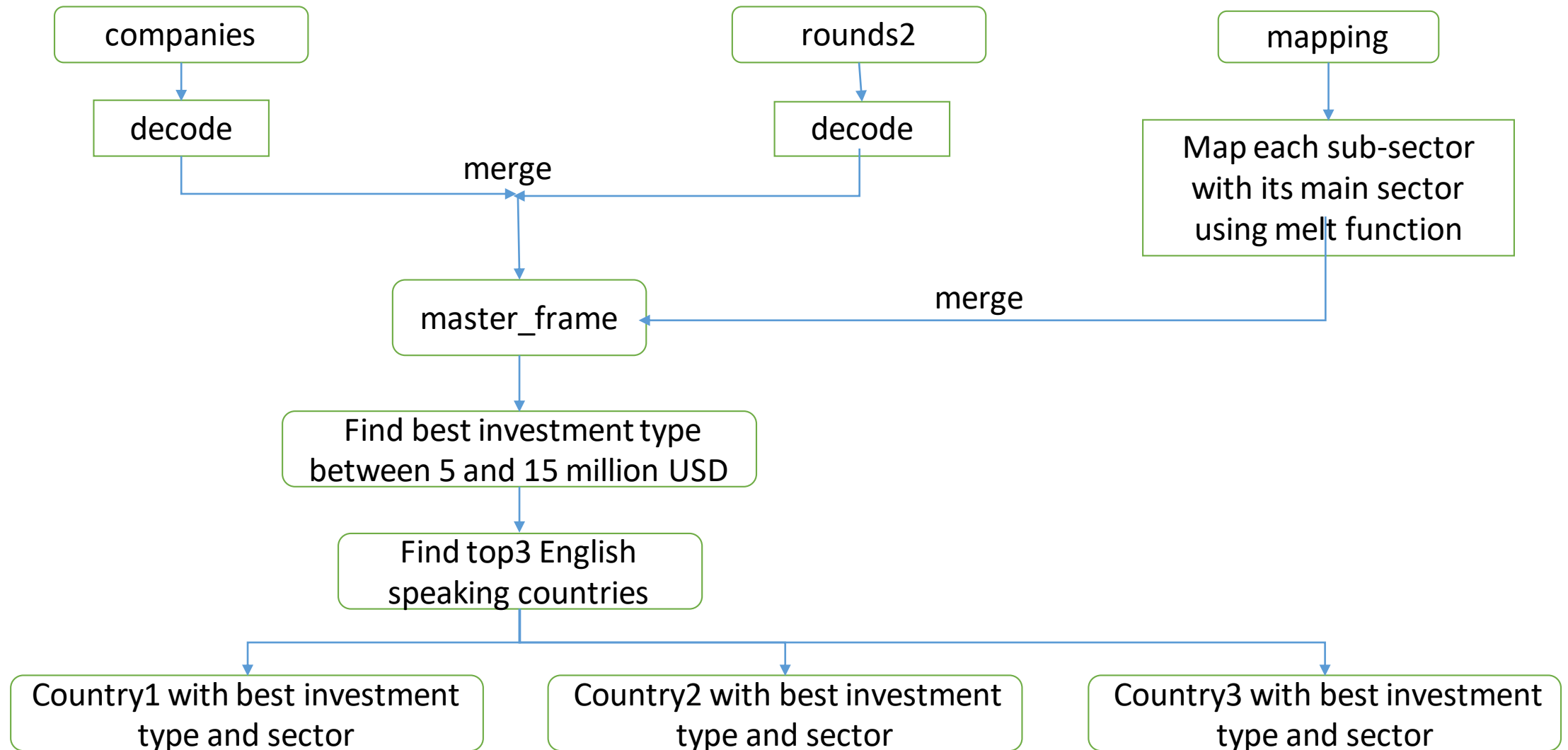
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Abstract

- Objective of the project is to help Sparks Fund company identify the best sector, countries and the investment type that they can invest.
- Performing analysis sector wise, country wise and funding type analysis to figure out the best in each of these goals.
- This would help Sparks fund in understanding the sector which most people have invested, the top English speaking countries that most people have invested, and also the funding type in which most people have invested.
- After analysing the data, we have found the following points:
 - Venture is the best funding type that Sparks Fund company should invest in as it is the best investment between 5 and 15 million USD.
 - USA, Great Britain and India are the best speaking English countries to invest in venture funding type.
 - And for each country where venture funding type is doing well, 'Others' sector has been the most profitable.

Problem solving methodology



Analysis- Funding Type

- A master_frame is created by merging companies and rounds2 data. All our analysis will be based on this master_frame.
- All values with null in columns of raised_amount_usd, category_list, country_code are dropped as part of data cleaning.
- First, we will group master_frame according to the funding type to find the best funding type which is doing well in the range of 5 to 15 million USD.
- Now, when we find the average of the funding amount with respect to each of the funding, we see that post_ipo_debt is with the highest average.
- Sparks fund wants to invest 5 to 15 million USD per round of investment, hence **Venture** funding round type appears to be the best bet in this category.

Analysis - Country

- Sparks Fund would want to invest in top three English speaking countries for the ease of communication.
- Also, since sparks fund is only looking to invest in 5 to 15 million USD, we are taking the top 3 English speaking countries where the funding type is venture.
- We first find the top nine countries with venture type, as these countries have been heavily invested in venture type in the past years.
- After finding the top nine, it is easier for us to find the top three countries which have English as one of their official language.
- The top three English speaking countries which have invested in venture type are **USA, Great Britain and India.**

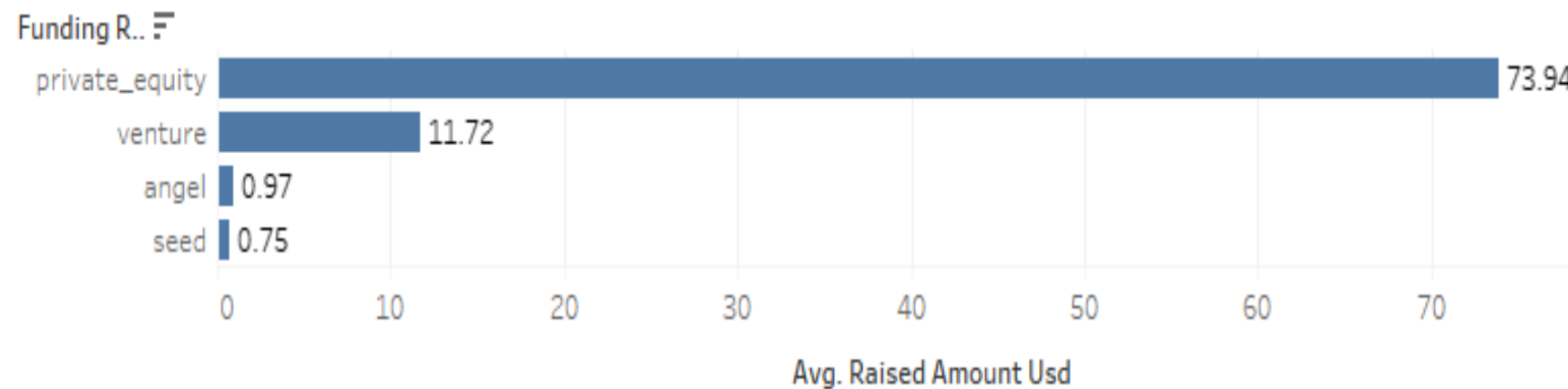
Analysis- Sector

- Map the sub-sectors with their respective main sector. There are eight main sectors, in which the data cleaning has to be done.
- Merge this with the main master_frame, so that all the companies are now mapped to one main sector.
- Filter all the companies with venture as its funding type, from the merged data.
- We should find the top sectors for each of the top three English speaking country.
- In USA, for venture funding type, we find that the top three sectors are **‘Others’, ‘Social, Finance, Analytics, Advertising’ and ‘Cleantech/Semiconductors’**.
- In Great Britain, for venture funding type, we find that the top three sectors are also **‘Others’, ‘Social, Finance, Analytics, Advertising’ and ‘Cleantech/Semiconductors’**.
- In India, for venture funding type, we find that the top three sectors are **‘Others’, ‘News, Search And Messaging ’, and ‘Social, Finance, Analytics, Advertising’**.

Results

Plot 1- Funding type analysis

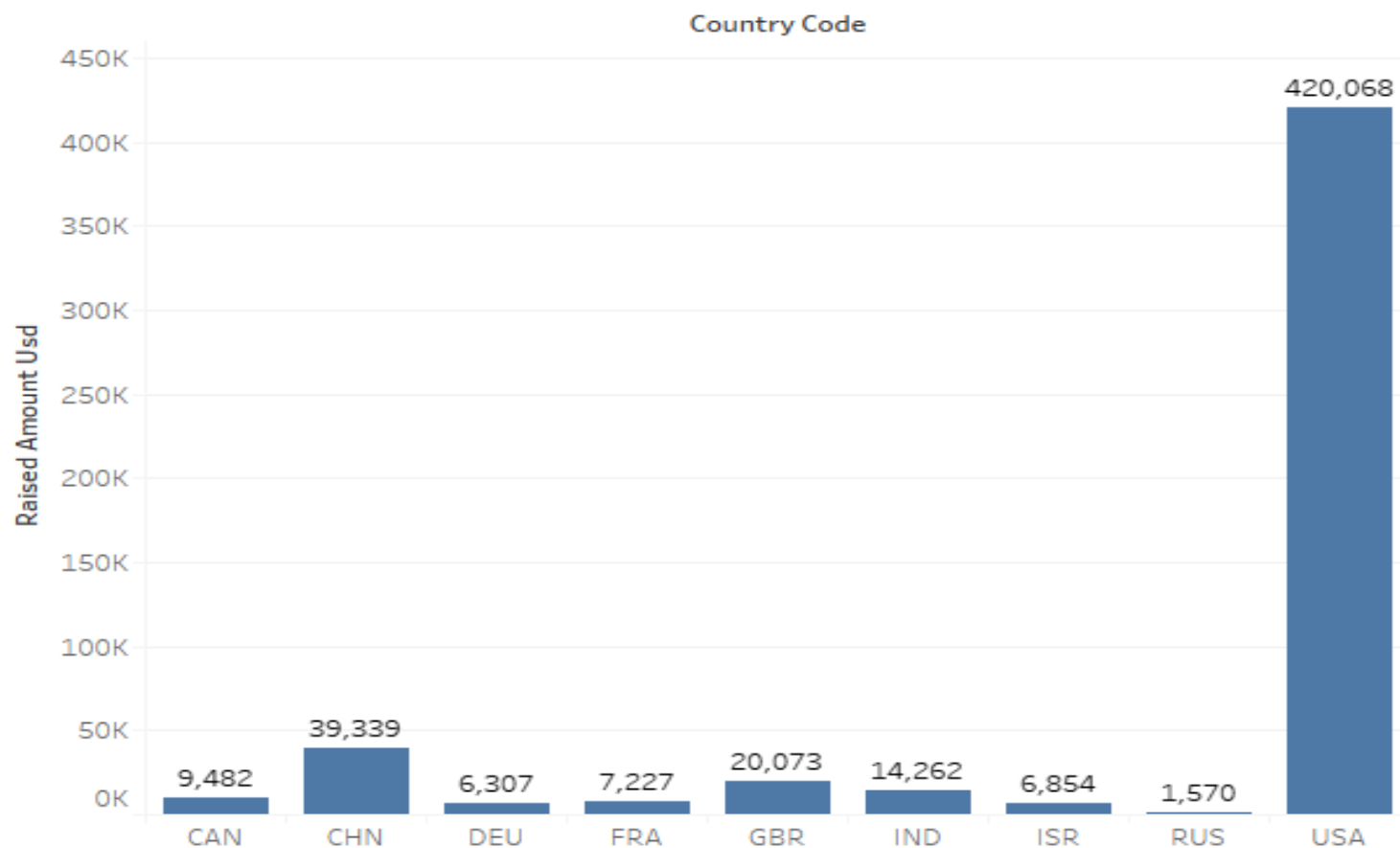
funding_round_type



Results

Plot 2 – Top 9 countries

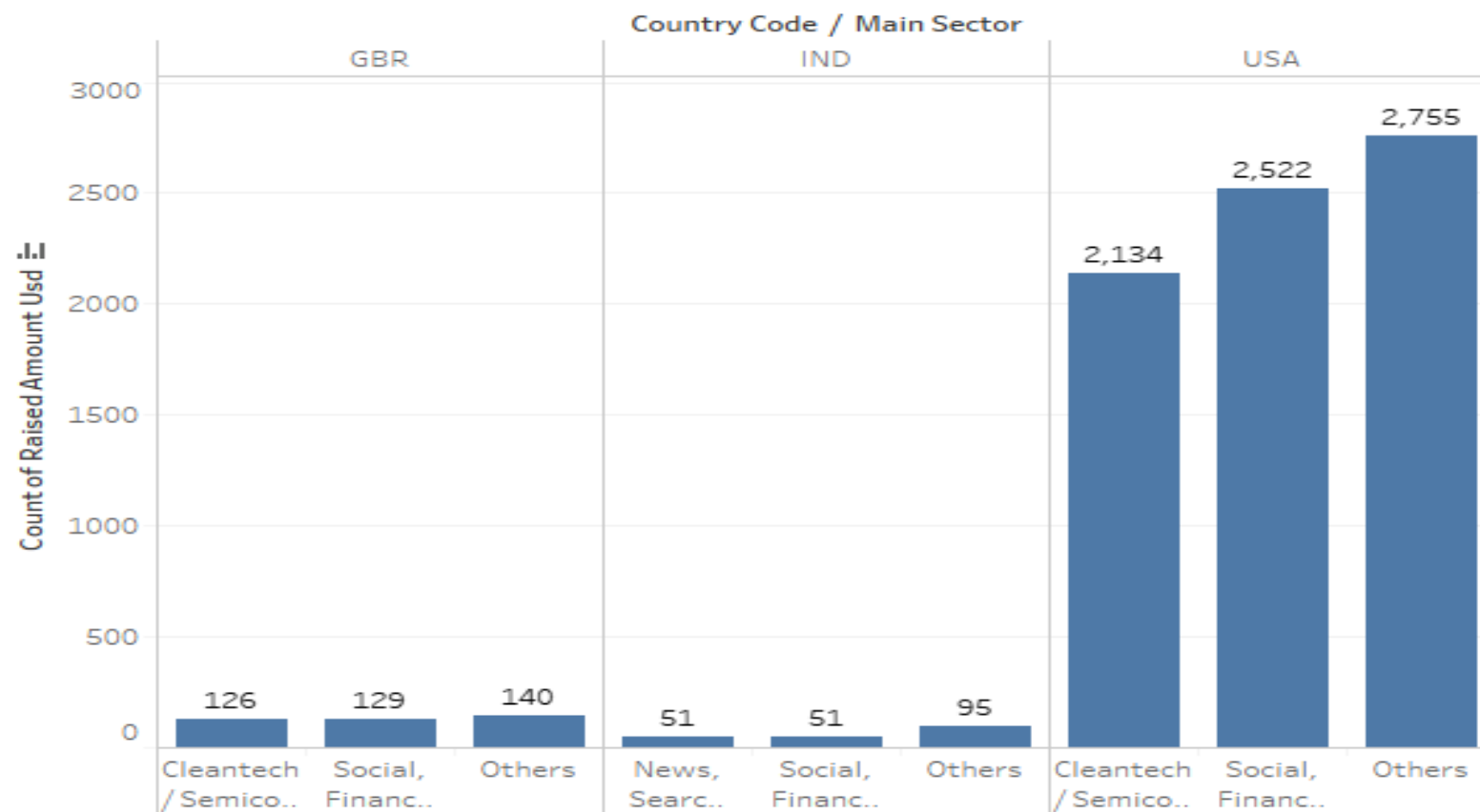
top 9



Results

Plot 3- Country and Sector wise analysis

sector analysis



Conclusions

- The best investment option for Sparks Fund is to invest in Venture funding in USA, Great Britain in the sectors of Others, Social, Finance, Analytics, Advertising, and Cleantech/Semiconductors, and in India in the sectors of Others, News, Search and Messaging and Social, Finance, Analytics, Advertising.

| Country | Funding | Top Sector | Second top Sector | Third top Sector |
|---------------|---------|------------|---|---|
| USA | Venture | Others | Social, Finance, Analytics, Advertising | Cleantech/Semiconductors |
| Great Britain | Venture | Others | Social, Finance, Analytics, Advertising | Cleantech/Semiconductors |
| India | Venture | Others | News, Search and Messaging. | Social, Finance, Analytics, Advertising |