



INVESTMENT CASE STUDY SUBMISSION

Name: Rupali Maitri



Spark Funds Investment Case Study

Objective of Case Study

Constraints:

- Spark funds wants to invest between **5 to 15 million USD** per round of investment
- Spark funds wants to invest only in **English-speaking countries**

Strategy:

- Spark Funds wants to invest where **most other investors are investing**.

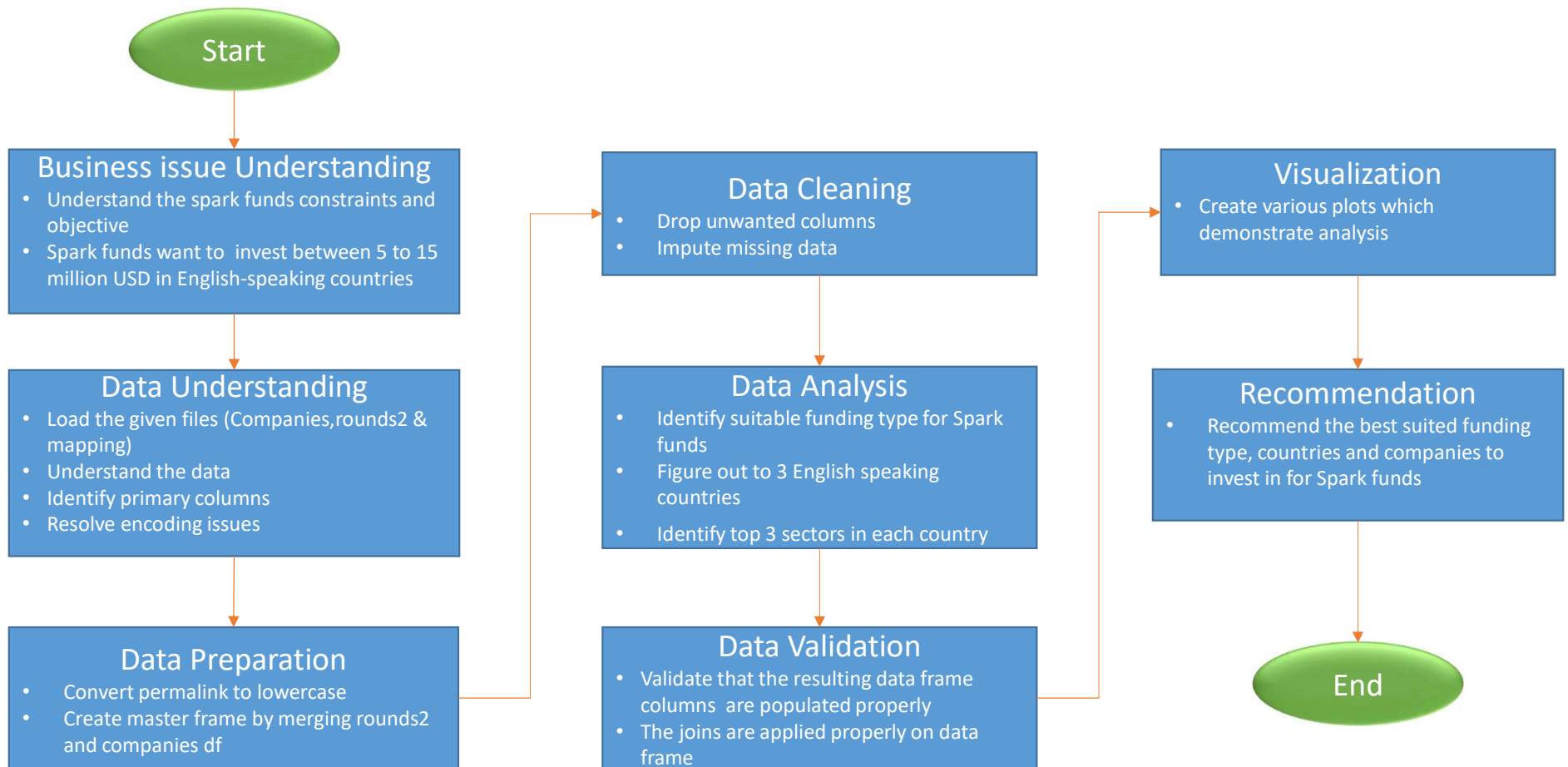
Business objective:

- The objective is to identify the best sectors, countries, and 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'.

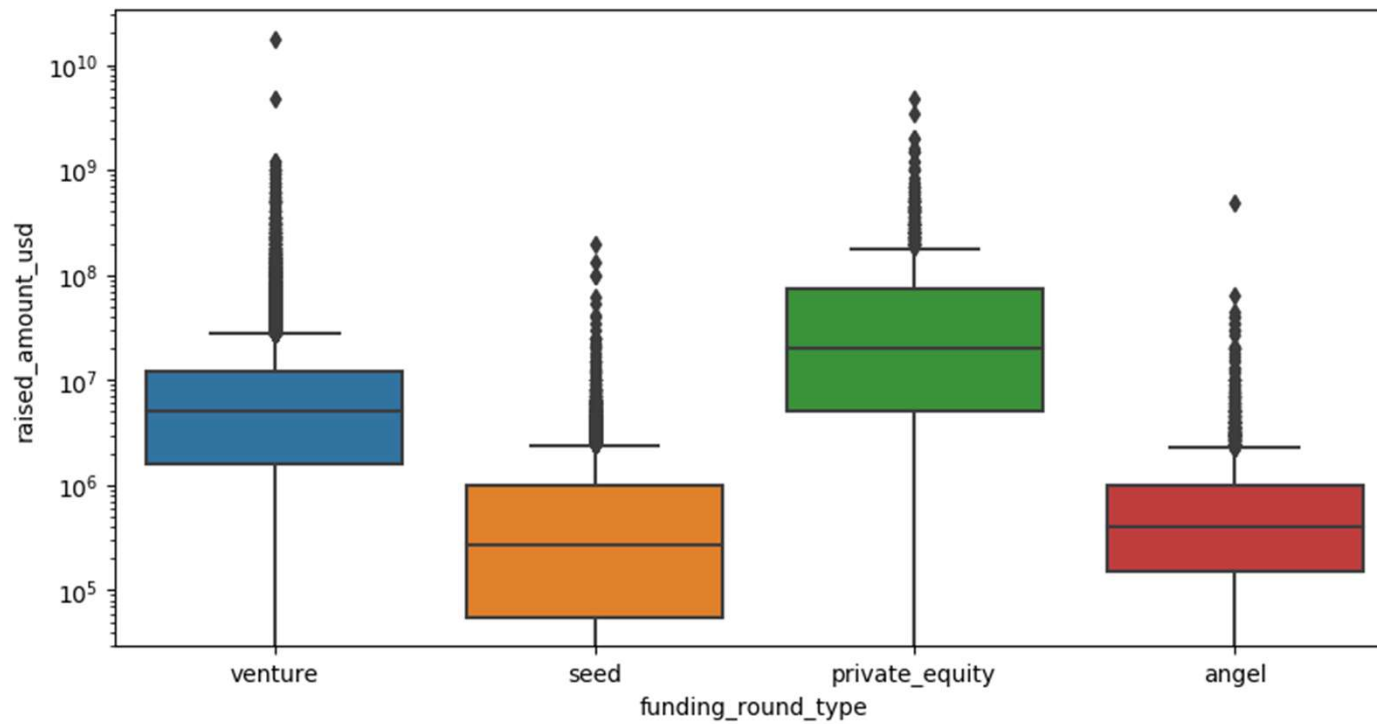
Goals of data analysis:

- *Investment type analysis*: Comparing the typical investment amounts in the venture, seed, angel, private equity etc
- *Country analysis*: Identifying the countries which have been the most heavily invested in the past.
- *Sector analysis*: Understanding the distribution of investments across the eight main sectors.

Flow Chart



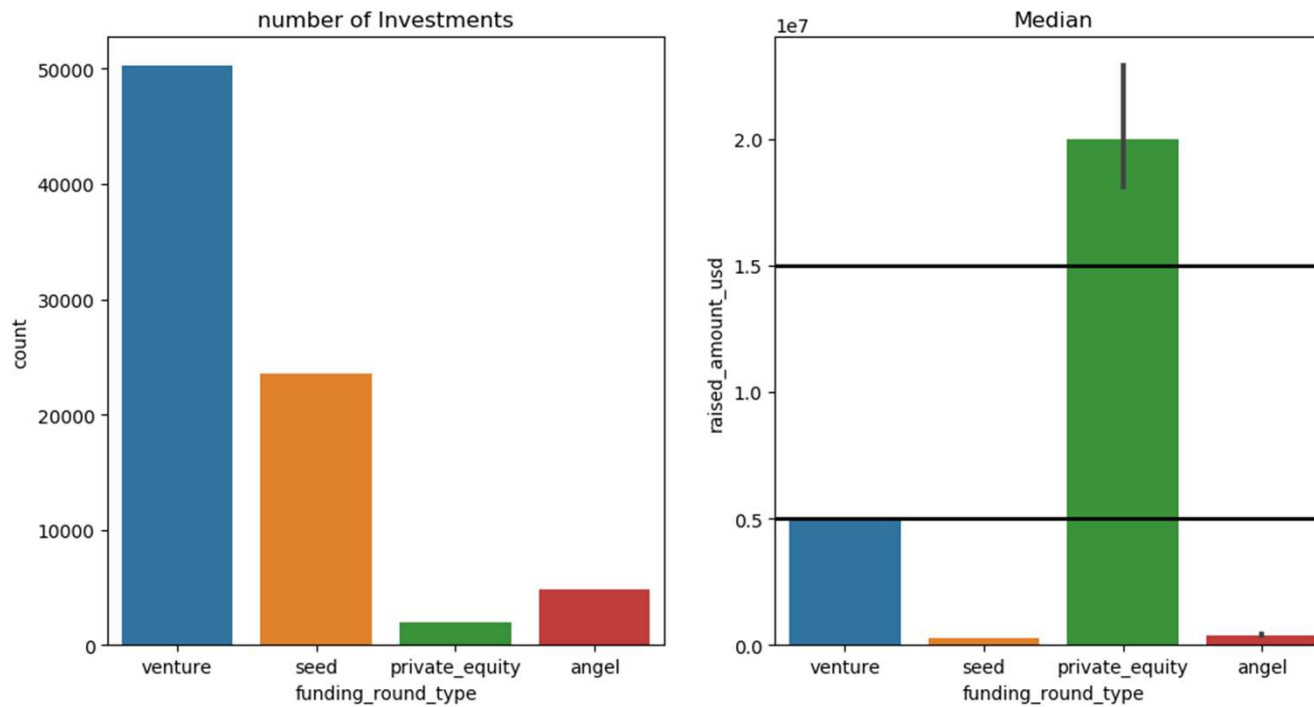
- Distribution of amount raised among 4 funding types



Investment Type Result

Best suited Investment Type for Spark funds is Venture .

- Maximum investments are seen in **Venture**
- Considering the median for the most representative values

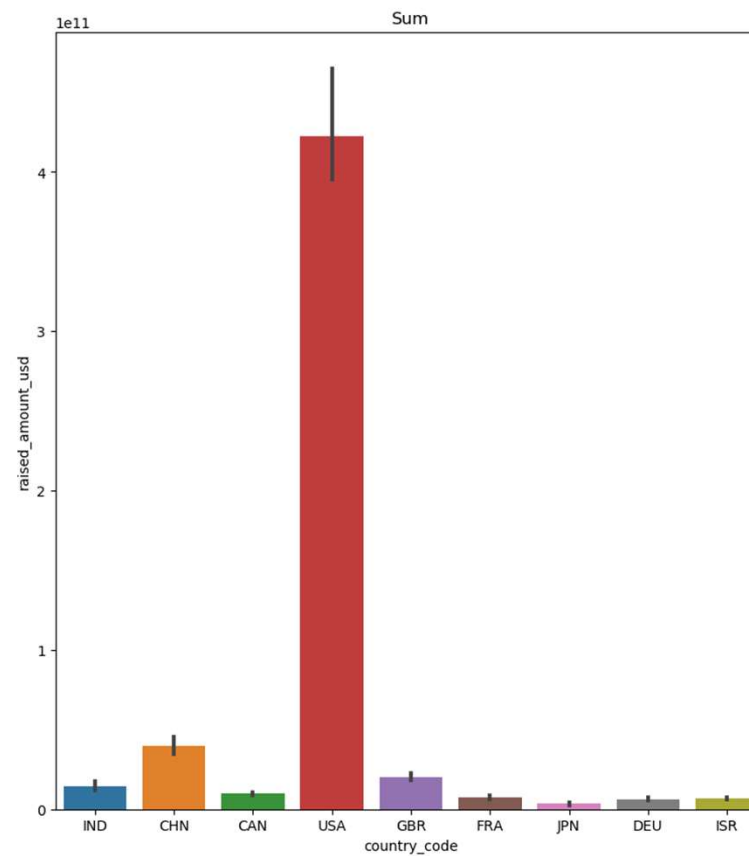
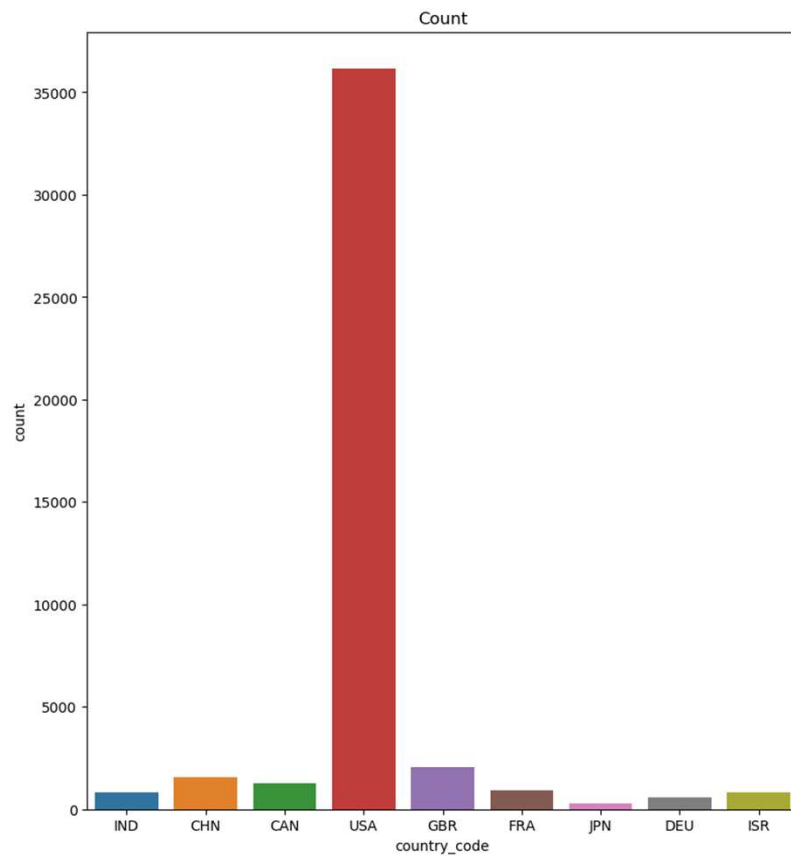


Funding Type	Count
venture	50228
seed	23603
angel	4860
private_equity	1936

funding_round_type	raised_amount_usd
private_equity	20000000.00
venture	5000000.00
angel	400000.00
seed	275000.00

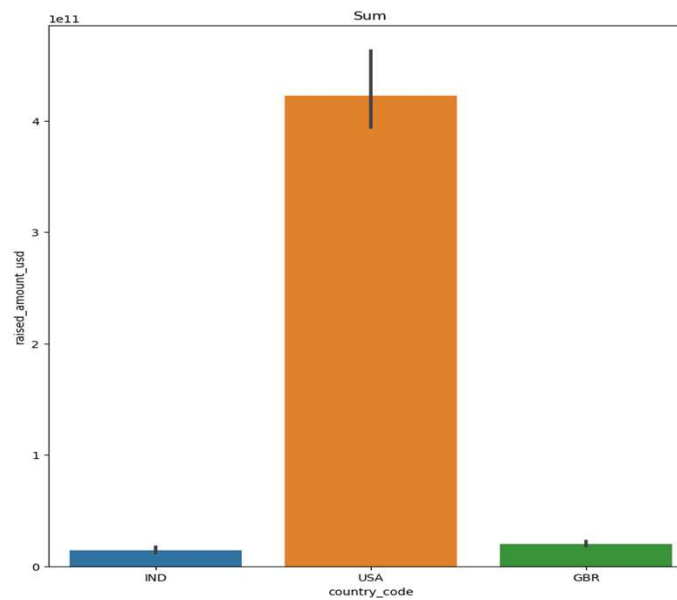
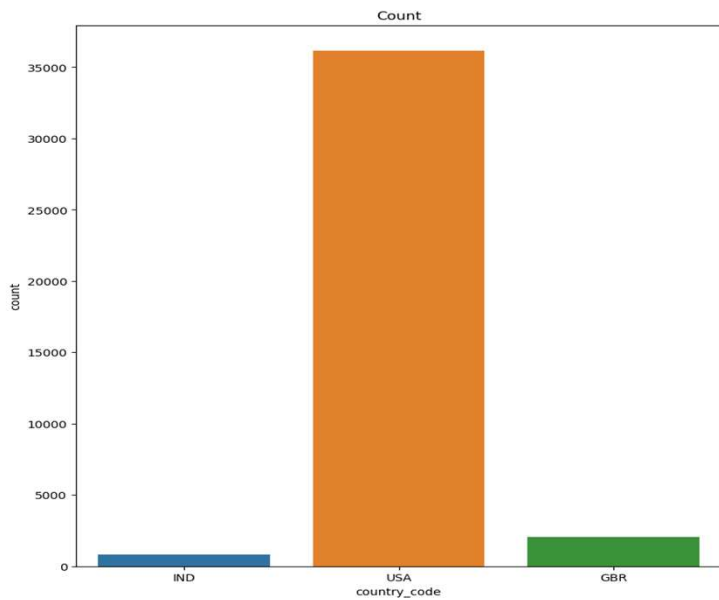
Country Analysis

- Top 9 Countries against the amount of investments done



Country Analysis Result

- Top 3 Countries against the total amount of investments

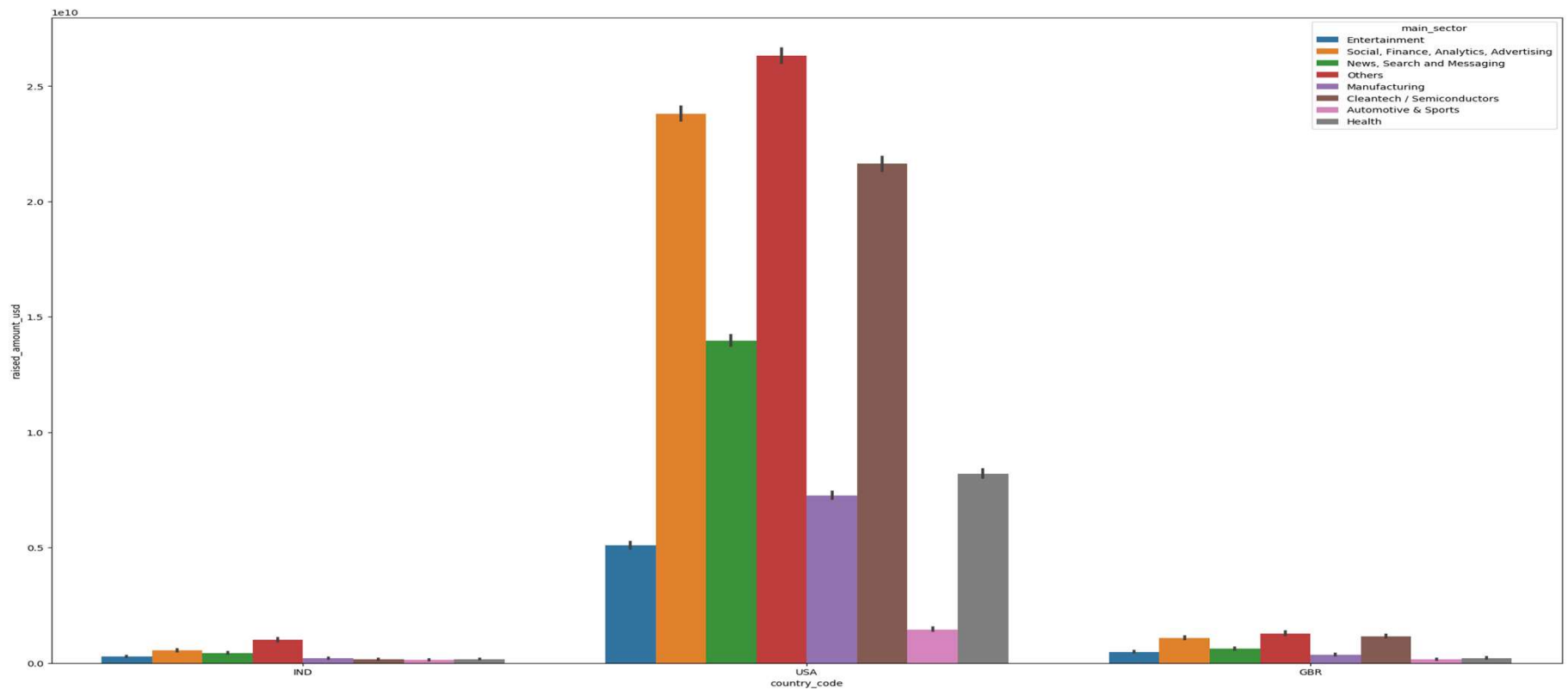


Country	# investments
USA	36139
GBR	2055
IND	824

Country	Total Investment
USA	422510842796.00
GBR	20245627416.00
IND	14391858718.00

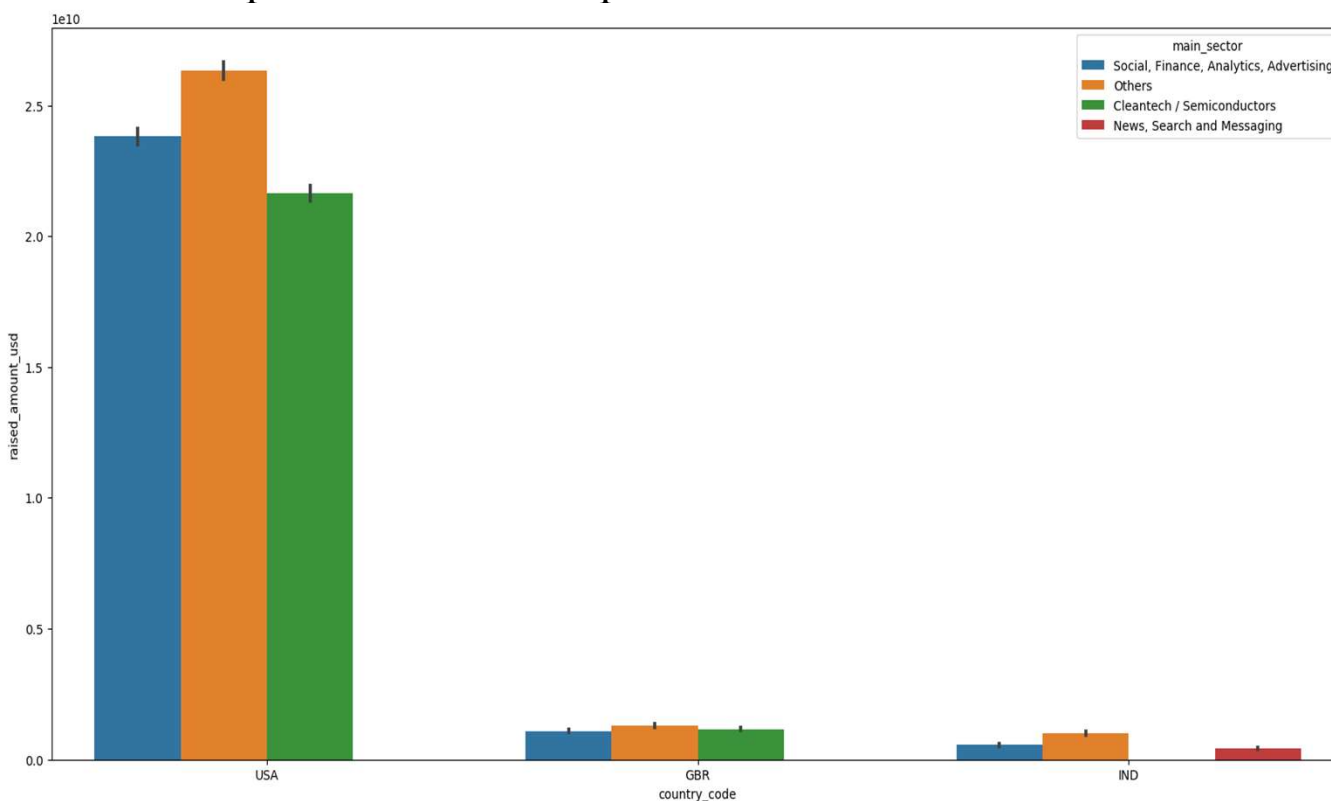
Sector Analysis

- Investment across all sector in top 3 countries



Sector Analysis Result

- Top 3 sectors across top 3 countries



USA		
main_sector	count	raised_amount_usd
Others	2950	26321007002
Social, Finance, Analytics, Advertising	2714	23807376964
Cleantech / Semiconductors	2350	21633430822

GBR		
main_sector	count	raised_amount_usd
Others	147	1283624289
Social, Finance, Analytics, Advertising	133	1089404014
Cleantech / Semiconductors	130	1163990056

IND		
main_sector	count	raised_amount_usd
Others	110	1013409507
Social, Finance, Analytics, Advertising	60	550549550
News, Search and Messaging	52	433834545

Conclusions

Investment type analysis:

- Comparing the typical investment amounts in the Venture, seed, angel and private equity , Venture is the best suited Investment type for Spark funds as most of the investments are happening in Venture type which Spark Funds has budgeted for.

Country analysis:

- Most heavily invested countries in the past are
 - 1.USA
 - 2.GRB
 - 3.IND

Sector analysis:

- It is suggested to invest in top companies of the top sectors as suggested below

Country	Top Sectors	Top Companies	Suggested investment %
USA	Others	Virtustream	10
		Capella Photonics	10
		AirTight Networks	10
	Social, Finance, Analytics, Advertising	SST Inc. (Formerly ShotSpotter)	10
		Demandbase	10
	Cleantech / Semiconductors	Biodesix	10
GBR	Others	Electric Cloud	5
		SenSage	5
	Social, Finance, Analytics, Advertising	Celltick Technologies	5
		EUSA Pharma	5
IND	Others	FirstCry.com	5
		Myntra	5
	Social, Finance, Analytics, Advertising	Manthan Systems	5
		GupShup	5