



INVESTMENT CASE STUDY

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Business Objective

CLIENT : Spark Funds

- This presentation will show the global trends in investments so that Spark Funds can take investment decisions effectively.
- The objective is to identify global trends in investments and thereby 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 investments are happening.

Approach Followed

- Identify the investment type which suites Sparks Fund.
- Identify the top 9 countries with maximum amount of investment.
- Identify the top sectors with maximum investment.
- Identify the best companies to invest. (Conclusion)

Identify the investment type which suites Sparks Fund.

- Spark Funds wants to choose one of Seed, Venture, Private Equity, Angel investment types for potential investment.
- The approach followed was as under
 - Identified the average investment done on each funding type.
 - For the specified budget of 5M to 15M USD, it was found that Venture was the best suited investment type

Sl.No	Questions	Answer
1	Average funding amount of venture type	10634054.4
2	Average funding amount of angel type	958694.4698
3	Average funding amount of seed type	719817.9969
4	Average funding amount of private equity type	73308593.03
5	Considering that Spark Funds wants to invest between 5 to 15 million USD per investment round, which investment type is the most suitable for them?	Venture



Identify the top 9 countries with maximum amount of investment.

- Spark Funds want to invest in countries with highest amount of funding for investment type Venture.
- The top 9 countries were identified based on the total amount of investments.
- Further analysis was done to identify the English speaking countries from the top9 countries.
- Analysis showed that the top3 countries where Spark Funds should invest their money are USA, Great Britain and India.

Sl.No	Questions	Answers
1	Top English speaking country	USA
2	Second English speaking country	GBR
3	Third English speaking country	IND

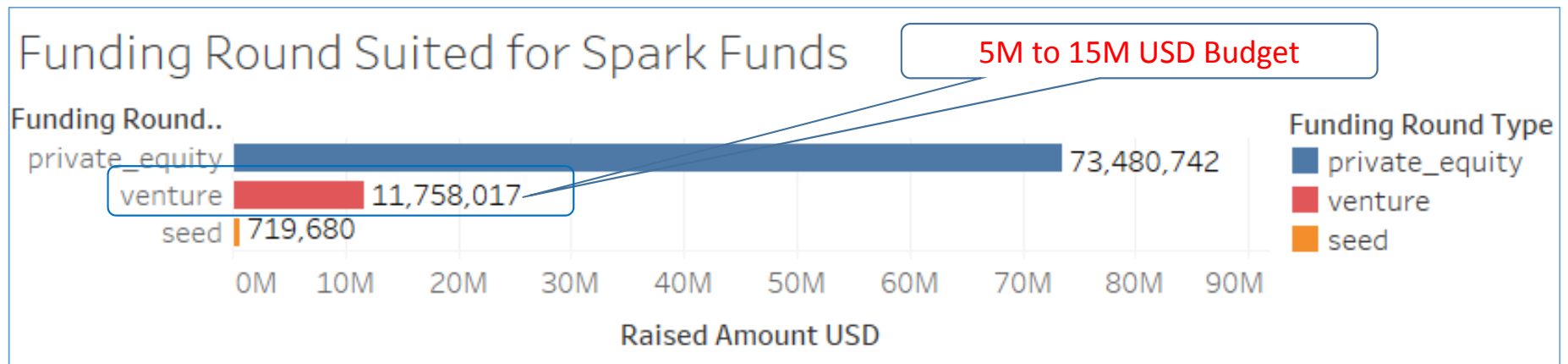
Identify the top sectors with maximum investment.

- For investment type Venture and for each top3 countries, the top sectors were identified based on the total amount of investment made group by main sectors.
- The top 3 main sectors were identified based on the number of investments made and the total amount invested.
- The top sectors for each country are listed in the below table along with the count of investments made in each sector.

Sl.no	Questions	USA	Great Britain	India
1	Total number of Investments (count)	12012.00	619.00	328.00
2	Total amount of investment (USD)	107318294664.00	5365228300.00	2949543602.00
3	Top Sector name (no. of investment-wise)	Others	Others	Others
4	Second Sector name (no. of investment-wise)	Social..Finance..Analytics..Advertising	Social..Finance..Analytics..Advertising	Social..Finance..Analytics..Advertising
5	Third Sector name (no. of investment-wise)	Cleantech...Semiconductors	Cleantech...Semiconductors	News...Search.and.Messaging
6	Number of investments in top sector (3)	2950.00	147.00	110.00
7	Number of investments in second sector (4)	2714.00	133.00	60.00
8	Number of investments in third sector (5)	2300.00	128.00	52.00

Funding Round Suited for Spark Funds

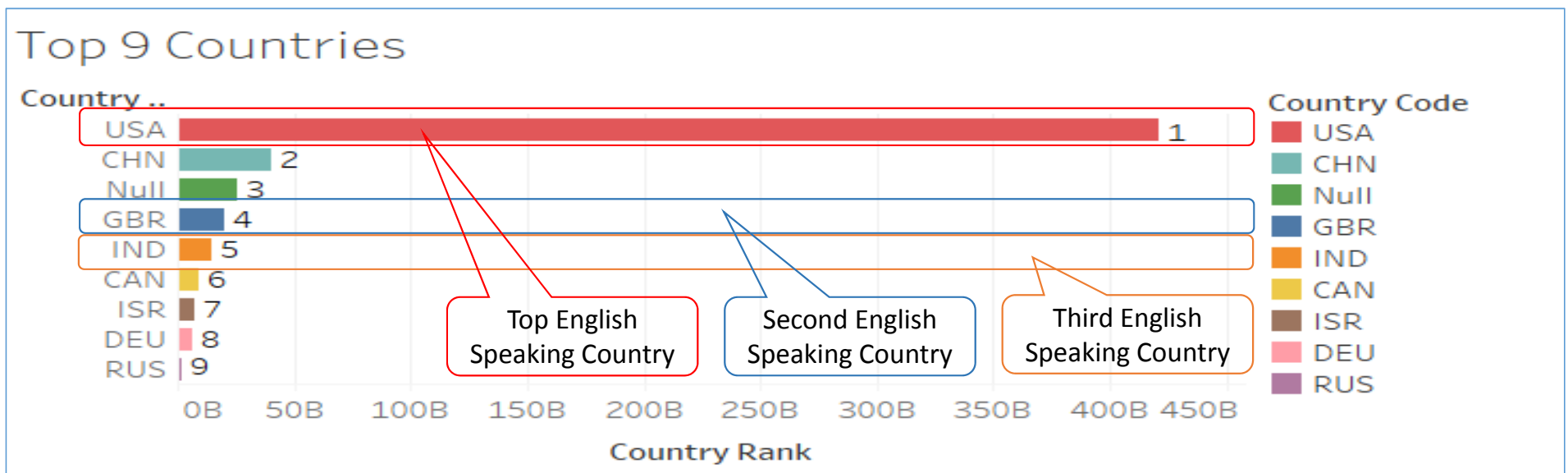
This visual chart plotted in Tableau indicates that “Venture” is the best suited funding type for Spark Funds with a budget of 5M to 15M USD.



Top 3 English Speaking Countries

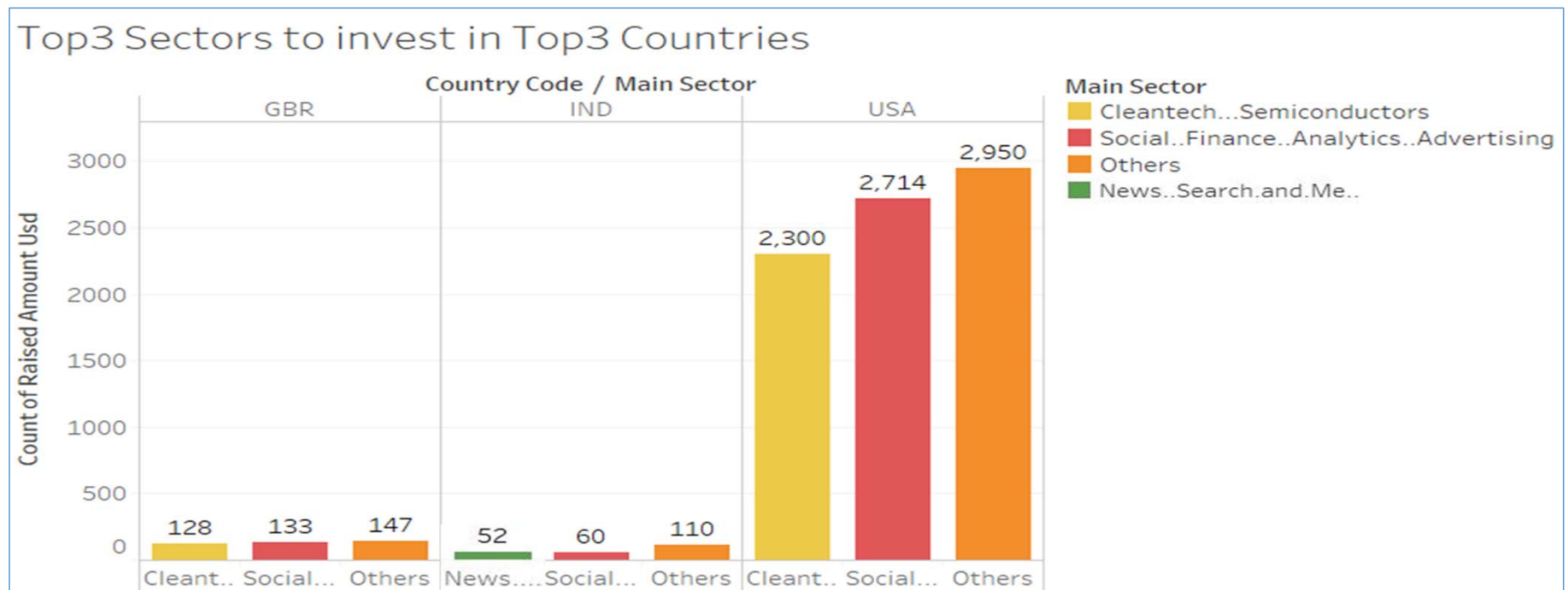
This visual chart plotted in Tableau indicates the top 3 English speaking countries where Spark Funds can invest with funding round as Venture.

Assumption : Countries with no names having investments in funding round Venture are ignored.



Top 3 sectors to invest in top3 countries

This visual chart plotted in Tableau indicates the top 3 sectors in each country where Spark Funds can invest.



CONCLUSIONS

- Spark Funds should invest in countries USA, Great Britain and India
- Spark Funds can invest in Main sectors Others and Social, Finance, Analytics, Advertising
- The below company names are recommended for Spark Funds to invest.

Company Name	Rank	Country	Main Sector	Primary Sector
Virtustream	1	USA	Other	Enterprise Software
SST Inc. (Formerly ShotSpotter)	2	USA	Social..Finance..Analytics..Advertising	Analytics
Electric Cloud	1	GBR	Other	Software
Celltick Technologies	2	GBR	Social..Finance..Analytics..Advertising	Advertising
FirstCry.com	1	IND	Other	E-Commerce
Manthan Systems	2	IND	Social..Finance..Analytics..Advertising	Analytics