

SPARK FUNDS, AN ASSET MANAGEMENT COMPANY

INVESTMENT CASE STUDY

SUBMISSION

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Abstract

Brief :Spark Funds, an asset management company wants to make investments in a few companies wants to understand the global trends in investments.

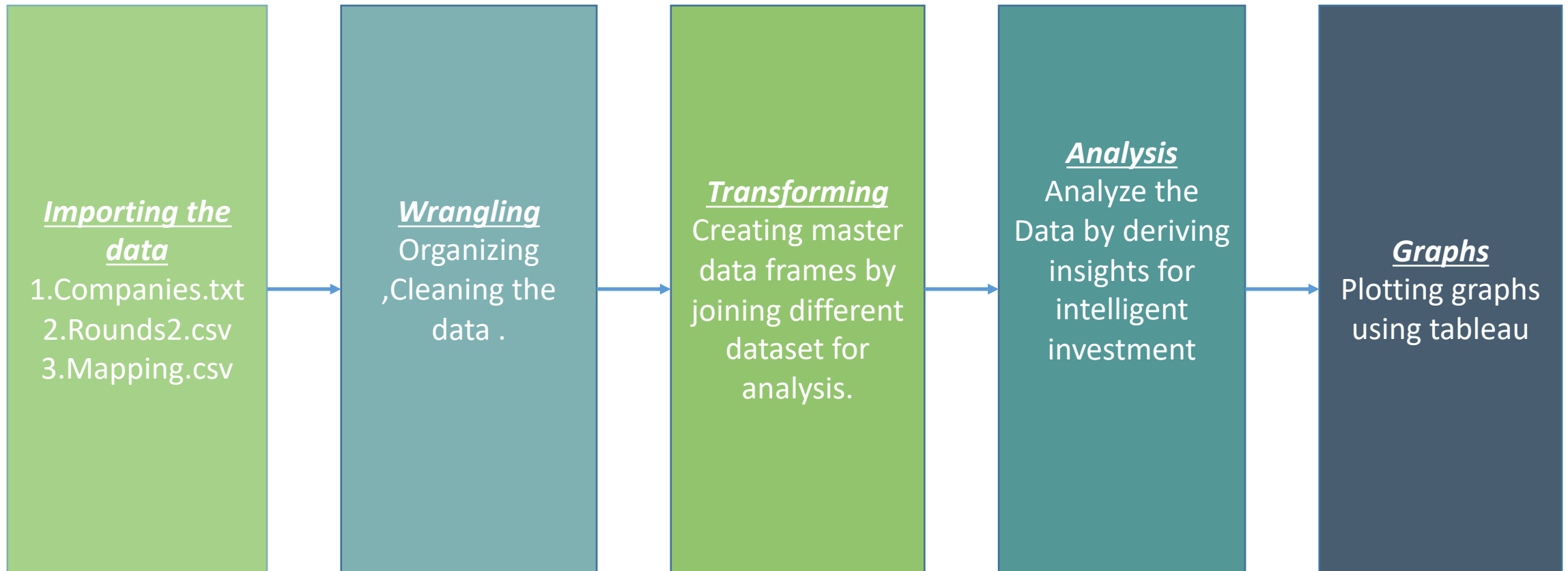
Goals:

- *Investment Type Analysis: Analyse investments (globally) in venture, seed, and private equity.*
- *Country Wise Investment : Analyse which country received more investment in the past.*
- *Sector Wise Investment : Analyse top sectors for top three for investment.*

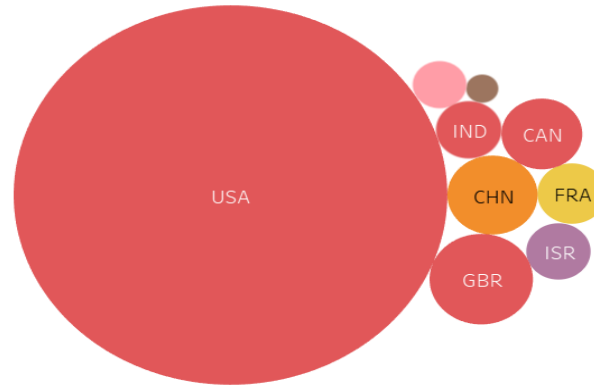
Restriction :

- *Funding preferred by Spark Funds is **5 to 15 million USD.***
- *Preferred country will be **English** speaking.*

Problem solving methodology



	raised_amount_usd
funding_round_type	
post_ipo_debt	1.687046e+08
post_ipo_equity	8.218249e+07
secondary_market	7.964963e+07
private_equity	7.330859e+07
undisclosed	1.924237e+07
debt_financing	1.704353e+07
venture	1.174895e+07
grant	4.300576e+06
convertible_note	1.453439e+06
product_crowdfunding	1.363131e+06
angel	9.586945e+05
seed	7.198180e+05
equity_crowdfunding	5.383682e+05
non_equity_assistance	4.112031e+05



The Top three Countries of our interest i.e. English as official Language

country_code	raised_amount_usd
USA	6.694821e+11
CHN	7.570357e+10
GBR	3.276705e+10
IND	2.768634e+10
CAN	1.842468e+10

Across the Globe when we take the Average of Investments the desired window of Investment i.e. 5-15 Million is observed as 'Venture'

USA

categorical_rep	
Others	2423
Social, Finance, Analytics, Advertising	2216
Cleantech / Semiconductors	1991

The total number of investments made in these three sectors correspond to nearly 66% of total Venture investments

Great Britain

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Others	129
Cleantech / Semiconductors	126
Social, Finance, Analytics, Advertising	118

The total number of investments made in these three sectors correspond to nearly 66% of total Venture investments

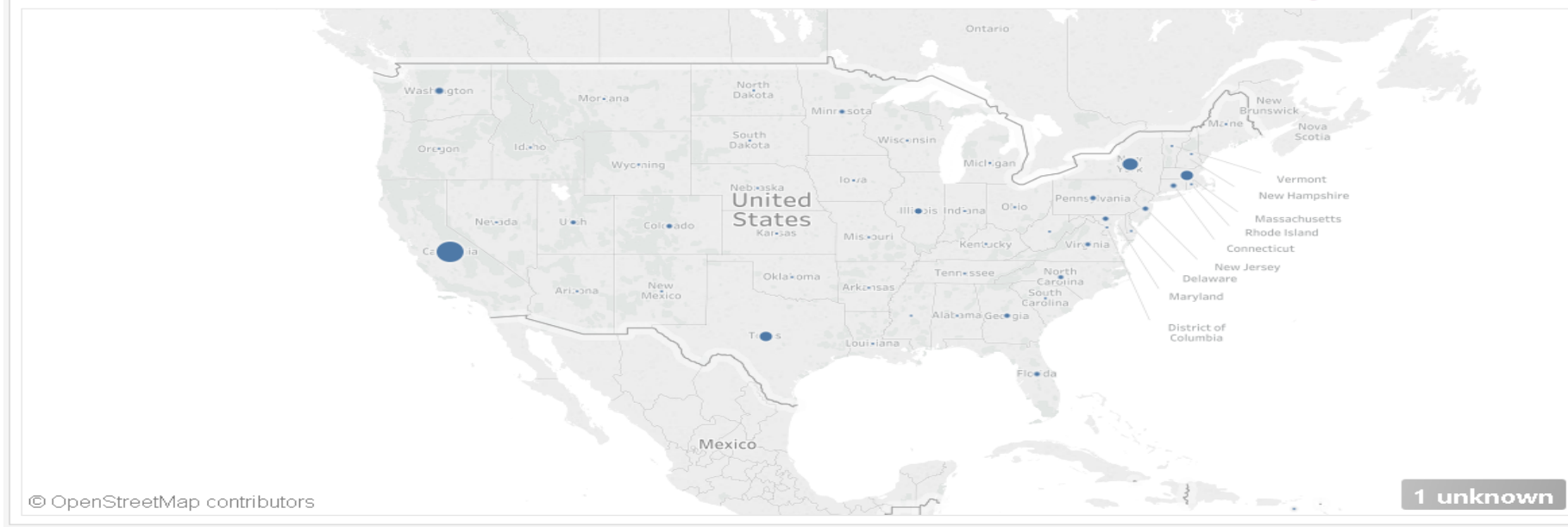
India

categorical_rep	
Others	78
Social, Finance, Analytics, Advertising	45
News, Search and Messaging	41

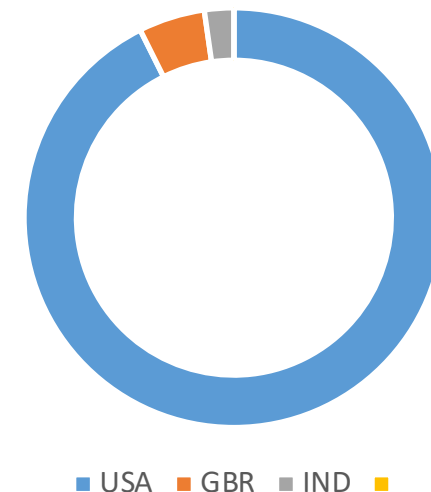
The total number of investments made in these three sectors correspond to nearly 67% of total Venture investments

The total investment made in USA > Total investment made in (Great Britain + India)

State wise investment for rank 1 investment country

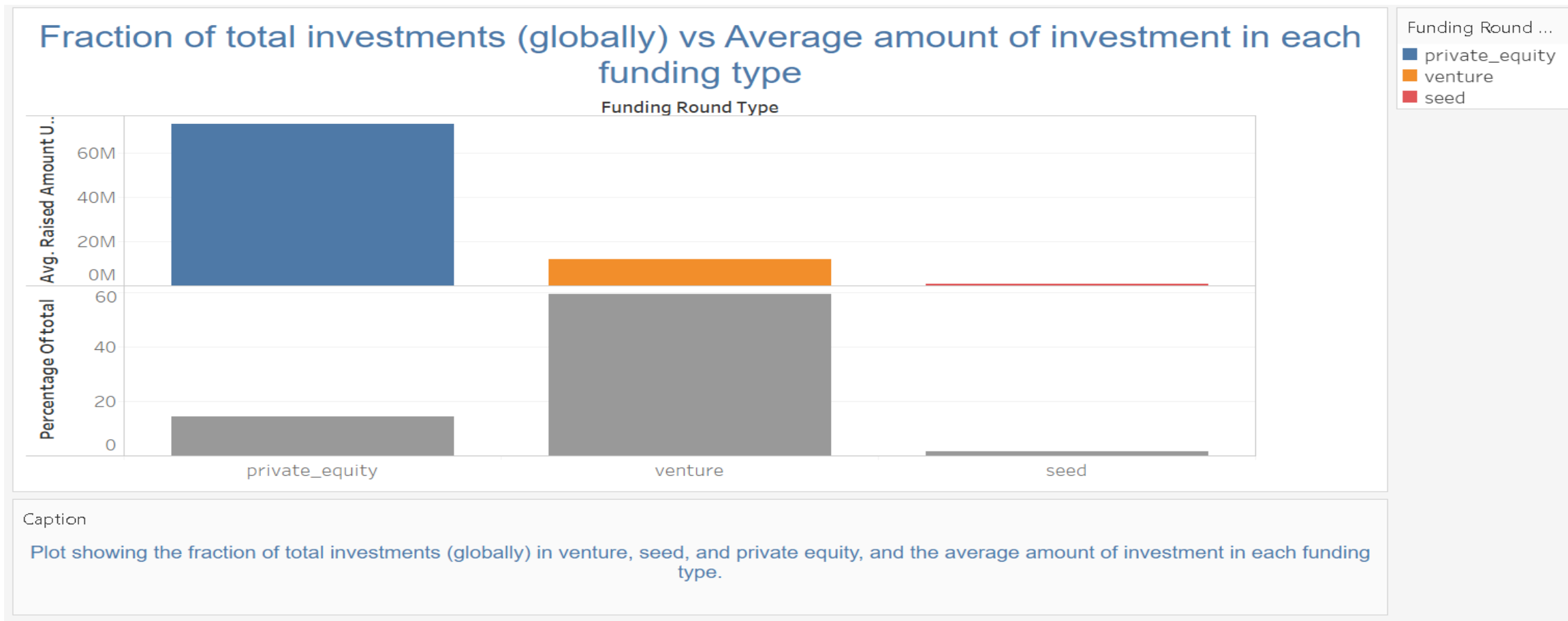


Investment

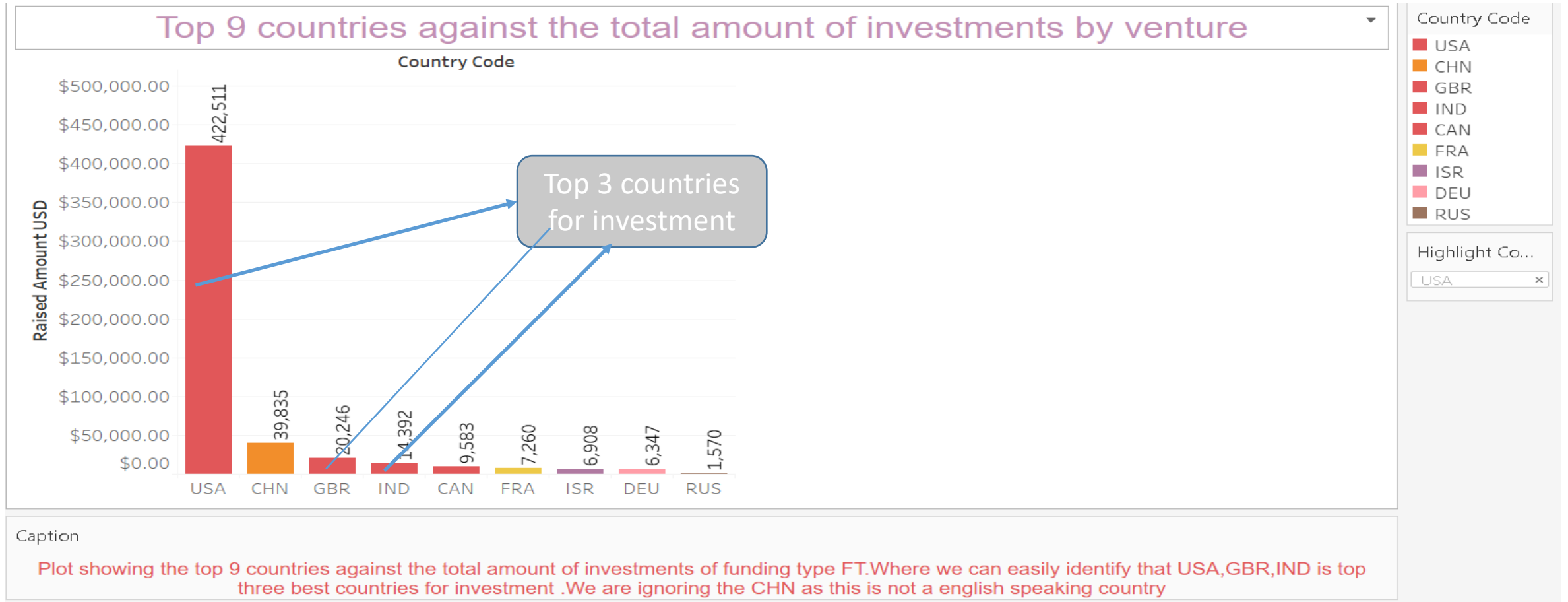


Most Investments in USA are concentrated towards the East and There is a powerful Investment near California Region in West

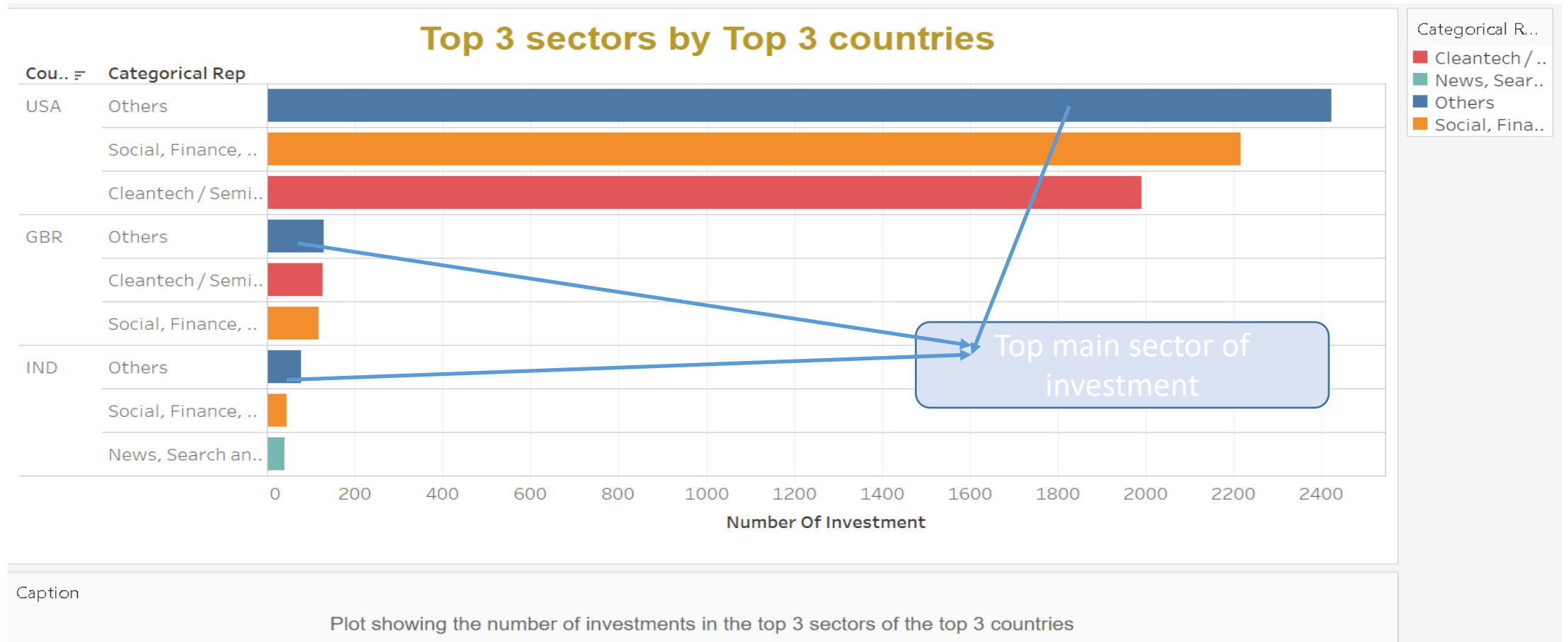
Fraction vs Average Investment



Top 9 Countries



Number of investment by sector by country





Conclusions Drawn After Analysis

- Others
- Social, Finance, Analytics, Advertising
- Cleantech / Semiconductors
- News, Search and Messaging

The above mentioned are Safe Sectors to Invest in as they Contribute more than 70% of investments across Spark Funds Interests.

USA attracts more Investors than any other of the Spark Funds Interests. Investing in West US California Region and East US New York Region is a Safe Bet as there serve as hotspot for investments in our Analysis.