



INVESTMENT CASE STUDY



SUBMISSION

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Abstract

Business Objective:

Identify the best sectors, countries, and a suitable investment type for making investments.

Data Source:

Real investment data from **crunchbase.com**

Analyzed more than 66,000 companies listed with different countries, investment types and sectors.



Investment Type

Analysis of the most favourable investment type for Spark funds on the basis of average amount of investment type.

Output -> Favourable investment type

Country

Analysis of the countries for the Favourable investment type
Top 9 countries with this investment type

Output -> Top 3 English Speaking Countries with this type of investment

Sector

Analysis of the most favourable Sector.

Analysis – Investment type

- ☐ Identify Average Investment for each funding type.
- ☐ Identify Investment Type with average amount between 5 to 15 million USD.

Assumption: Companies for which raised amount data was missing were ignored.

Conclusion: Recommendation: “Venture” Investment Type

Analysis – Country

- ☐ Identify countries for recommended investment type.
- ☐ Identify total amount invested for each country with recommended investment type.
- ☐ Identify Top 9 countries for recommended investment type with highest investment.
- ☐ Identify Top 3 English speaking countries

Assumption: Companies with no country codes were ignored.

Reference for Country codes taken as per ISO Code 3 convention.

Conclusion: Recommended Countries - United States, Great Britain and India

Analysis - Sector

- ☐ Identify number of investments for each sector for recommended countries and investment type.
- ☐ Identify Top 3 sectors with highest number of investments for each recommended country and recommended investment type.

Assumption: Companies for which raised amount data was missing were ignored.

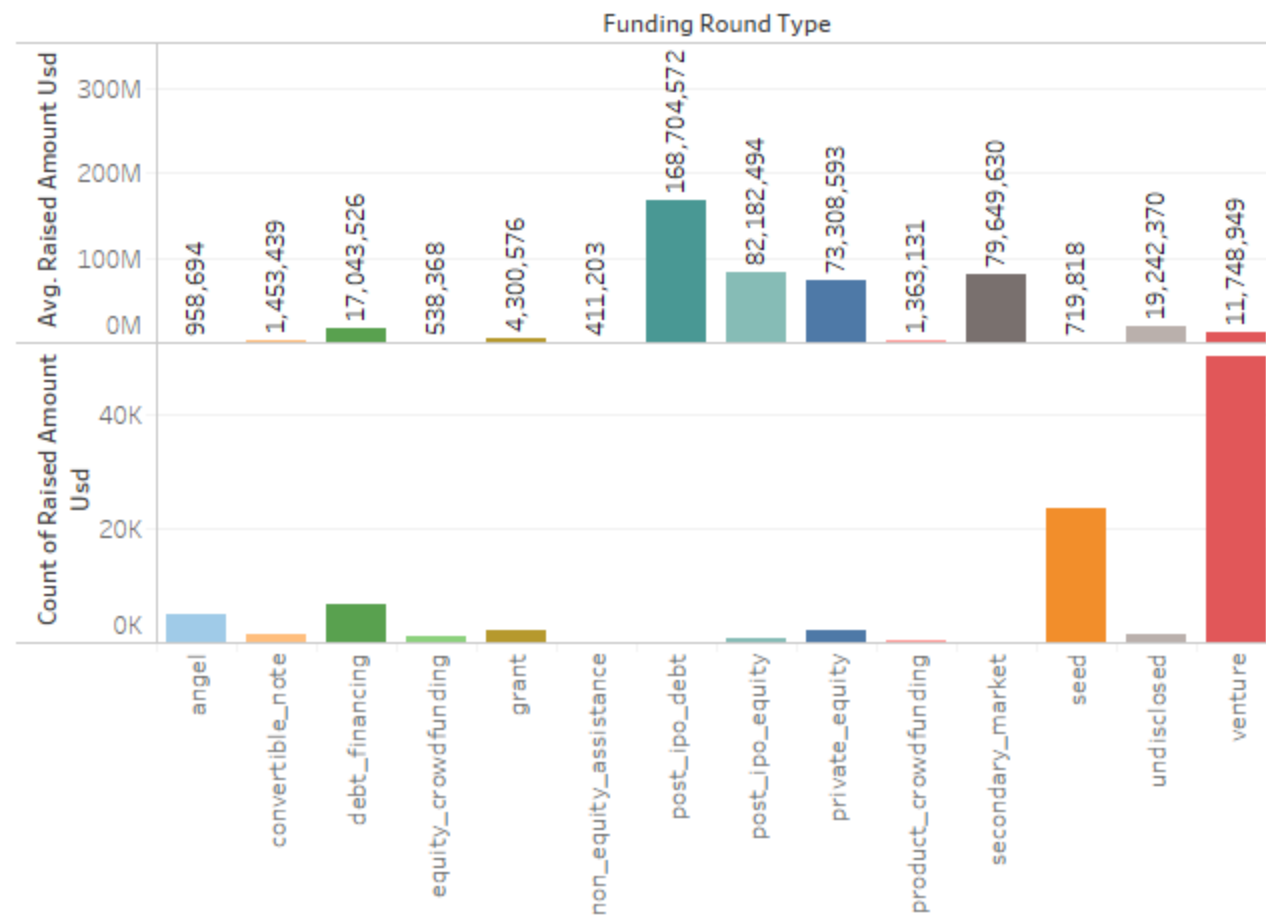
Conclusion:

GBR	IND	USA
Others	Others	Others
Cleantech / Semiconductors	News, Search and Messaging	Cleantech / Semiconductors
Social, Finance, Analytics, Advertising	Social, Finance, Analytics, Advertising	Social, Finance, Analytics, Advertising

Investment Type

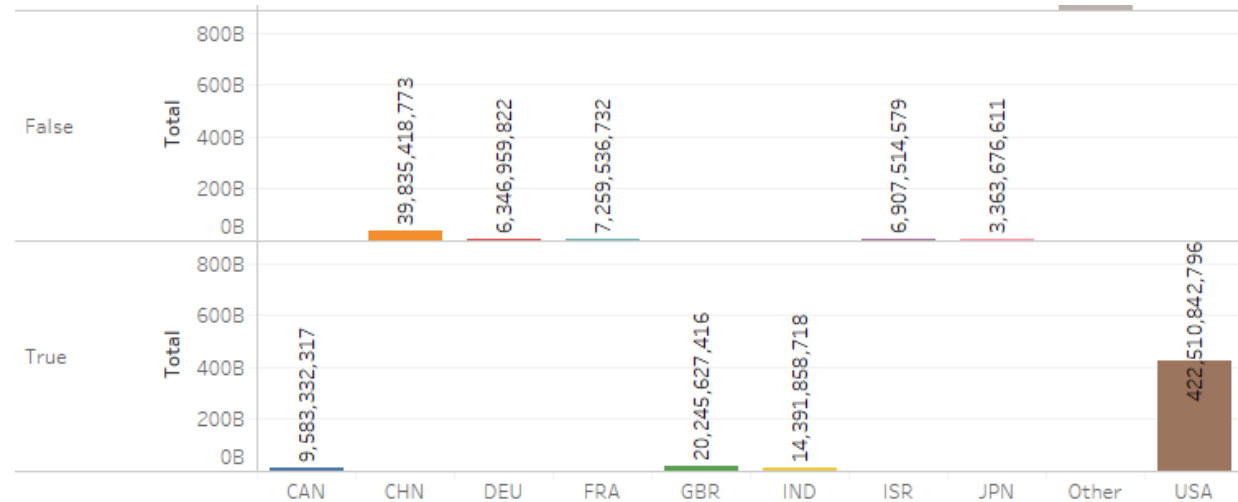
“Venture” Investment Type is the recommended investment type.

Funding Type - Number of Investments



Country

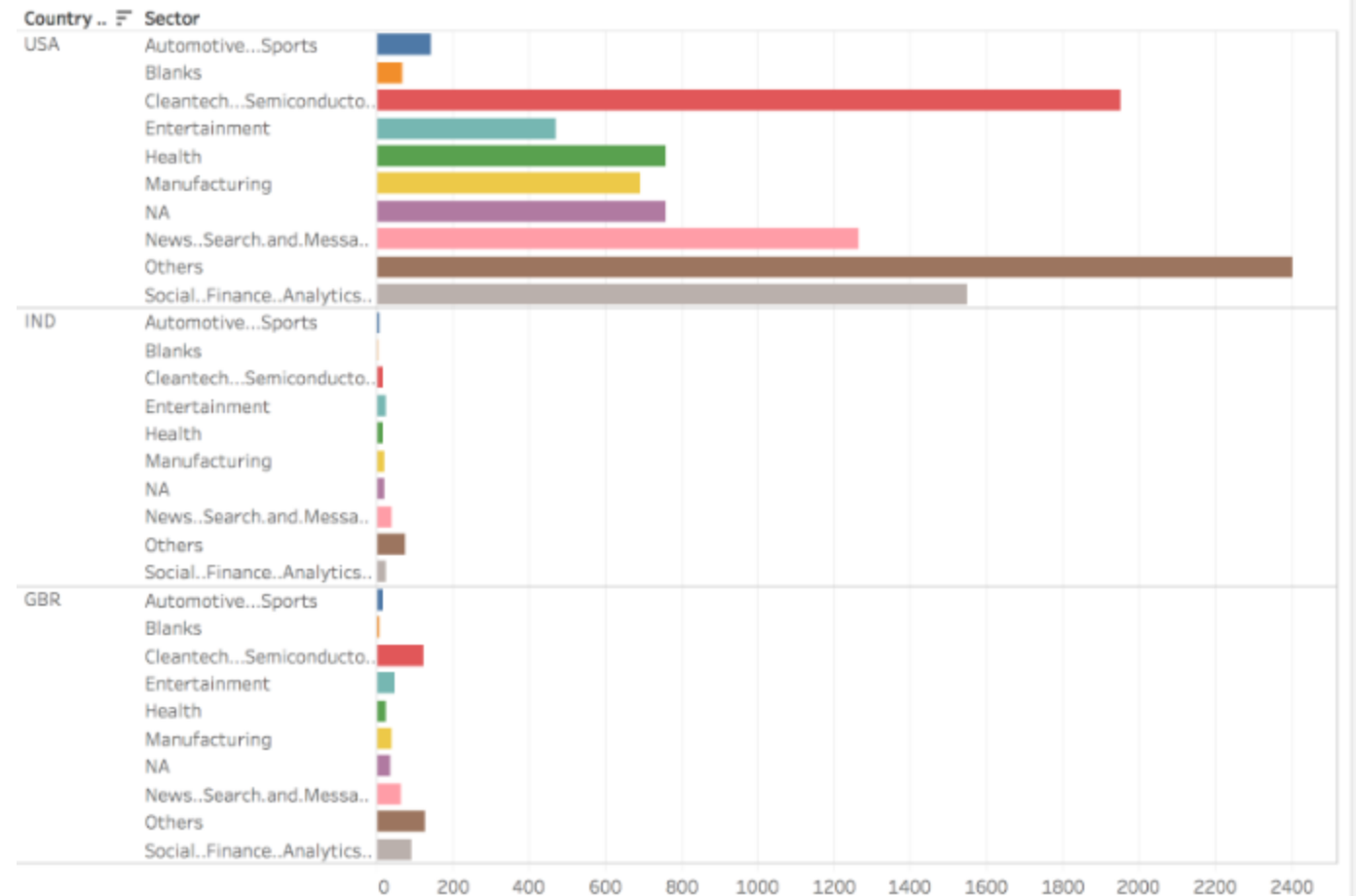
USA, Great Britain and India are recommended for “venture” investment type.



Sector

Sectors identified for each recommended country

Ventures in Top 3 Countries



Recommendation:

“Venture” Investment Type

Recommended Countries :

United States, Great Britain and India

Recommended Sectors USA:

- **Others**
- **Cleantech/Semiconductors**
- **Social, Finance, Analytics, Advertising**

Recommended Sectors INDIA:

- **Others**
- **News, Search and Messaging**
- **Social, Finance, Analytics, Advertising**

Recommended Sectors Great Britain:

- **Others**
- **Cleantech/Semiconductors**
- **Social, Finance, Analytics, Advertising**