INVESTMENT CASE STUDY

SUBMISSION

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Abstract

It is highly suggested that Spark Funds invest through venture funds in USA, Great Britain and India in either non traditional, emerging sectors that are usually characterised as Others or Social, Finance, Analytics, Advertising sector.

Problem solving methodology used

Importing the data

Inspecting the data

Cleaning the data

Data Analysis

Develop conclusions

Funding Type Analysis

➢ The average amount by any fund is around 10 million dollar.

➢ Three most preferred forms of funding types are "Venture", "Seed" and "Debt Financing"

➢ Out of which the most expensive form of funding is "Debt Financing" which averages around 17 million USD and the least expensive form of funding is "Seed" which averages around 0.7 million USD and "Venture" type of funding averages around 11 million USD

➢ So based on this Funding Type Analysis we can conclude that investing in "Venture" type funds is more profitable for Spark Funds
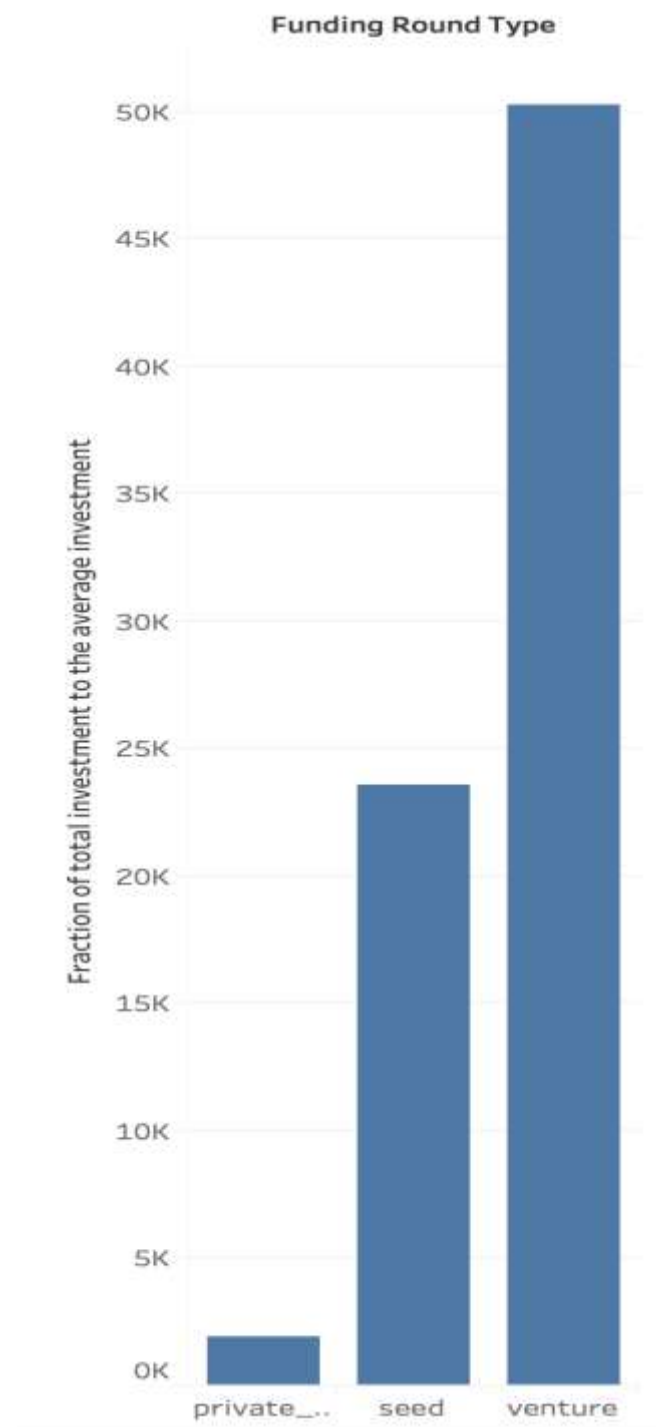
Country Analysis

➢ The top five countries that received highest amount of funding are USA, China, Great Britain, India and Canada.

➢ And since Spark Funds is interested in investing only in nation where 'English' is the official language that eliminates 'China'.

➢ Out of all the English speaking countries USA has raised more number of funds followed by Great Britain, India and Canada and USA also raised more amount of money than any other English speaking country followed by Great Britain, India and Canada.
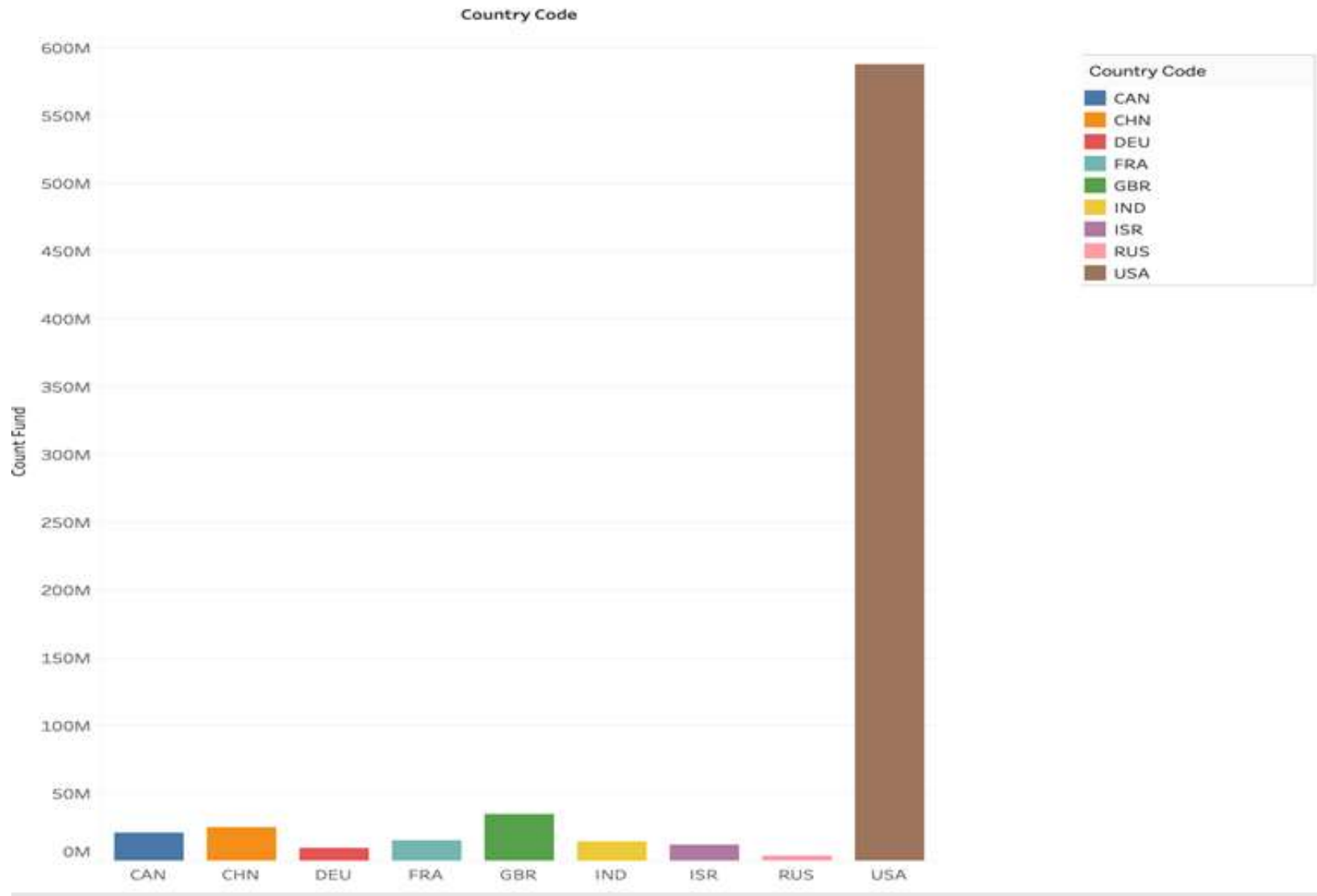
Sector Analysis

➤ Multiple non traditional and emerging sectors which are usually characterized as 'Others' are together the most invested sectors in USA, Great Britain and India followed by Social, Finance, Analytics, Advertising sector for the venture fund

➤ The third most popular sector for the venture fund to invest in USA and Great Britain are Clean Tech/Semiconductors but whereas News, Search and Messaging is the third most popular sector in India

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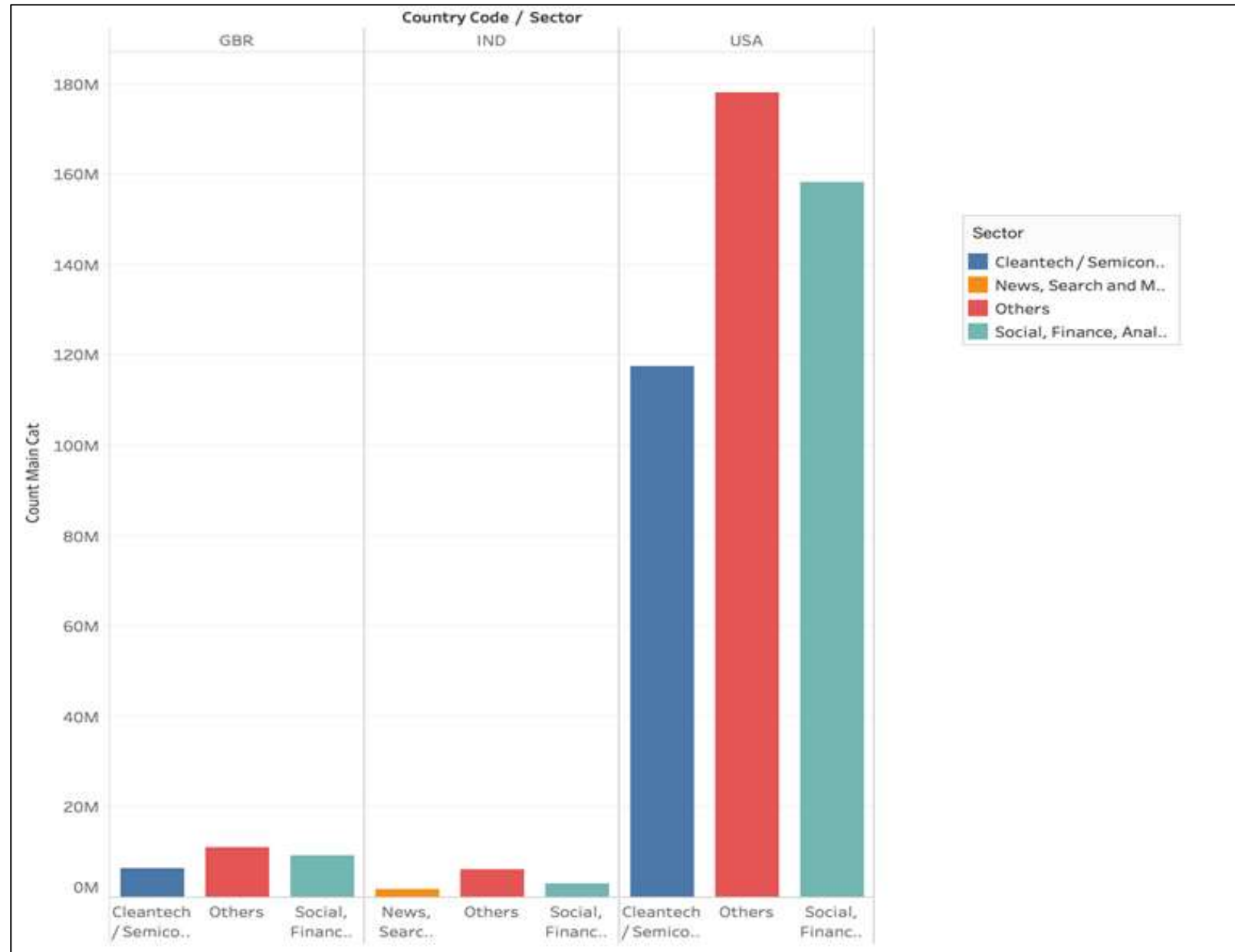
It is clear that Venture is best suited for Spark Funds.

Below plot demonstrates the top 9 countries against the total amount of investments of funding type FT. It is clear that USA, GBR and IND are the top 3 English speaking countries

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

Conclusion

➤ Upon analyzing the data, we can conclude that investing in venture funds would be a popular and sound decision with the given budget criteria.

➤ Investing in USA, Great Britain and India is more favored because of the number of investments made in the above countries and also the amount of money raised by these countries would definitely out weigh the rest of the English speaking nations.

➤ The most invested sectors are the most non-traditional sectors which are being categorized as 'others'. But investing in the "Social, Finance, Analytics, Advertising" is also highly favored.