

INVESTMENT ASSIGNMENT SUBMISSION

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Spark Funds Investment Case Study

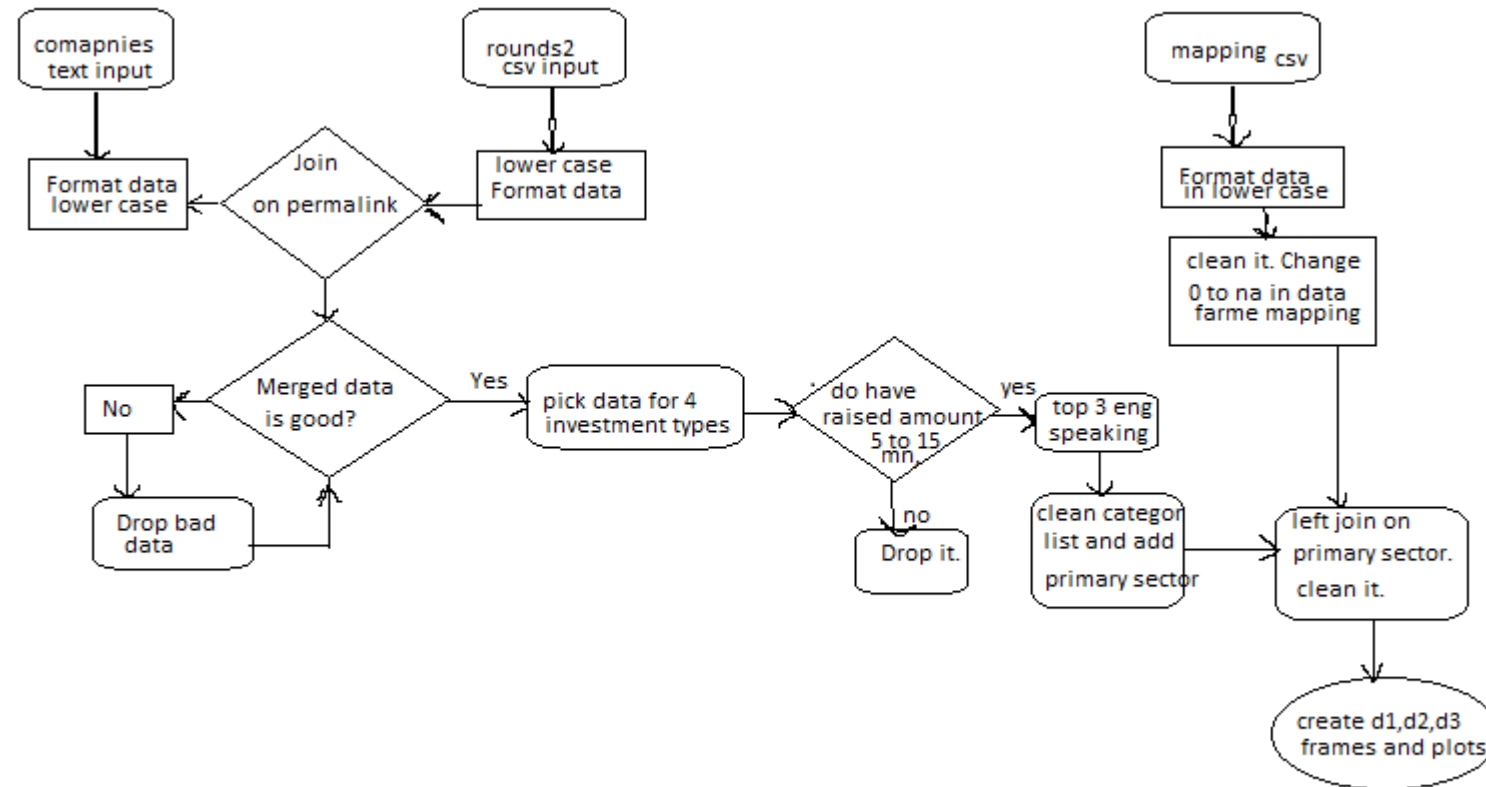
Spark Funds, an [asset management company](#) wants to make investments in a few companies. The CEO of Spark Funds wants to understand the global trends in investments so that she can take the investment decisions effectively.

Spark Funds has two minor constraints for investments:

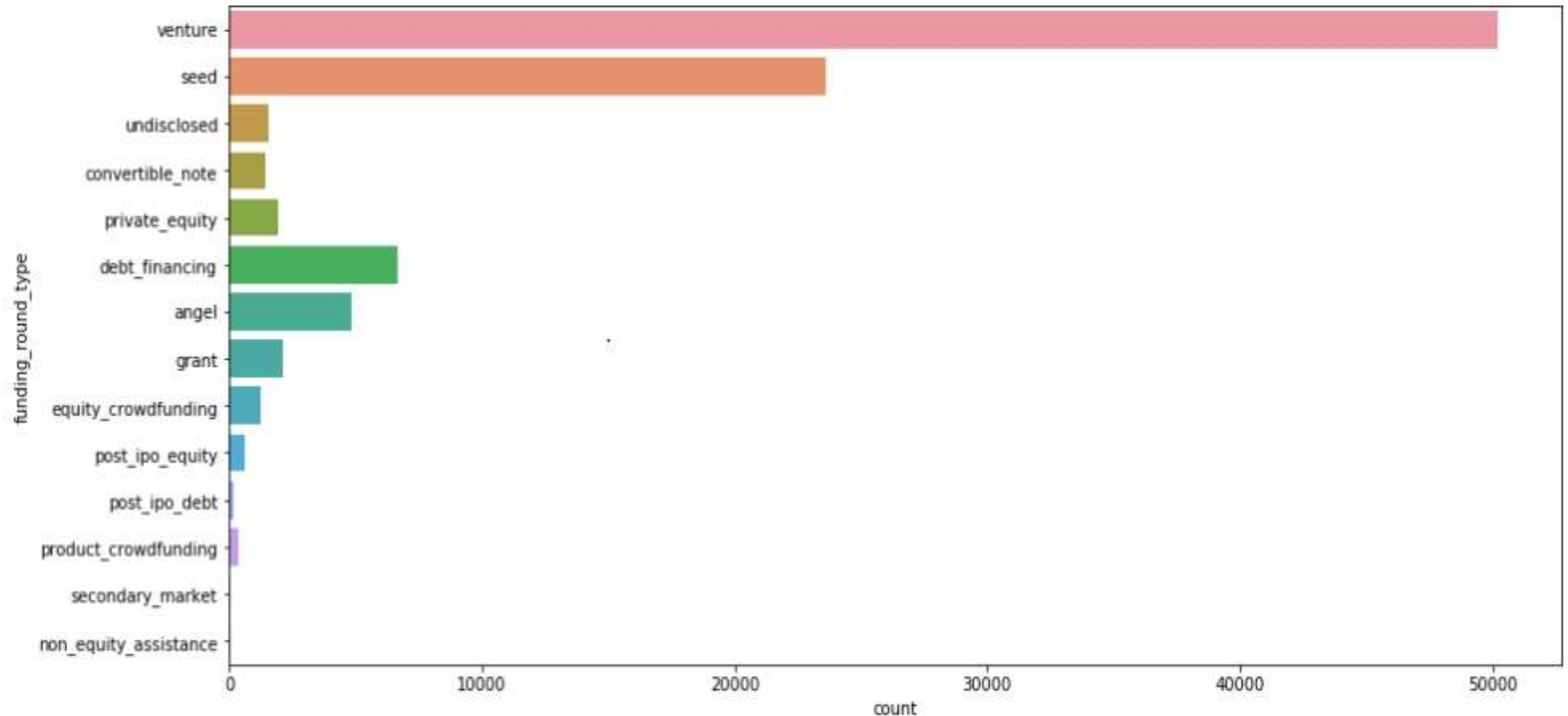
- It wants to invest between **5 to 15 million USD** per round of investment
- It wants to invest only in **English-speaking countries** because of the ease of communication with the companies it would invest in. A country to be English speaking only if English is one of the official languages in that country.

Problem solving methodology – Bottom up

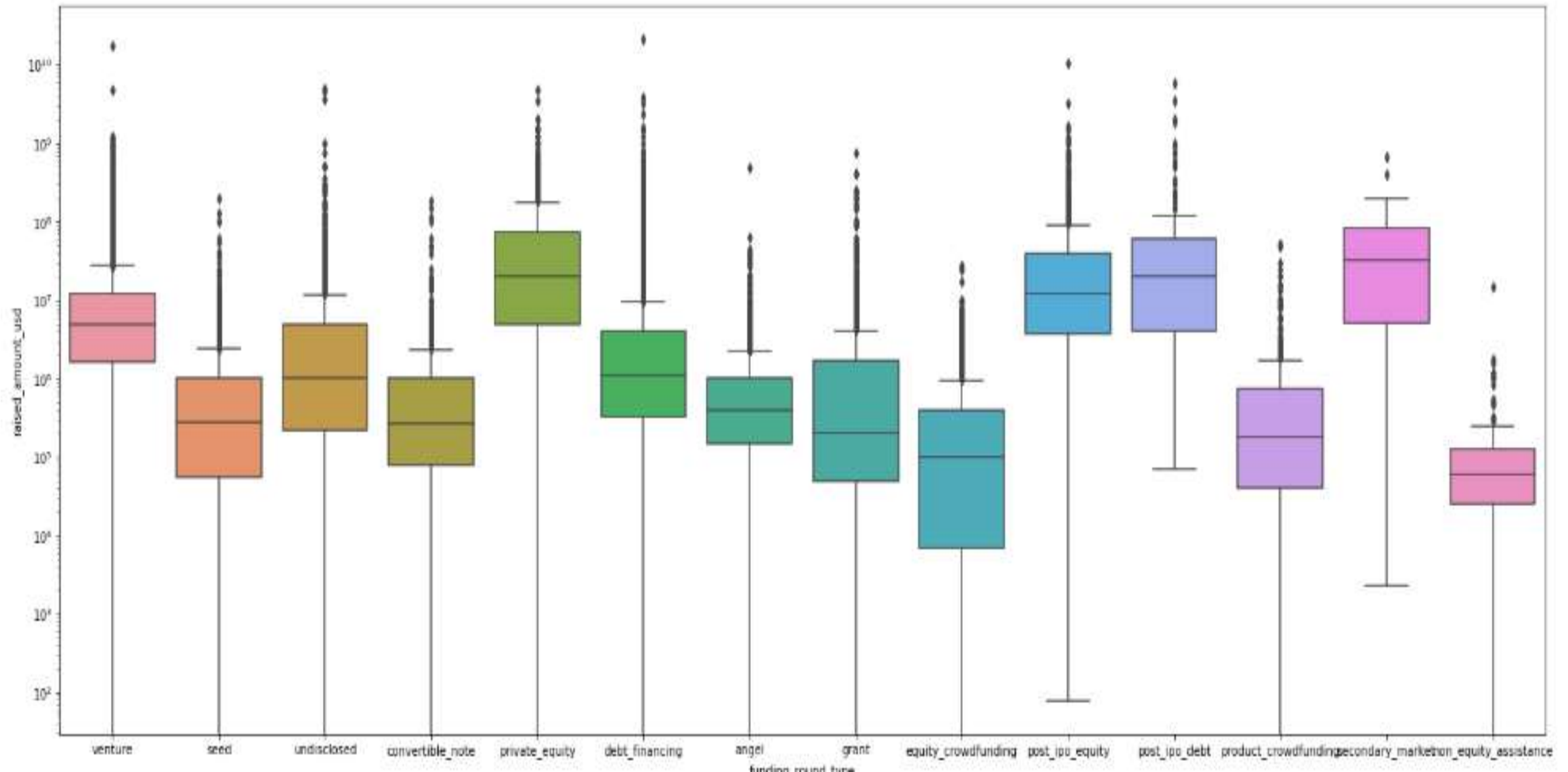
Use flow chart



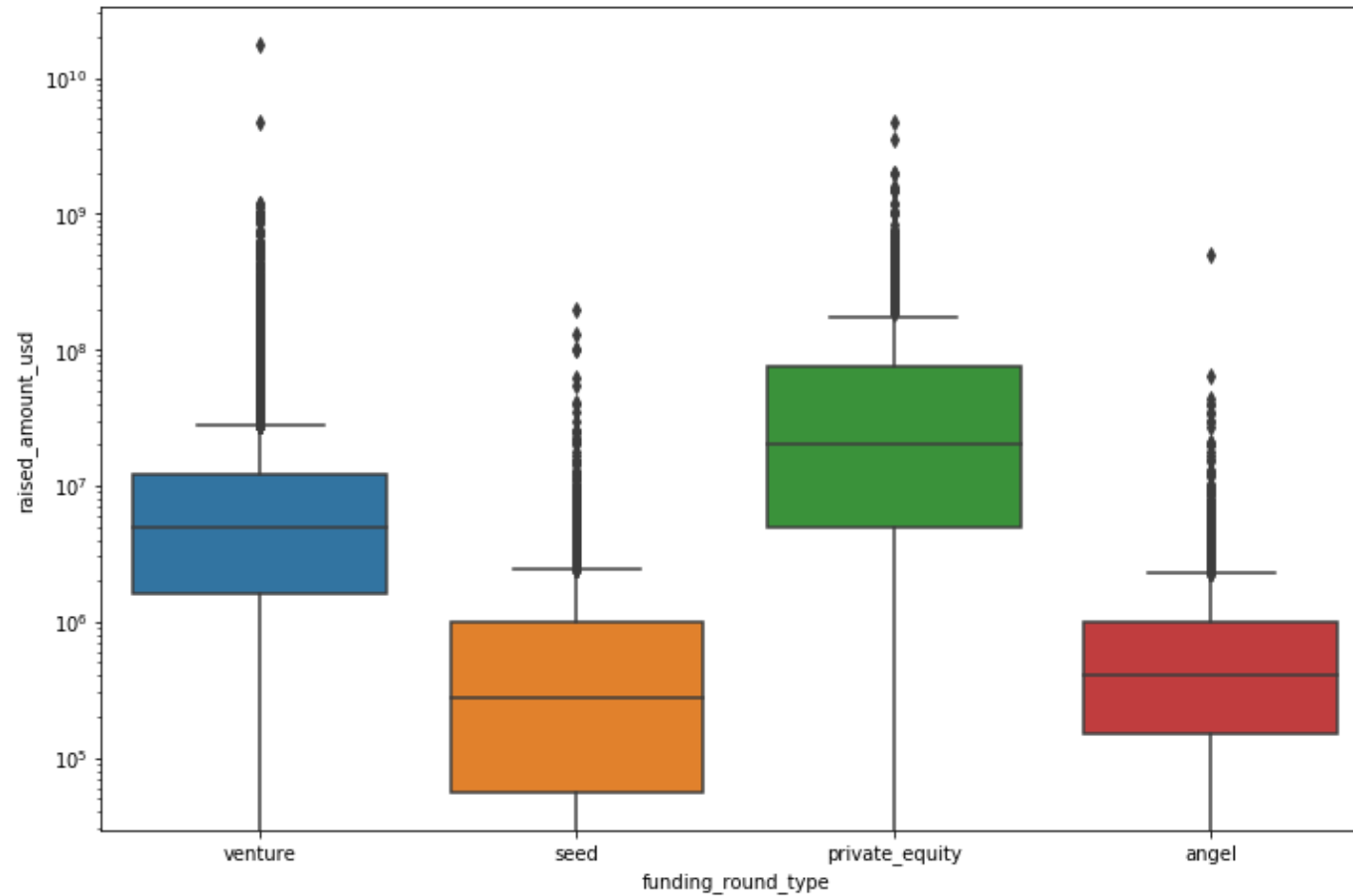
Investment trend shows huge number of players investing in Venture funding



Investment across all Fund type

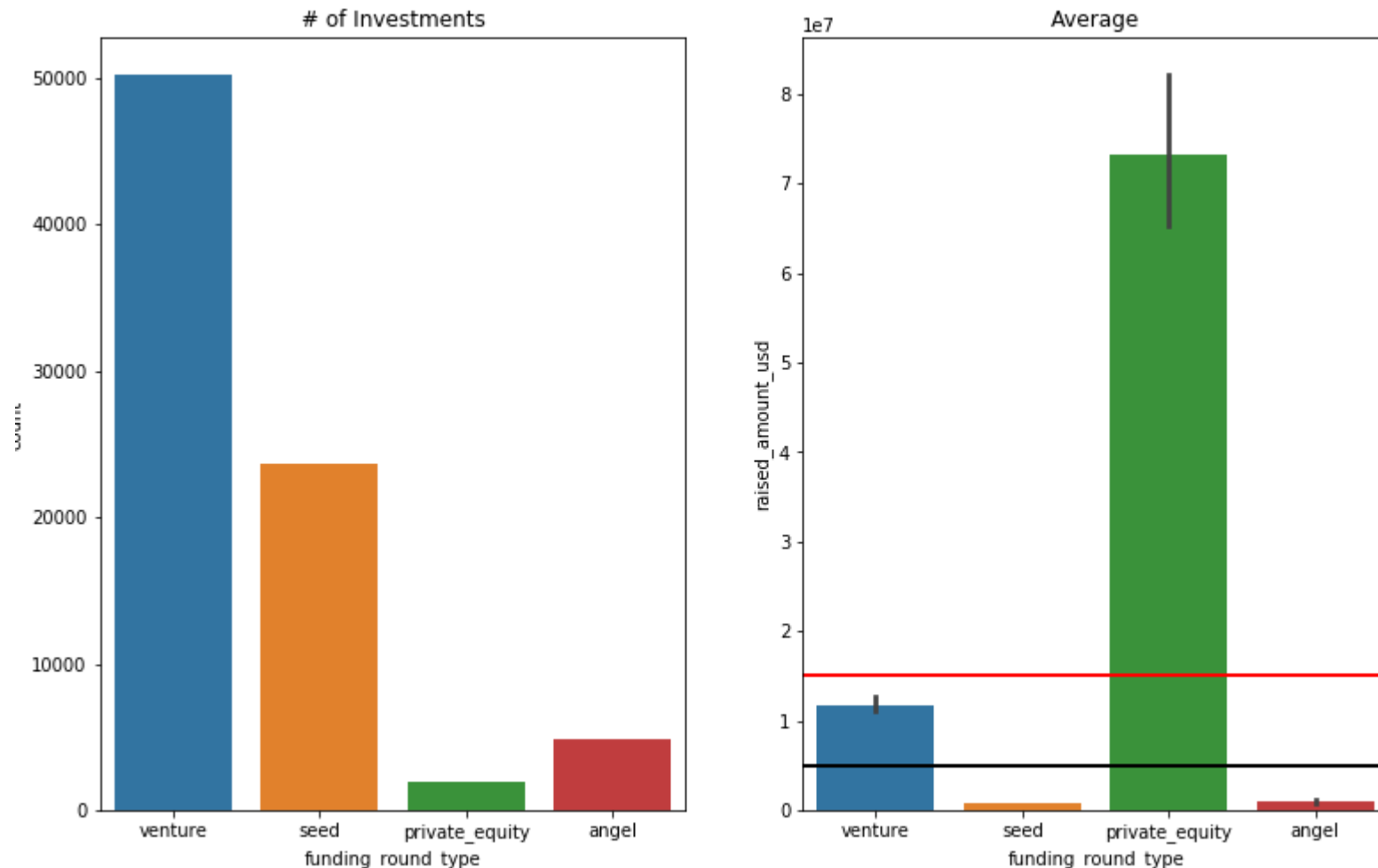


Boxplot of a variable across various funding categories



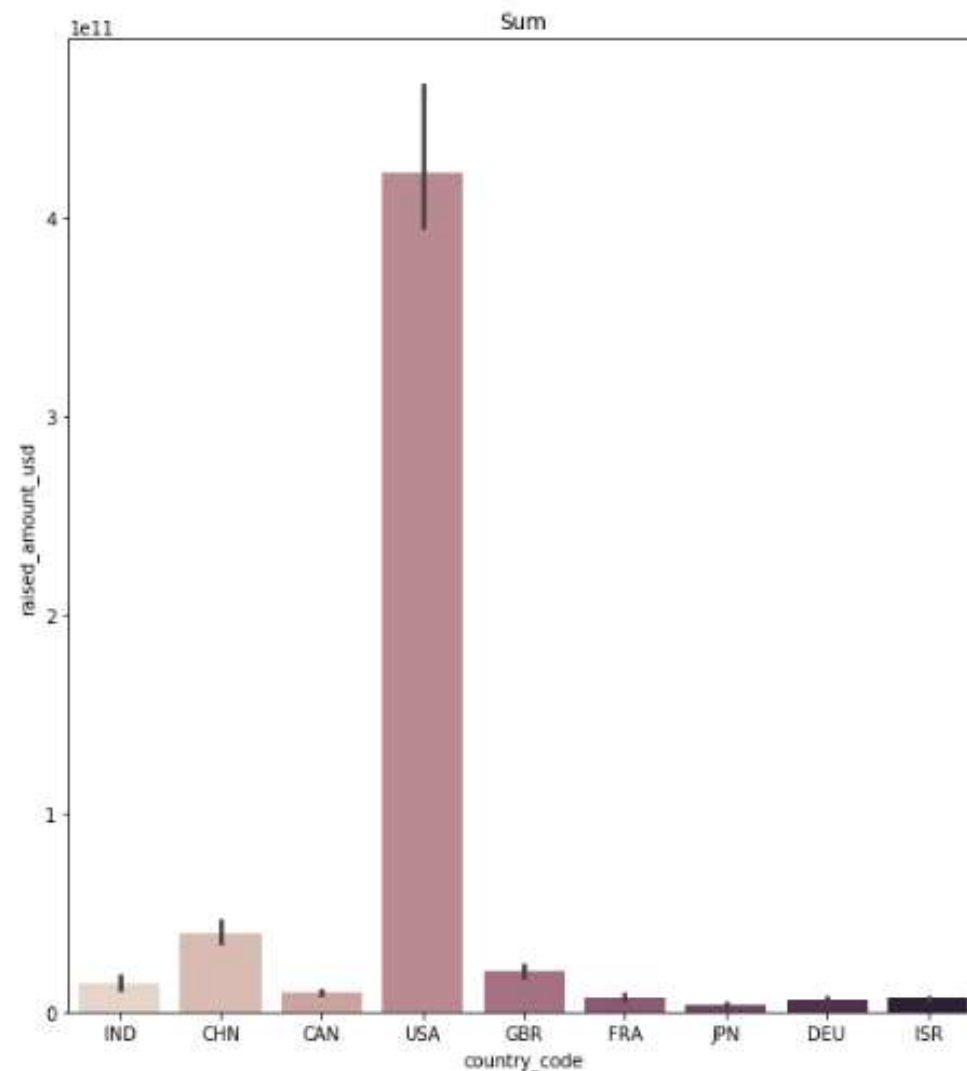
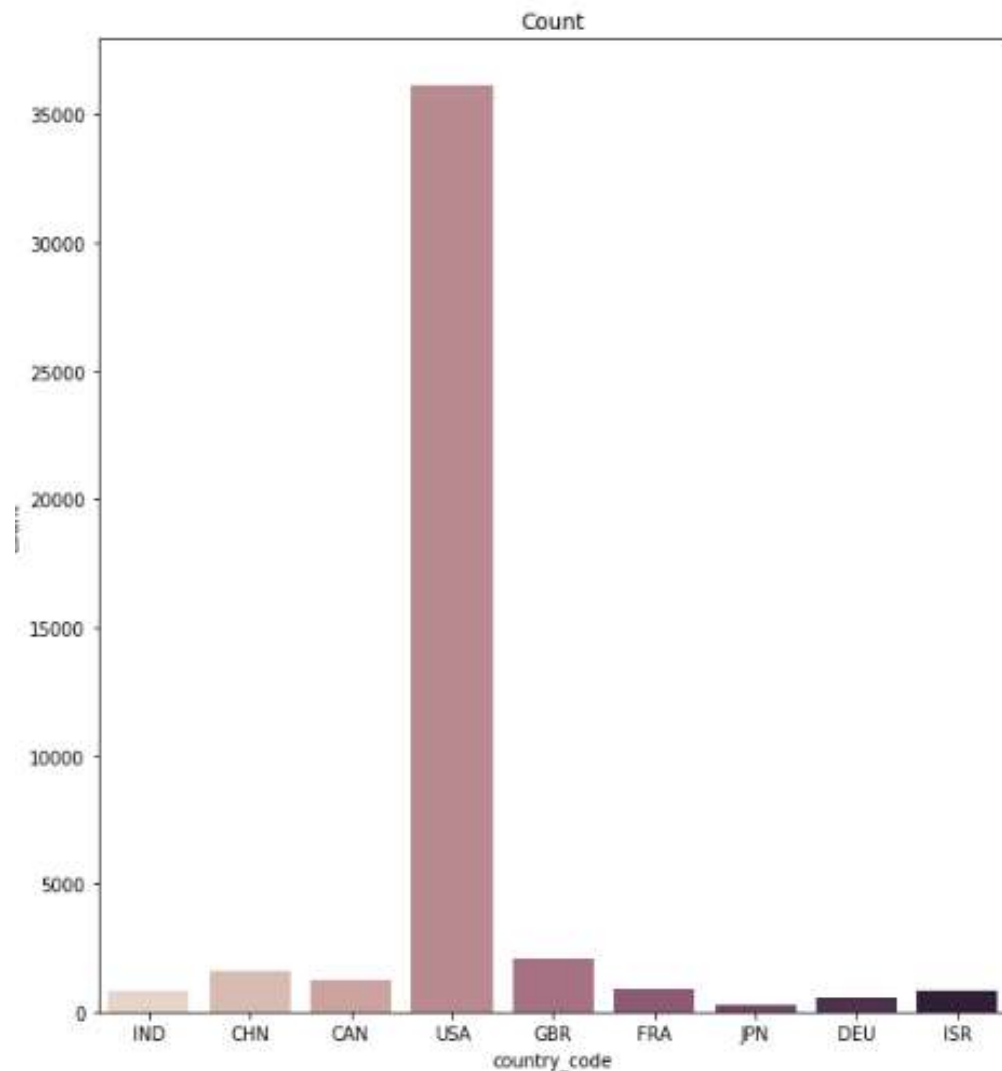
This chart should make it clear that a certain funding type (FT) is best suited for Spark Funds and that's Venture. Black horizontal line represents 5 million and red horizontal line represents 15 million. We could see only venture type is falling in the range of 5 millions to 15 millions.

Plot 1



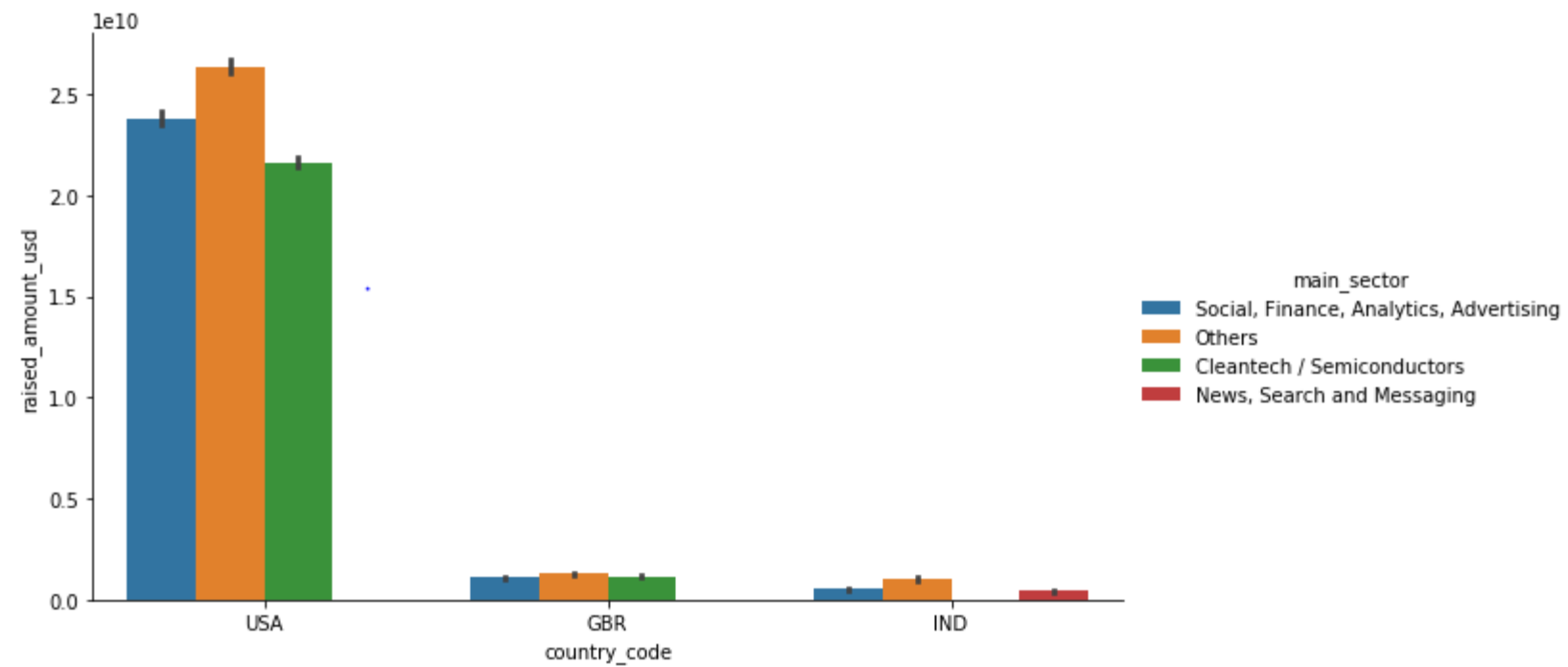
A plot showing the top 9 countries against the total amount of investments of funding type FT. USA, CHN, GBR, IND are top 4 but CHN is not English speaking country so it's clear that USA, GBR & IND are top 3 best suited for Spark.

Plot 2



Number of investments in the top 3 sectors of the top 3 countries

Plot 3



Conclusions

Results clearly show that USA is the best suited to make investment, considering the number and volume of investments, 60% of the total amount can be invested in the top 2 companies on the top 2 sectors shared as below among all 4 companies.

- Virtustream 17%
- Capella 10%
- Shotspotter 18%
- Demandbase 15%

Rest of the total investment (40%) can be made in the top company of the top 2 sector in GBR and India is shown as below-

- electric-cloud 9%
- celltick-technologies 9%
- manthan-systems 12%
- firstcry-com 10%

- Above allocation of total investment across the 8 identified companies is made based on investments data we have for these companies.