

# INVESTMENT CASE STUDY

## SUBMISSION

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Spark Funds, an asset management company. Spark Funds 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.

**Business objective:**

The objective is to identify the best sectors, countries, and a suitable investment type for making investments.

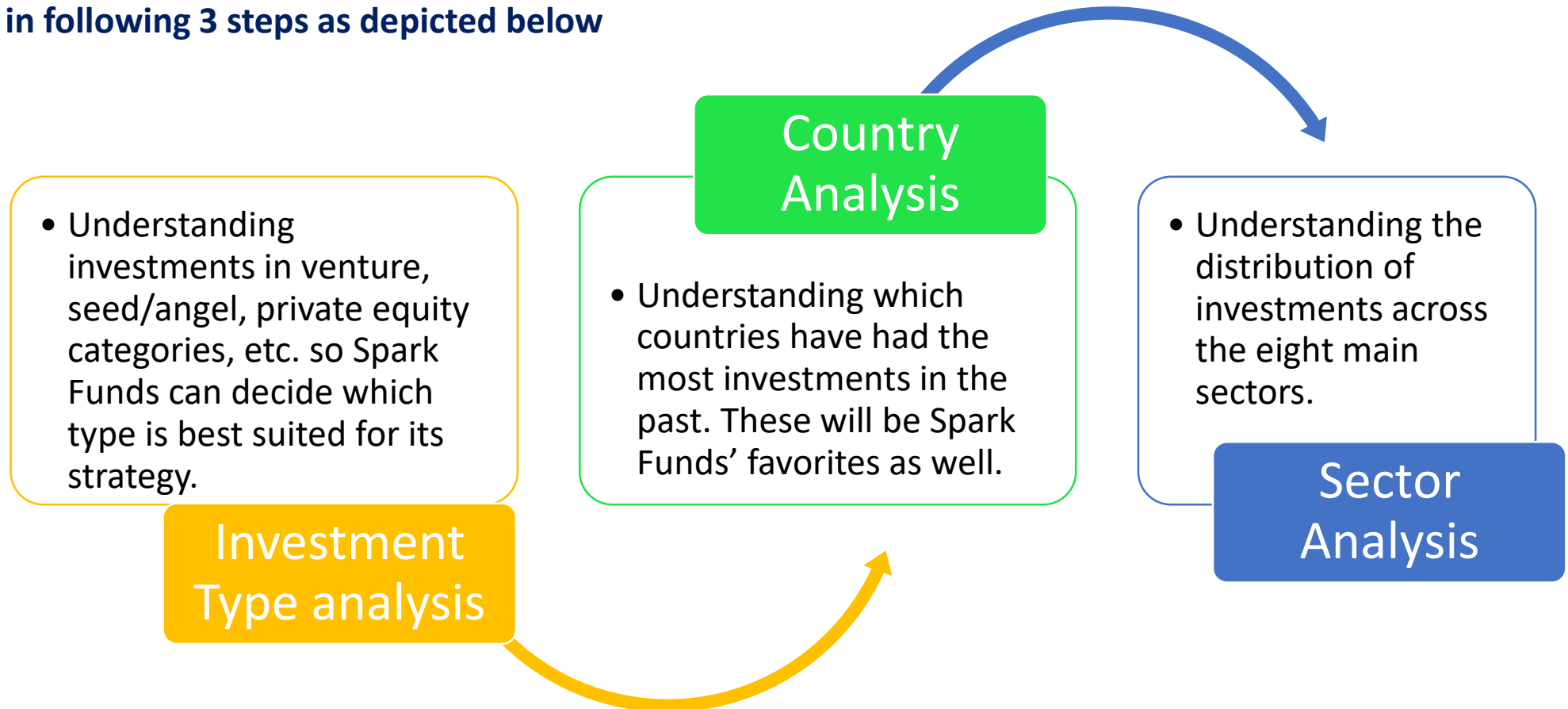
The overall strategy is to invest where others are investing.

Spark Funds want to invest between 5 to 15 million USD per round of investment in English speaking countries.



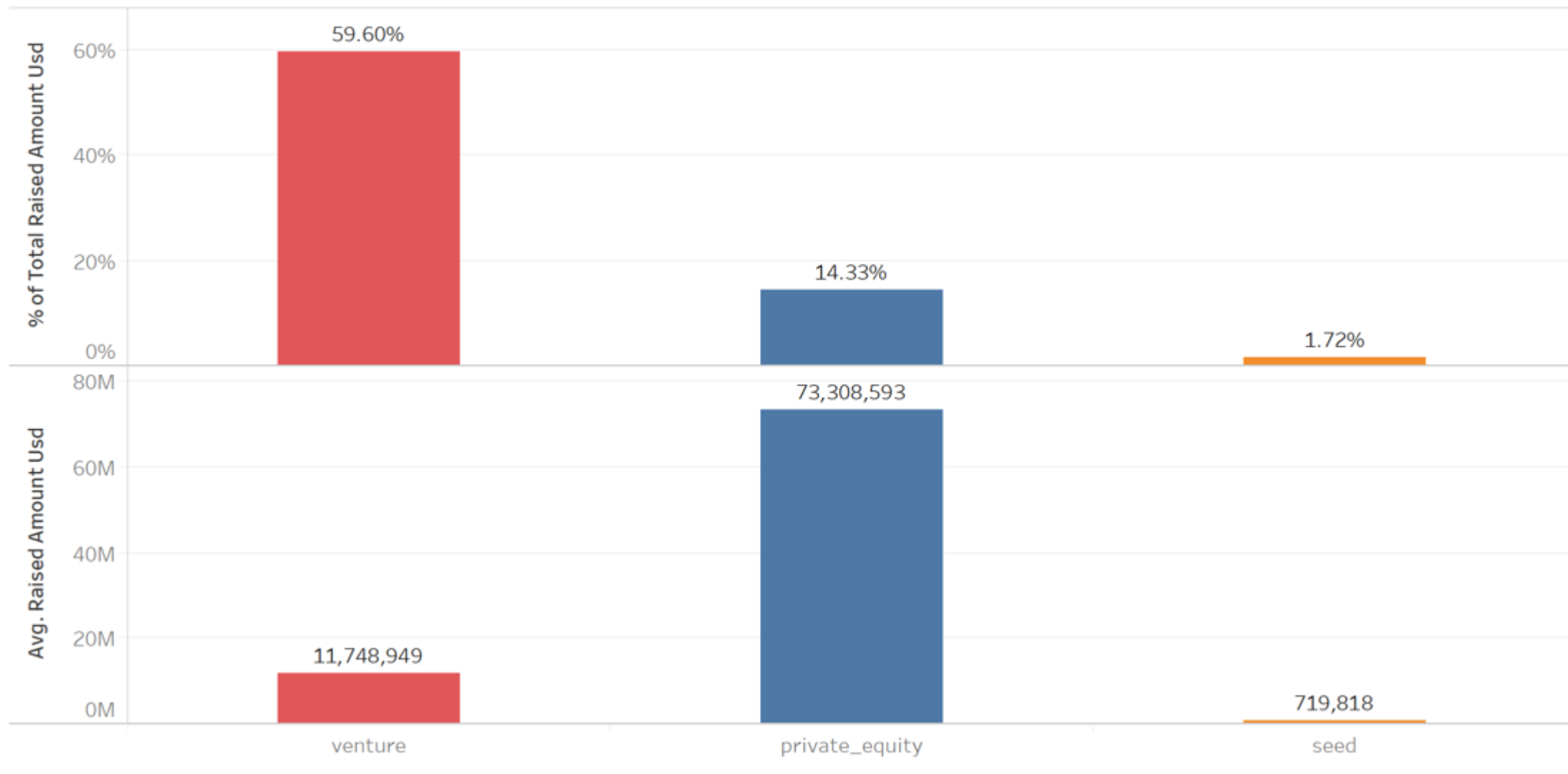
# Problem solving methodology

- Requirement Understanding
- Data Understanding and Cleanup
- Data Consolidation/Manipulation/Organization
- Data Analysis in following 3 steps as depicted below



- Using Companies and Round datasheet prepare a consolidated data sheet after required data cleanup
- Funding types of Venture, Seed, Angel and Private Equity were considered for analysis.
- Out of these funding types – Venture Funding type was suited for Spark Funds after following analysis:
  - Calculating the average investment amount for each of the four funding types (venture, angel, seed, and private equity)
  - Based on this select the funding type that suits based on range of investment ( 5 to 15million USD)
- The plot on the next slide depicts our analysis and selection criteria.

## Funding % for each type (1st Plot) & Average Funding Per type (2nd Plot)

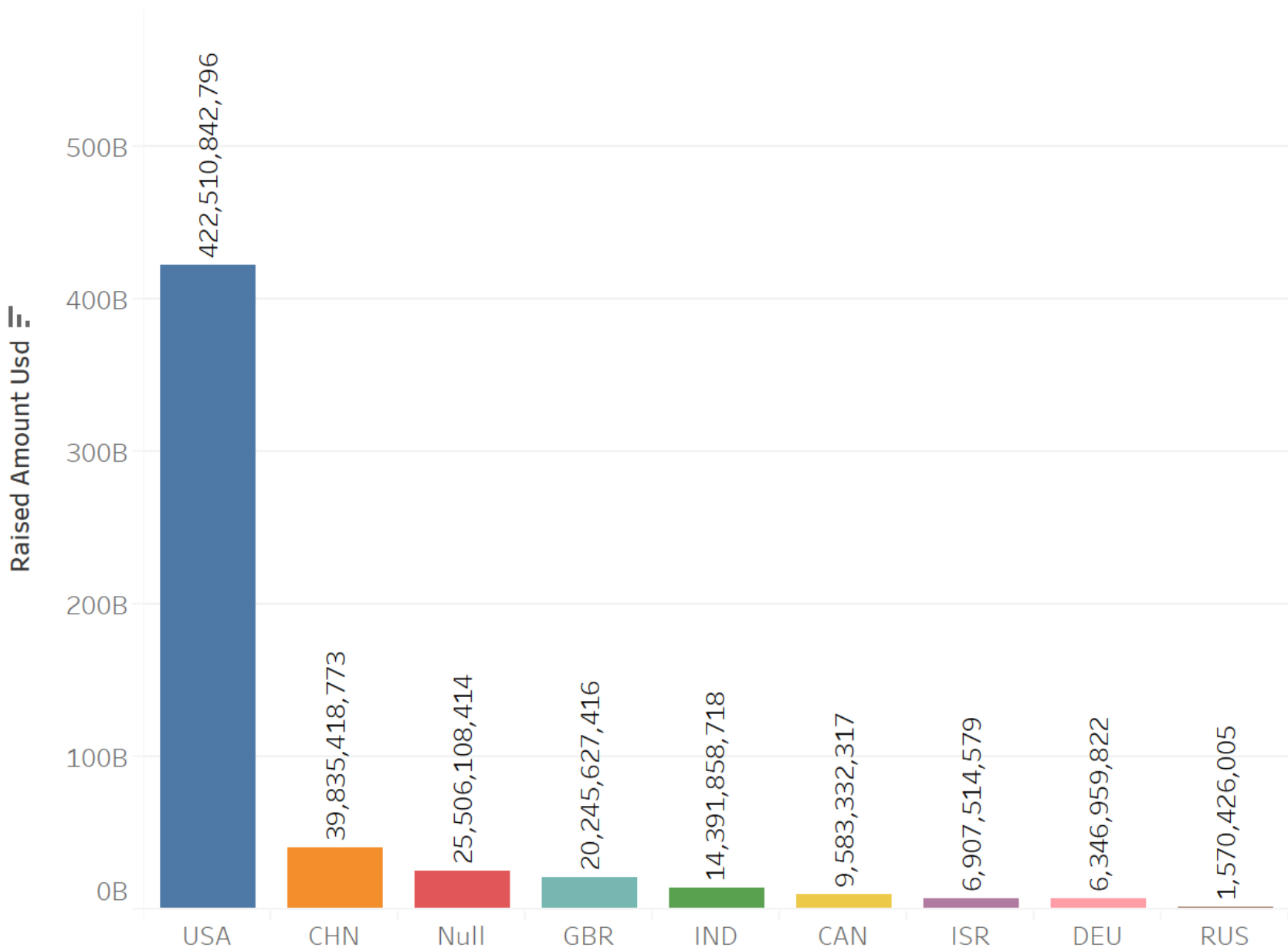




# Country Analysis

- Once funding type is decided, we will would carry out country analysis to decide which countries are suitable for investment.
- USA, Great Britain and India are good for investments based on following analysis:
  - Venture capital funding for each country
  - Identifying top 9 countries for investments
  - Selecting top 3 English speaking countries out of these 9 countries
- The plot on the next slide depicts our analysis and selection criteria.

# [Top 9 Countries with Highest Venture Investments](#)

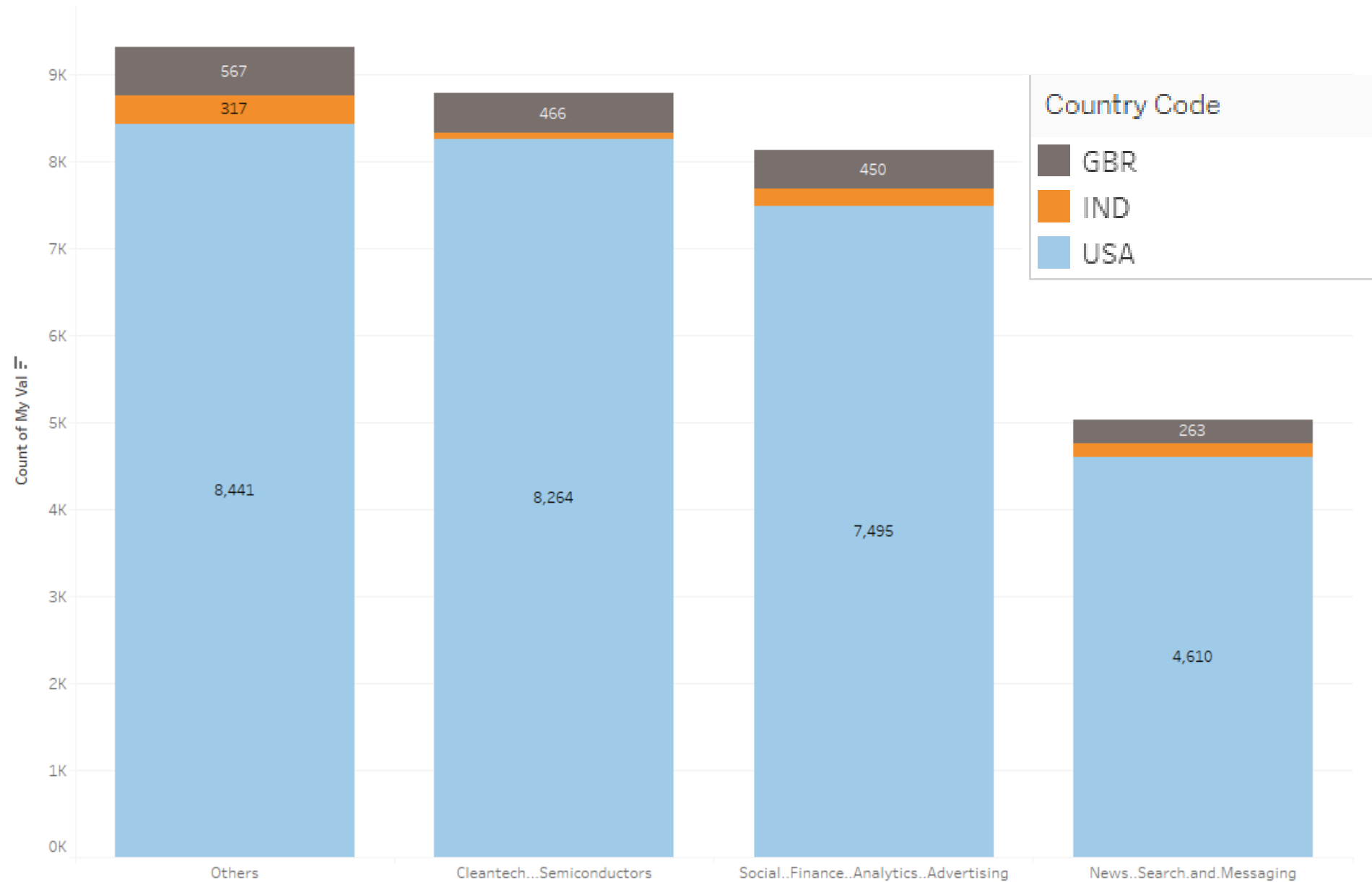




- We have now narrowed down top 3 countries for Venture type funding.
- We will narrow down on the top 3 sectors for each country using the following analysis:
  - Using the mapping file, assign appropriate sectors for each of the categories for all the companies (after cleanup)
  - Identify top 3 sectors that have more number of investments
  - Identify top 3 sectors that have maximum investments
  - Identify among these top 2 sectors along with companies that received maximum investment for these top 3 countries.
- The plot on the next slide depicts number of venture investments for top3 countries for top3 sectors



## No. of Investments in Top 3 countries for Top 3 sectors



Following are the recommendations for Spark Funds CEO:

- Venture fund type is suitable based on investment range.
- USA, Great Britain and India are top 3 English speaking countries for investments
- Following sectors are good for in each respective countries for investments.

Investment Sectors (USA)	Investment Sectors (GBR)	Investment Sectors (IND)
Others	Others	Others
Cleantech...Semiconductors	Cleantech...Semiconductors	Social..Finance..Analytics..Advertising
Social..Finance..Analytics..Advertising	Social..Finance..Analytics..Advertising	News..Search.and.Messaging