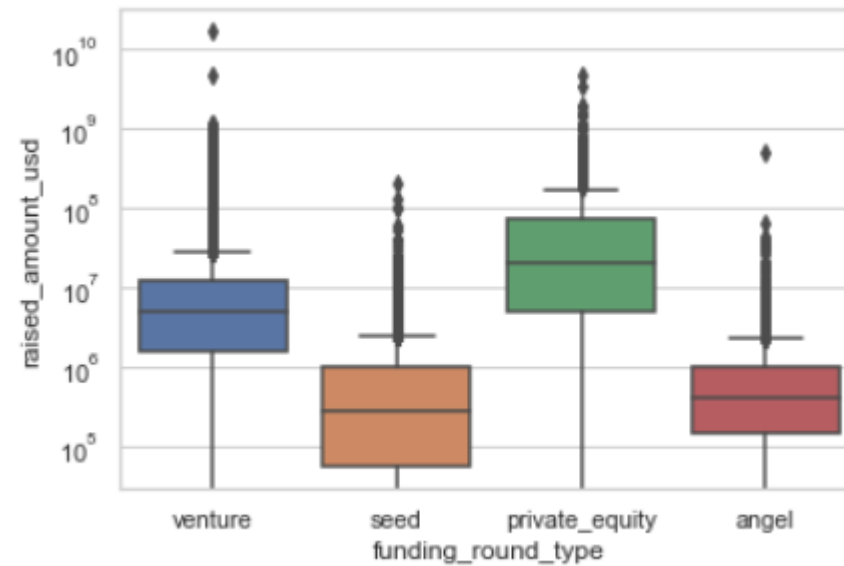# INVESTMENT CASE STUDY

SUBMISSION

Group Name:

1.   Punitha G K
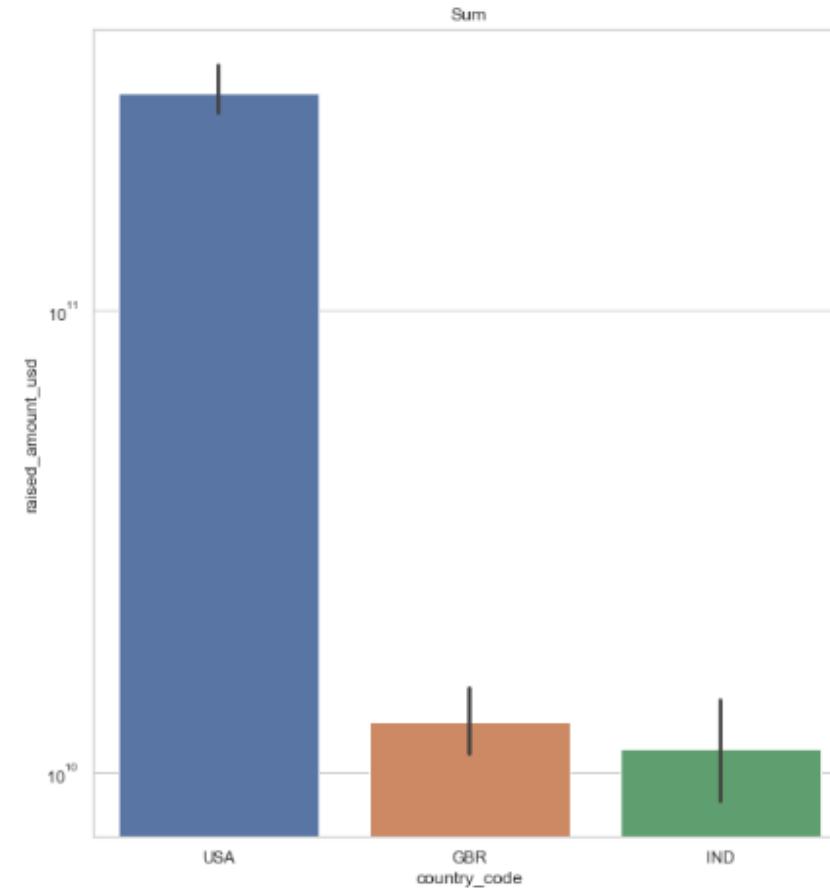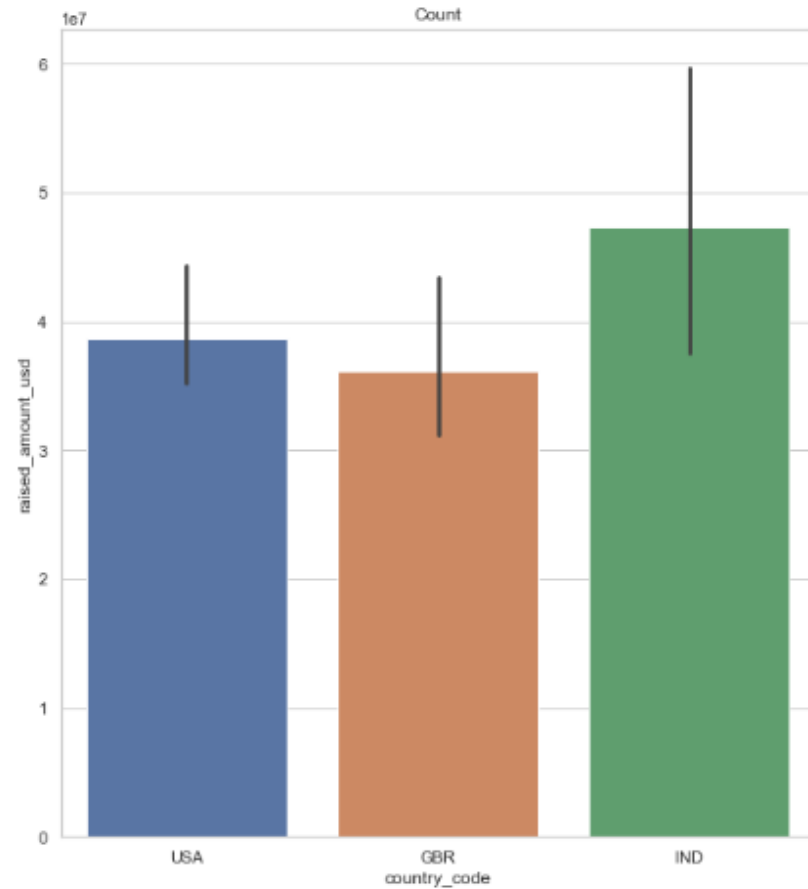
Spark Funds Investment Case Study

Spark Funds invest between **5 to 15 million USD** in **English-speaking countries**

- **Business objective:** 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'.

- **Goals of data analysis**: Your goals are divided into three sub-goals:

  - **Investment type analysis**: Comparing the typical investment amounts in the venture, seed, angel, private equity etc. so that Spark Funds can choose the type that is best suited for their strategy.

  - **Country analysis**: Identifying the countries which have been the most heavily invested in the past. These will be Spark Funds' favourites as well.

  - **Sector analysis**: Understanding the distribution of investments across the eight main sectors. (Note that we are interested in the eight 'main sectors' provided in the **mapping file**. The two files — **companies and rounds2** — have numerous sub-sector names; hence, you will need to map each sub-sector to its main sector.)
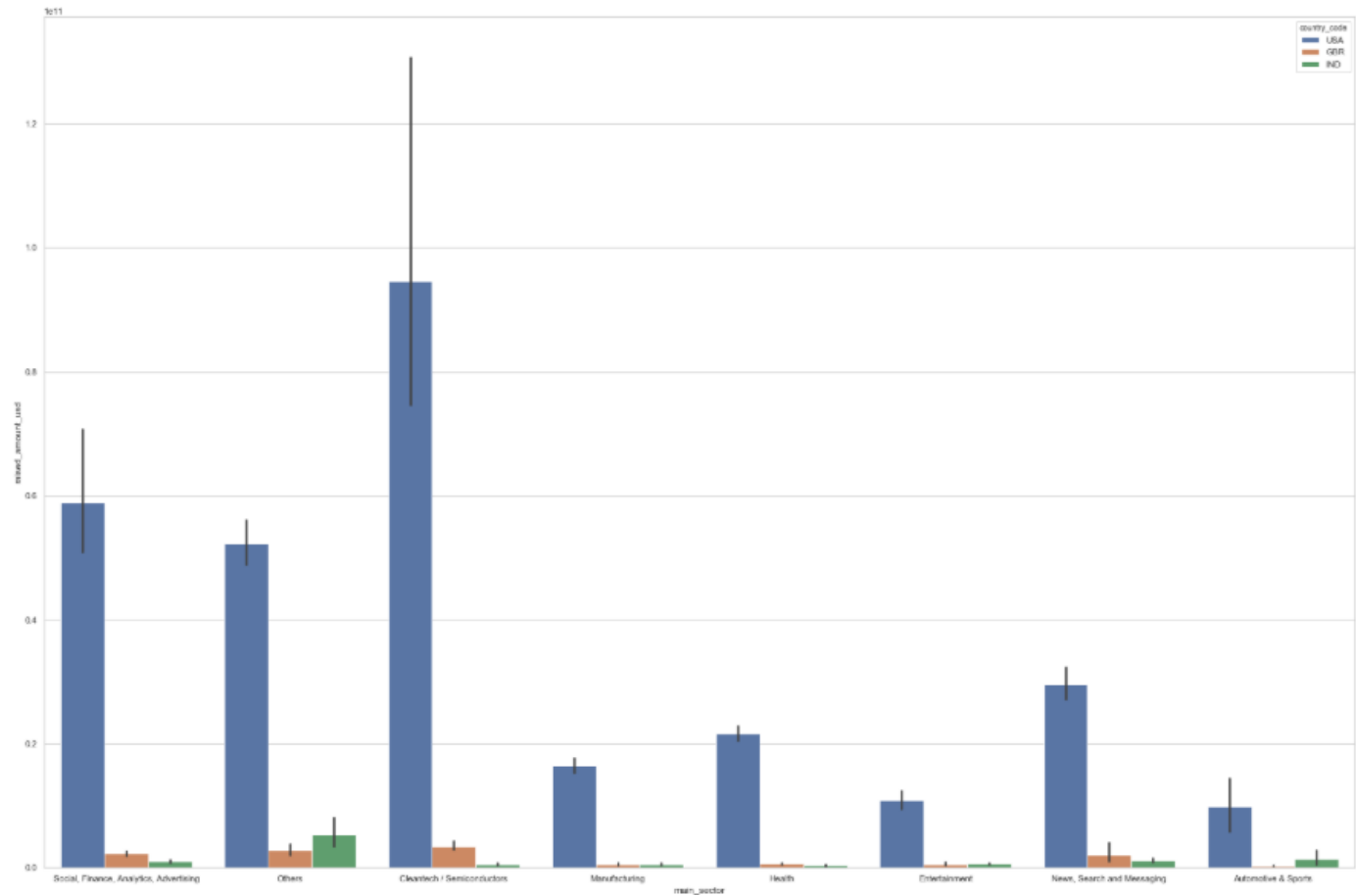
Investment across Fund type venture, seed, and private equity and angel

Investments in the top sectors of the top 3 countries

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).

Conclusion

Investment can be made in USA , UK and in India in following sectors Social, Finance, Analytics, Advertising in the following companies

Viewray

Solarflare

Biovex

Picochip

similarweb