

INVESTMENT CASE STUDY

SUBMISSION

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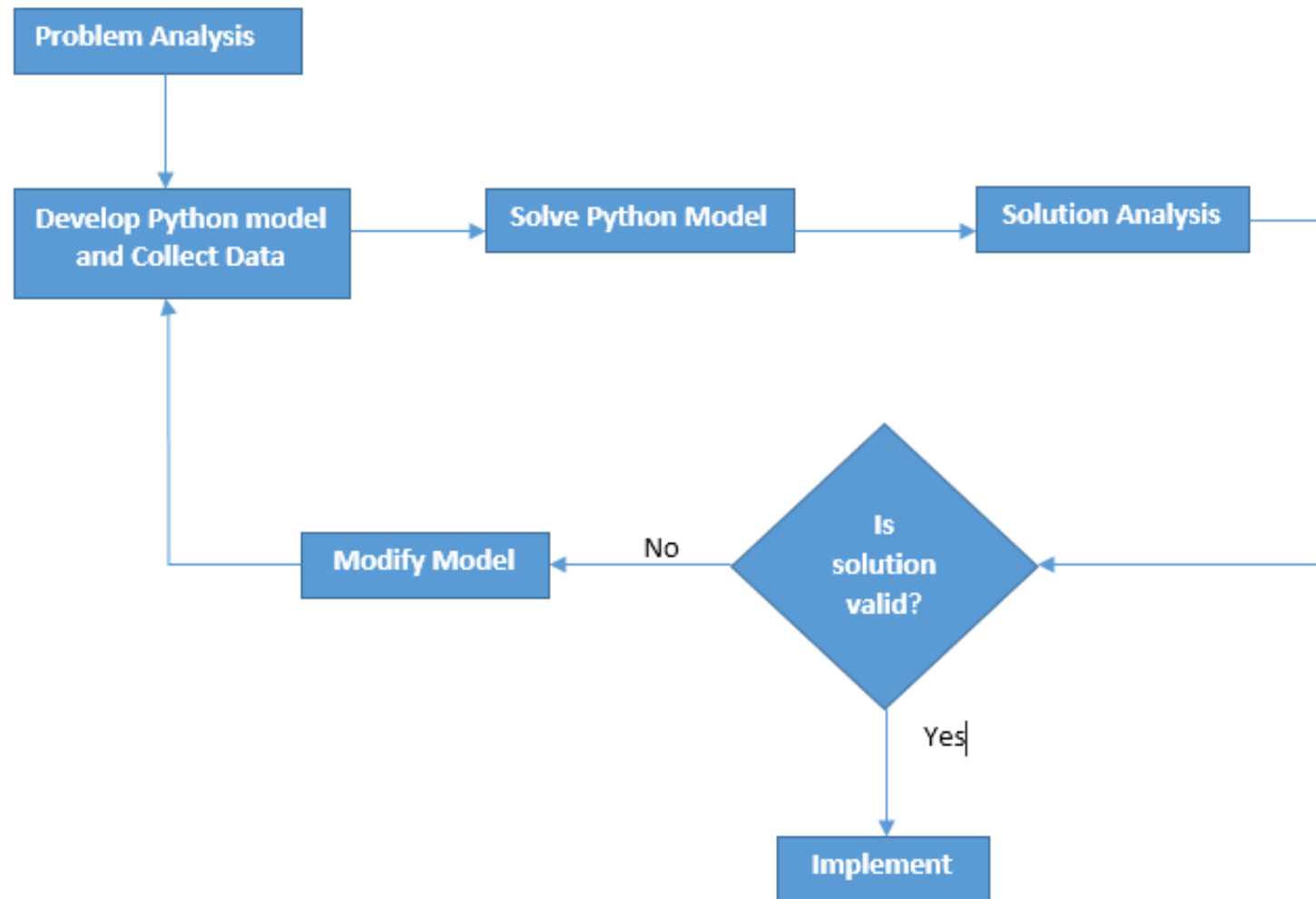
Investment Analysis

Spark Funds is an asset management company wants to make investments in a few companies. The objective is to identify the best sectors, countries, and a suitable investment type for making investments. The overall strategy is to invest where others are investing, implying that the 'best' sectors and countries are the ones 'where most investors are investing'. For the Analysis, we will be considering the following conditions

- It wants to invest between **5 to 15 million USD** per round of investment
- It wants to invest only in **English-speaking countries** because of the ease of communication with the companies it would invest in.

Here we will be analyzing the Investment type, Country and the different sectors to understand the investment trends in market.

Problem solving methodology



Investments Type Analysis

Spark Fund's preferred four types of Investment types :-

1. Angel
2. Seed
3. Venture
4. Private Equity

But desired investment range is 5 to 15 Million. So, most suitable fund is “**Venture**” which lies in this range.

| | |
|--|-----------------|
| Average funding amount of venture type | 11.7242 million |
| Average funding amount of angel type | 0.9715 million |
| Average funding amount of seed type | 0.7477 million |
| Average funding amount of private equity type | 73.9384 million |

Country Analysis

Top 9 Countries has been filtered based on Investment type as “Venture” and also on the “Total Investment Amount”.

And then USA, GBR and IND selected as the three most investment-friendly countries and the most suited funding type for Spark Funds.

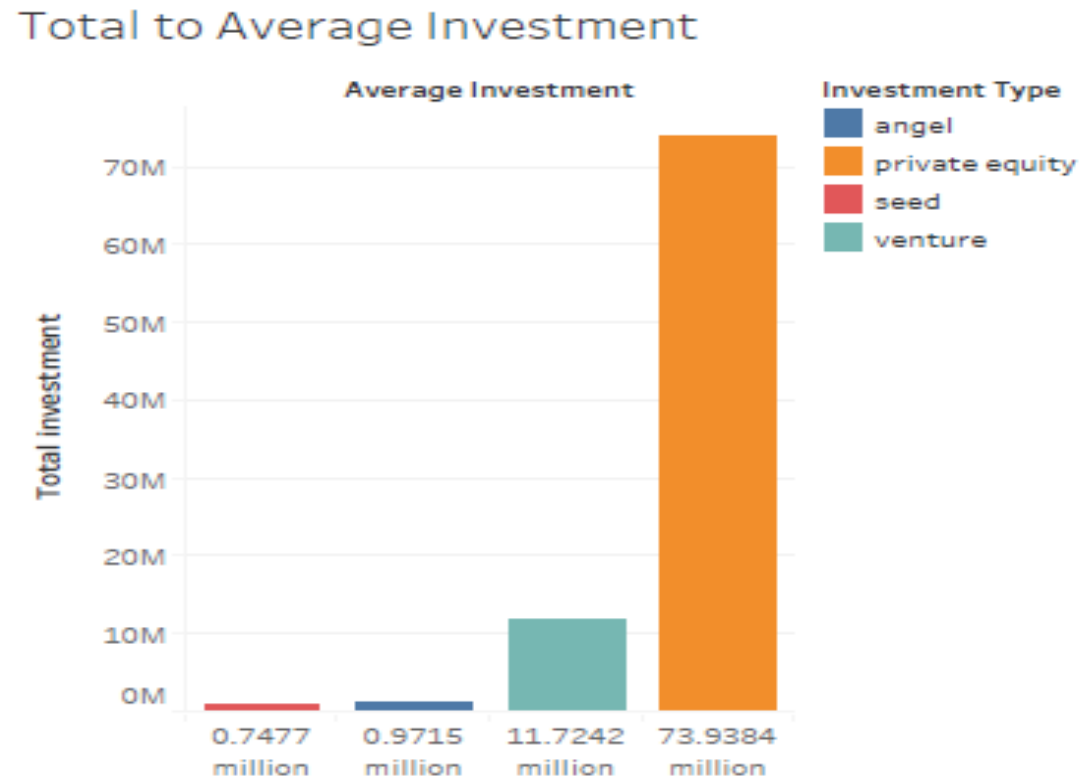
| Country | Total Funding |
|---------|---------------|
| USA | 420068.0293 |
| CHN | 39338.91877 |
| GBR | 20072.813 |
| IND | 14261.50872 |
| CAN | 9482.217668 |
| FRA | 7226.851352 |
| ISR | 6854.350477 |
| DEU | 6306.921981 |
| JPN | 3167.647127 |

Sector-wise Investment Analysis

| | USA | GBR | IND |
|---|----------------|--------------------|------------------|
| Number of investments in top sector (3) | 2325 | 137 | 76 |
| Number of investments in second sector (4) | 2104 | 124 | 31 |
| Number of investments in third sector (5) | 752 | 45 | 20 |
| For point 3 (top sector count-wise), which company received the highest investment? | 1stdibs | Elixent | FirstCry.com |
| For point 4 (second best sector count-wise), which company received the highest investment? | 480 Biomedical | Notonthehighstreet | Mobile2Win India |

Based on the number of investments across the eight main sectors, in the top 3 English speaking countries.

Total Investment to Average Investment

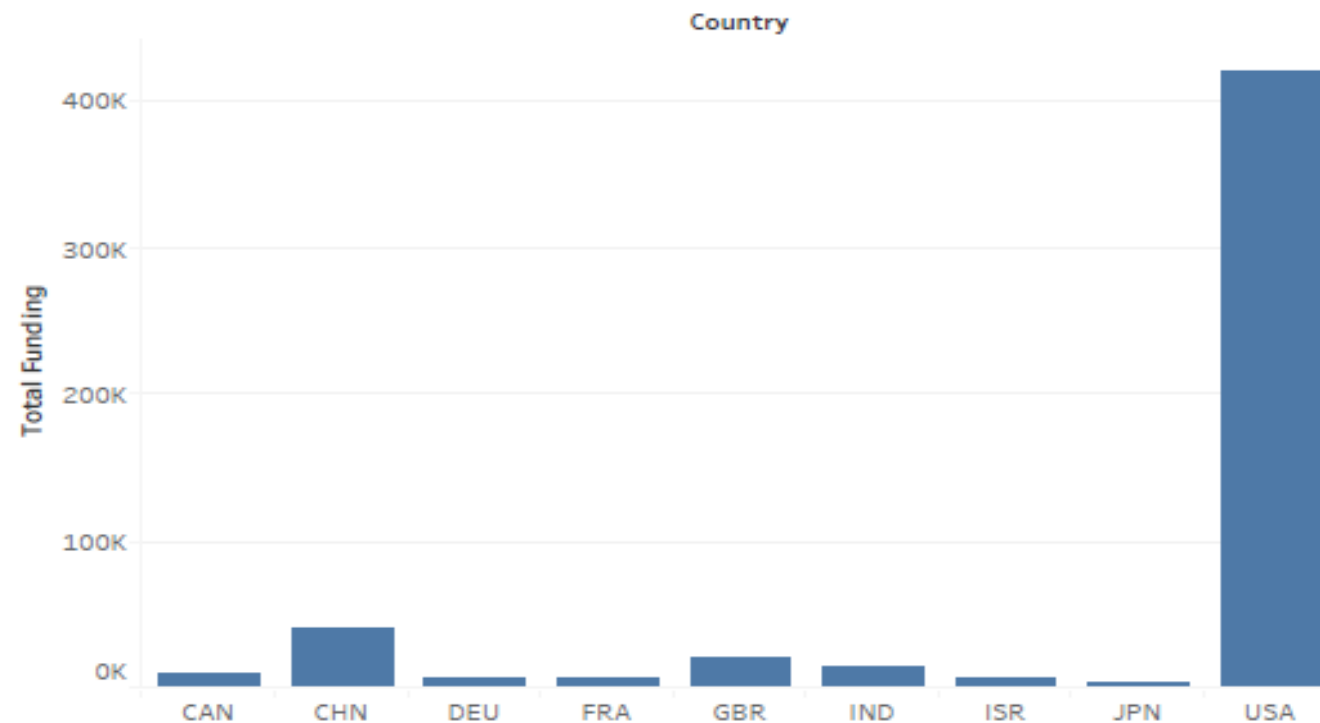


This Plot shows the Average Investment Amount for all the four investment type.

A plot showing the fraction of total investments (globally) in venture, seed, and private equity, and the average amount of investment in each funding type. This chart should make it clear that a certain funding type (FT) is best suited for Spark Funds.

Top9 Countries to Total Investments

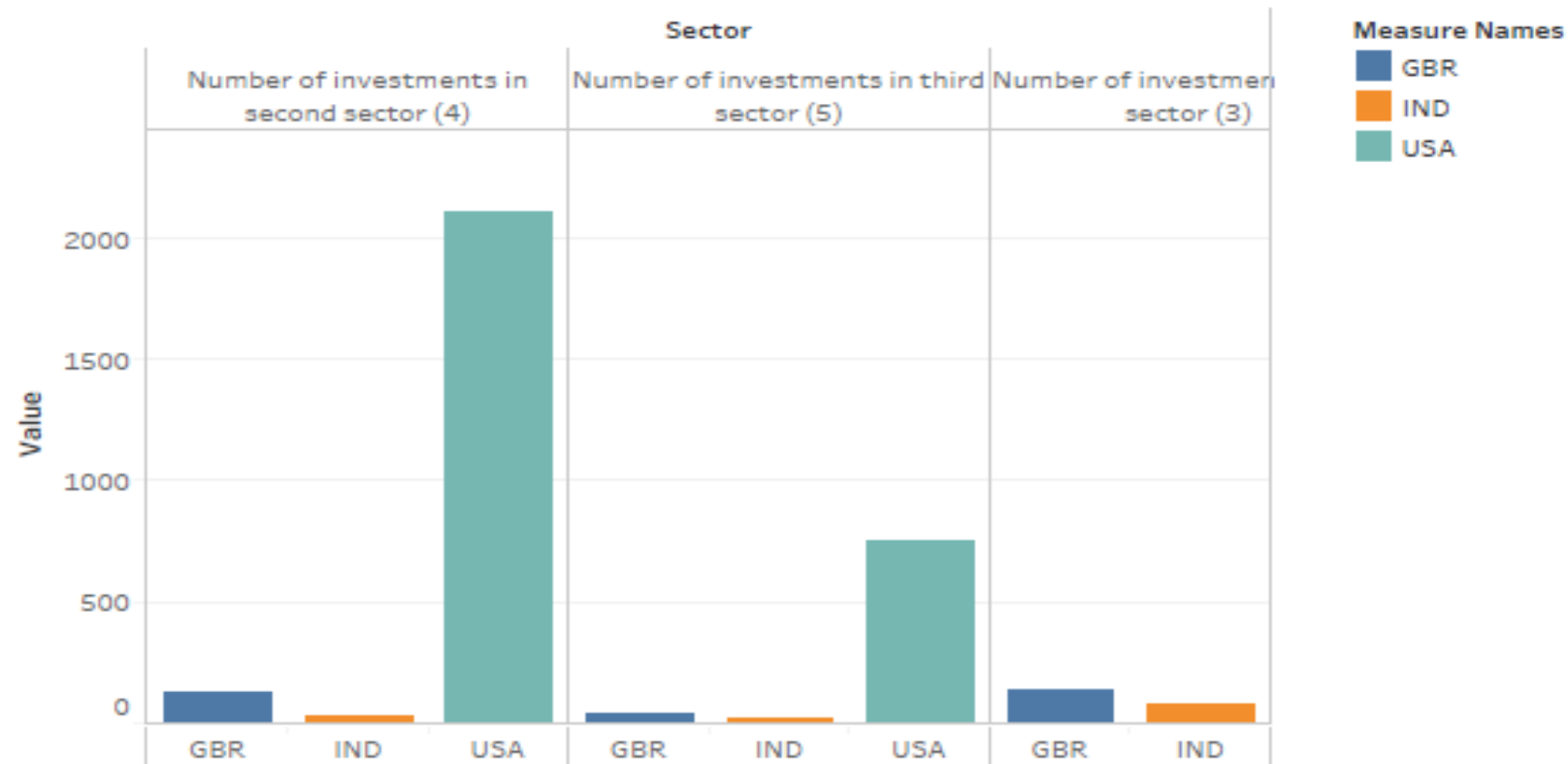
2.Top9 Countries to Total Investments



A plot showing the top 9 countries against the total amount of investments of funding type FT. This should make the top 3 countries (Country 1, Country 2, and Country 3) very clear.

Top 3 Sectors to Top 3 Countries

Top3 Sectors to Countries



A plot showing the number of investments in the top 3 sectors of the top 3 countries on one chart (for the chosen investment type FT).

Conclusions

- **Venture** is the most suitable investment for Spark Funds as it lies in its Range(5 to 15 million USD) of investment.
- **USA, GBR** and **IND** are the top 3 English speaking countries where most of the Venture fund's are invested.
- **USA** has the highest amount of Investment and number of investments.
- **'Others'** sector is the most heavily invested sector among top 3 countries.
- **'Social, Finance, Analytics and Advertising'** sector holds the second position.
- And **'Cleantech/Semiconductors'** is in third place for USA and GBR, while **'News, search and messaging'** is on third for IND.