

# INVESTMENT CASE STUDY

## SUBMISSION

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# Abstract

## **Problem Statement:**

Spark Funds, an asset management company, wants to make investments in a few companies and this analysis will help to understand the global trends in investments and take investment decisions effectively.

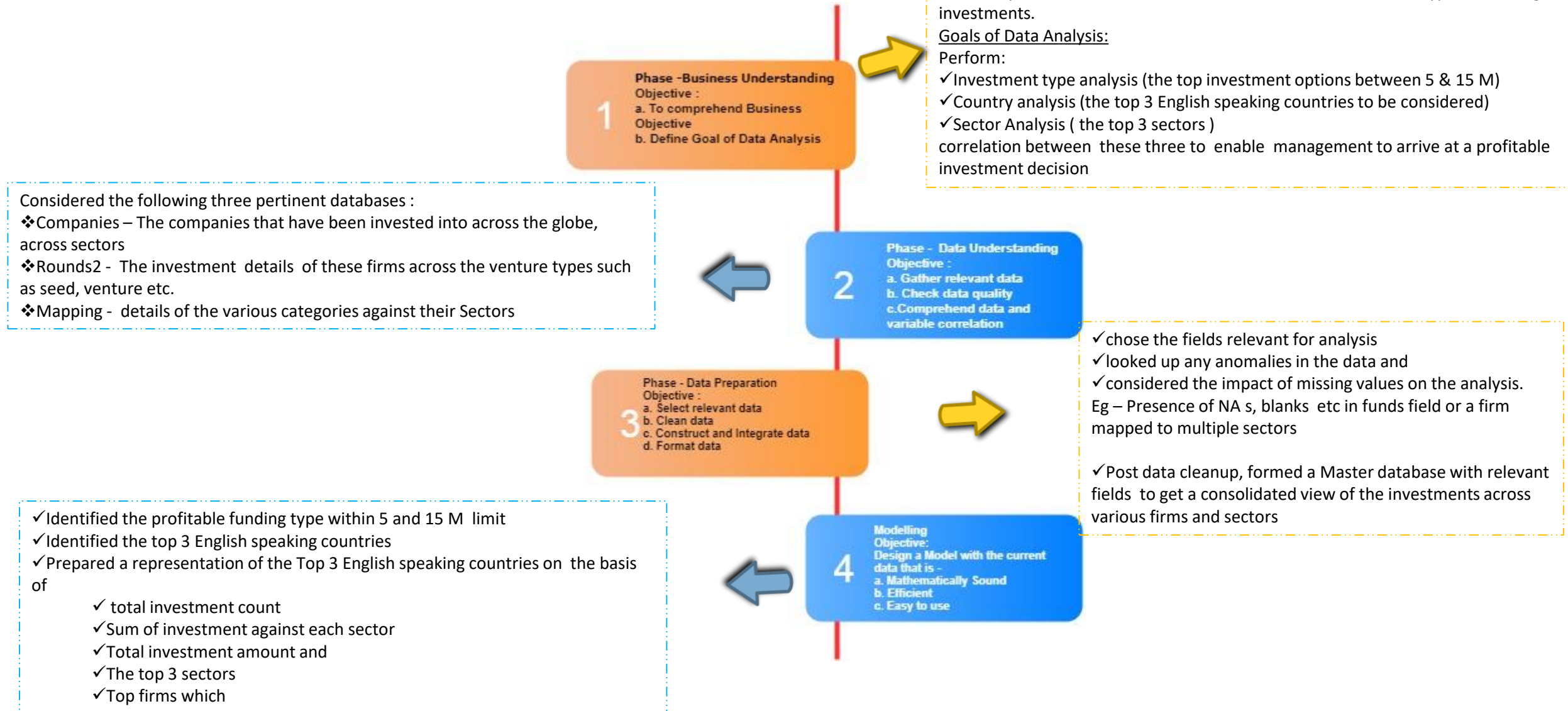
## **Objectives of the Analysis:**

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

## **Solution Approach:**

- R is used for Data preparation, from raw data sources
- Tableau is used to plot the graphs, for better understanding of analysis

# CRISP – DM \*6 Step Model



# Funding Type Analysis

- The funding types are analysed based on below points:
  1. Type of the company (startup, corporate, etc.)
  2. Stage (early stage startup, funded startup, etc.)
  3. Amount of funding (a few million USD to a billion USD)
- Average Investment amounts of each Investment type, is calculated.
- Based on our Analysis, “**Venture**” type investment is best suitable.
- Analysis Results and Plots are mentioned in **Funding Investment Type Results** slide (Slide# 7)

# Country Analysis

## Objectives for Country Analysis

- To invest in countries with the highest amount of funding for "**Venture**" type.
  - To see, the top nine countries which have received, the highest total funding, for all sectors in Venture Type.
  - To select top 3 English-Speaking Countries, for investment.
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- As per our Analysis, below are the Top 3 English speaking countries (Sequential Preference), suitable for investment for Spark Funds.
    1. United States of America (USA)
    2. Great Britain (GBR)
    3. India (IND)

# Sector Analysis

Sector analysis was done in following 3 phases.

## **Phase 1:**

Mapping each category of investment to Main Sector

## **Phase 2:**

Mapping each company to Main sector based on Category.

## **Phase 3:**

Analysis of Total number of investments for top 3 countries selected above i.e. USA, GBR, IND

Analysis of Total amount of investment for top 3 countries

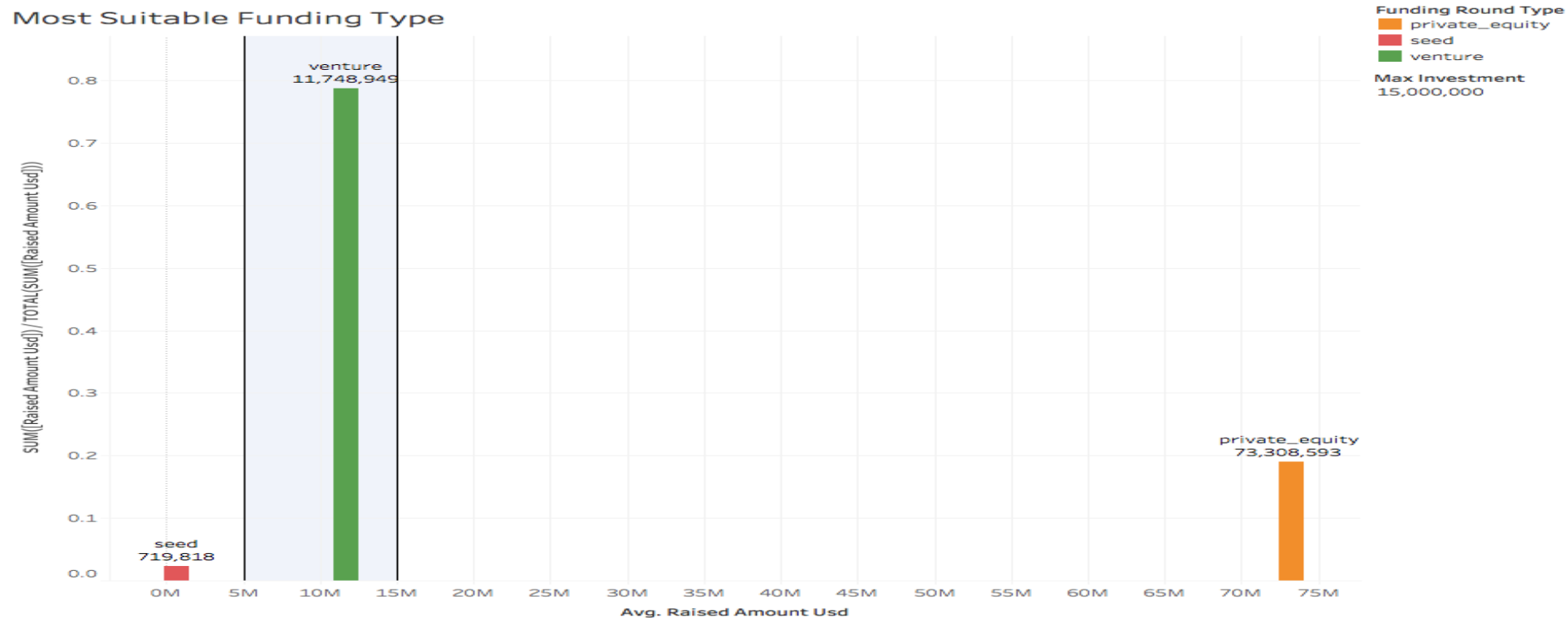
Analysis of Top 3 sectors in Top 3 countries

Analysis of Number of investments for top 3 sectors in top 3 countries

Analysis of the top companies, in top 2 sectors, for top 3 countries.

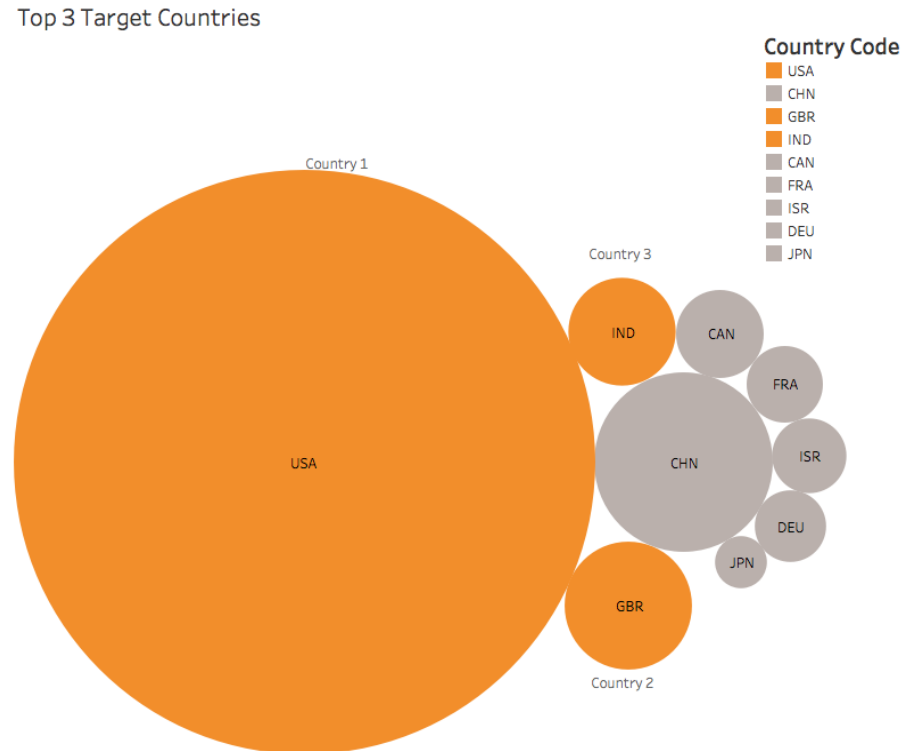
# Funding Investment type –Analysis Result

Plot showing the fraction of total investments (globally) in venture, seed, and private equity, and the average amount of investment in each funding type. It shows, Venture funding type (FT) is best suited for Spark Funds.



# Country Analysis Result

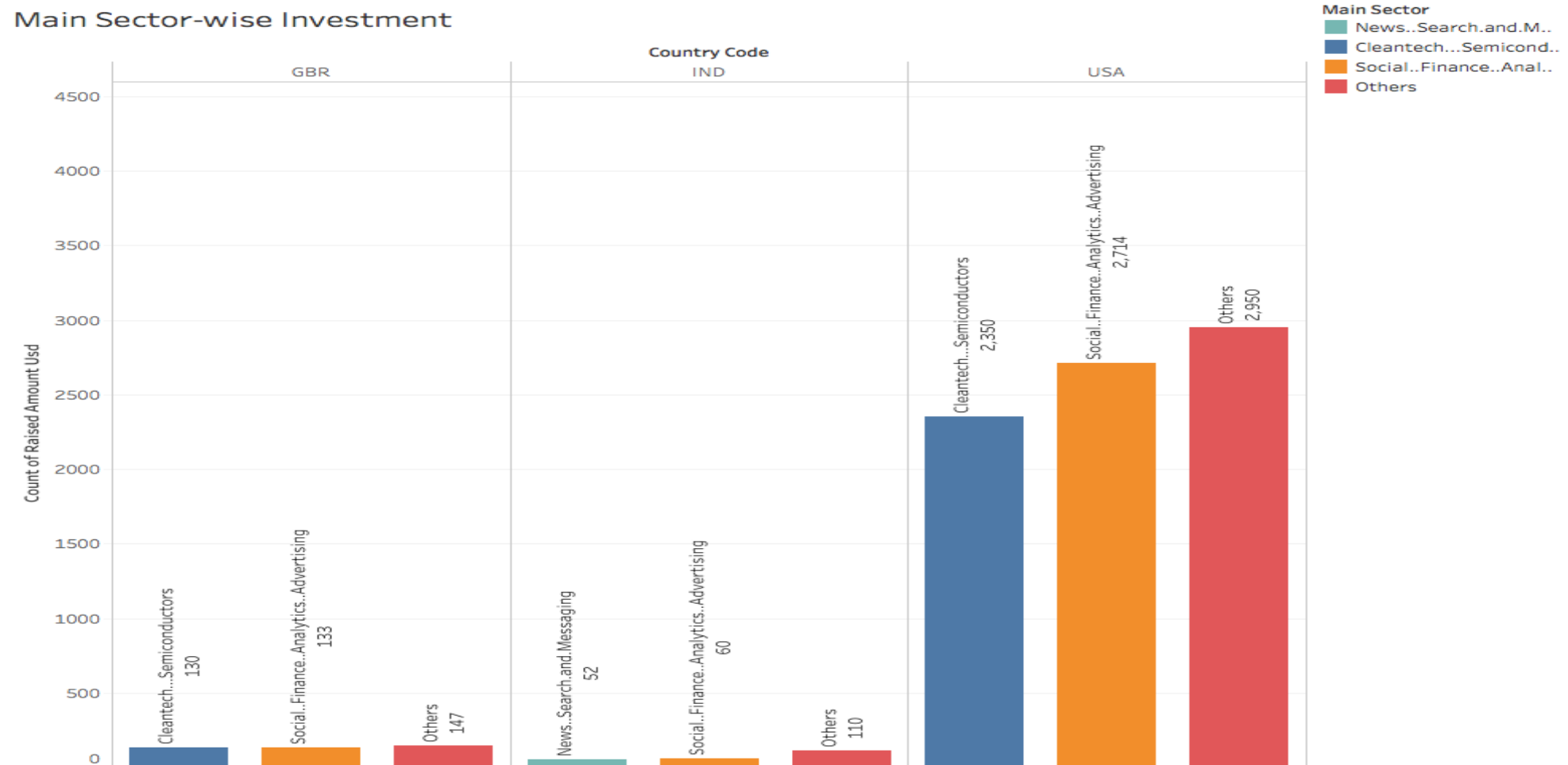
Plot showing the top 9 countries against the total amount of investments of Venture funding type. Top 3 countries (USA, GBR, IND), best suited for Spark Funds are highlighted.





# Sector Analysis Result

Plot showing the number of investments in the top 3 sectors, of the top 3 countries.



## Conclusions

- Based on our analysis "Venture" type investment, in United States of America, for "Others" sector is best suited for Spark Funds.
- Additional proposition - Other countries suitable for Spark funds are Great Britain and India with leading sectors “Social..Finance..Analytics..Advertising ”, “Cleantech...Semiconductors” and “News..Search.and.Messaging ”