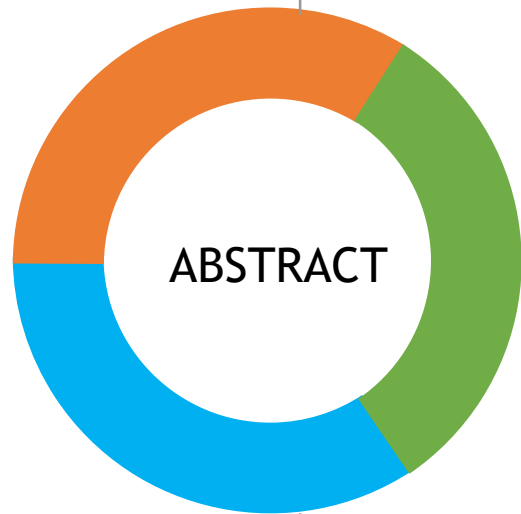


INVESTMENT CASE STUDY

SUBMISSION

Group Name: Data Dynamos

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About:

Spark Funds (an asset management company) CEO would like to understand the global trends in investment so as to decide where Spark Funds can invest. Spark Funds is interested in playing in the same field as other investors.

Goal:

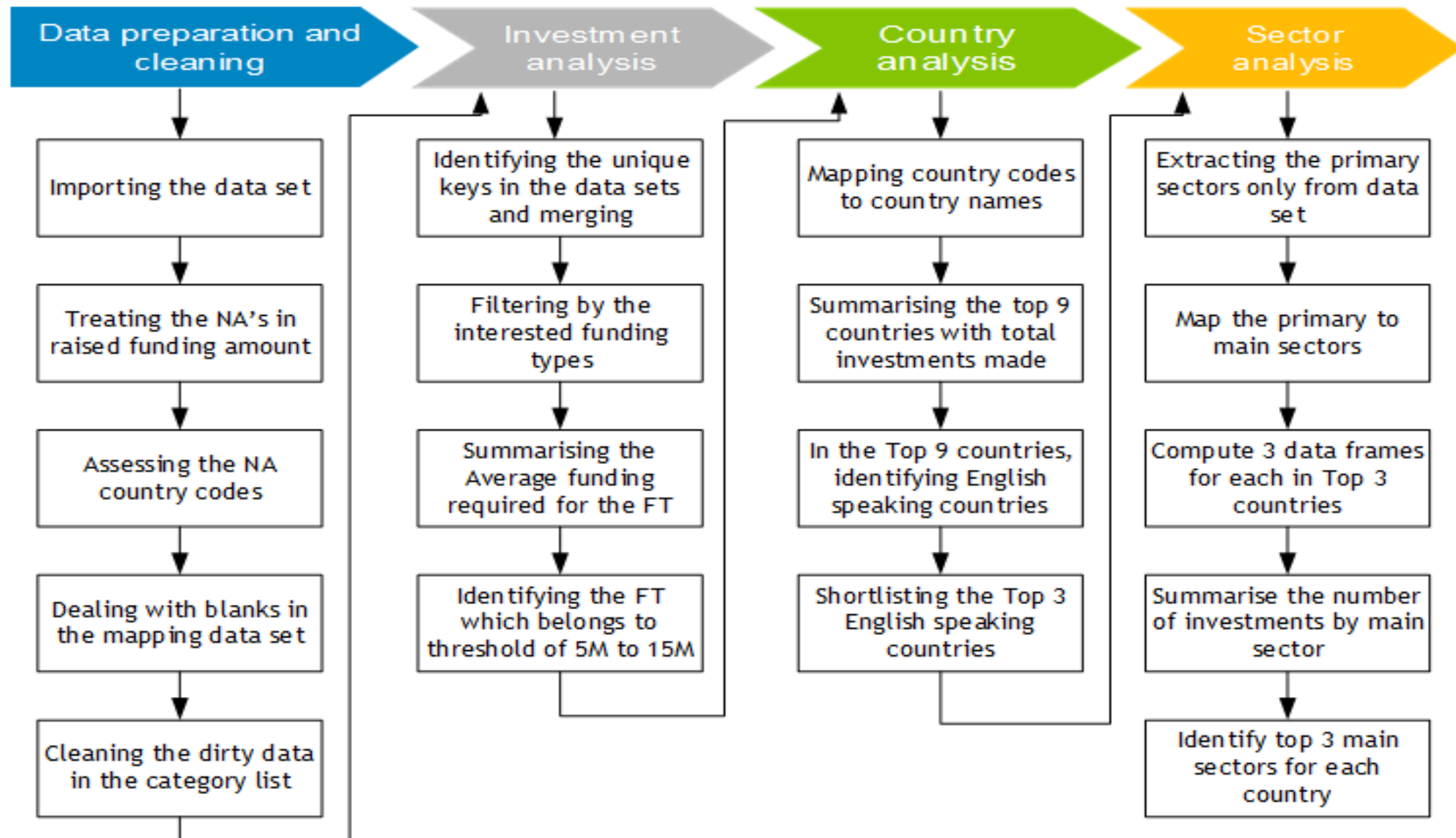
To identify:

- (a) What investment type is most suitable for Spark Funds
- (b) In which countries are other investors making maximum number of investments and
- (c) What sectors are these large number of investments happening in?

Thresholds:

- 1. Investment Types : Venture, Seed, Private equity
- 2. Funding cap: 5M USD to 15M USD
- 3. Countries : English speaking only

Problem solving methodology



Objective: To find which investment type is most suitable for investment

Funding types

Spark Funds was specifically interested in following funding types :

- Venture
- Seed
- Private Equity
- Angel

Average investment numbers

The average investment numbers by funding types are as

	funding_round_type	average_funding_amount
1	angel	958694.5
2	private_equity	73308593.0
3	seed	719818.0
4	venture	11748949.1

% of global investments

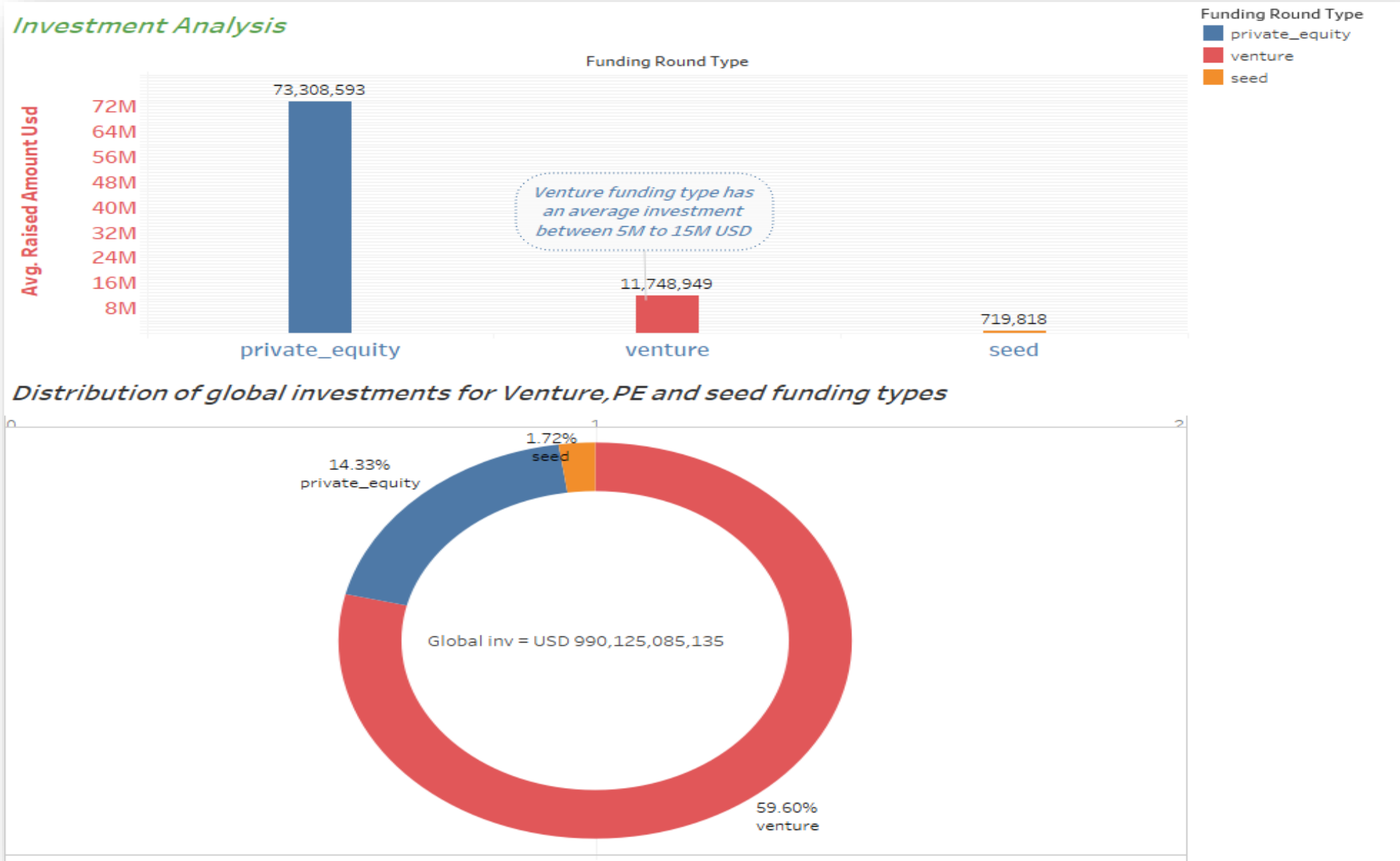
Venture : 59.6%
Private equity : 14.33%
Seed: 1.72%

Verdict

Considering that Spark Funds wants to invest between **5 to 15 million USD** per investment round,

Our numbers point that the venture funding type which has average investment around 11M USD and also has attracted around 59.6% of investments globally.

So we recommend the Venture as the funding type to go for!.



Objective: To identify the top 3 English speaking countries for investment

Type of countries of interest

Spark funds is interested only in the English speaking countries.

Overall top 9 countries(Desc order of inv)

	country_code	total_investment	country_names
1	USA	422510842796	United States of America
2	CHN	39835418773	China
3	GBR	20245627416	United Kingdom of Great Britain
4	IND	14391858718	India
5	CAN	9583332317	Canada
6	FRA	7259536732	France
7	ISR	6907514579	Israel
8	DEU	6346959822	Germany
9	JPN	3363676611	Japan

Top 3 where English is official language

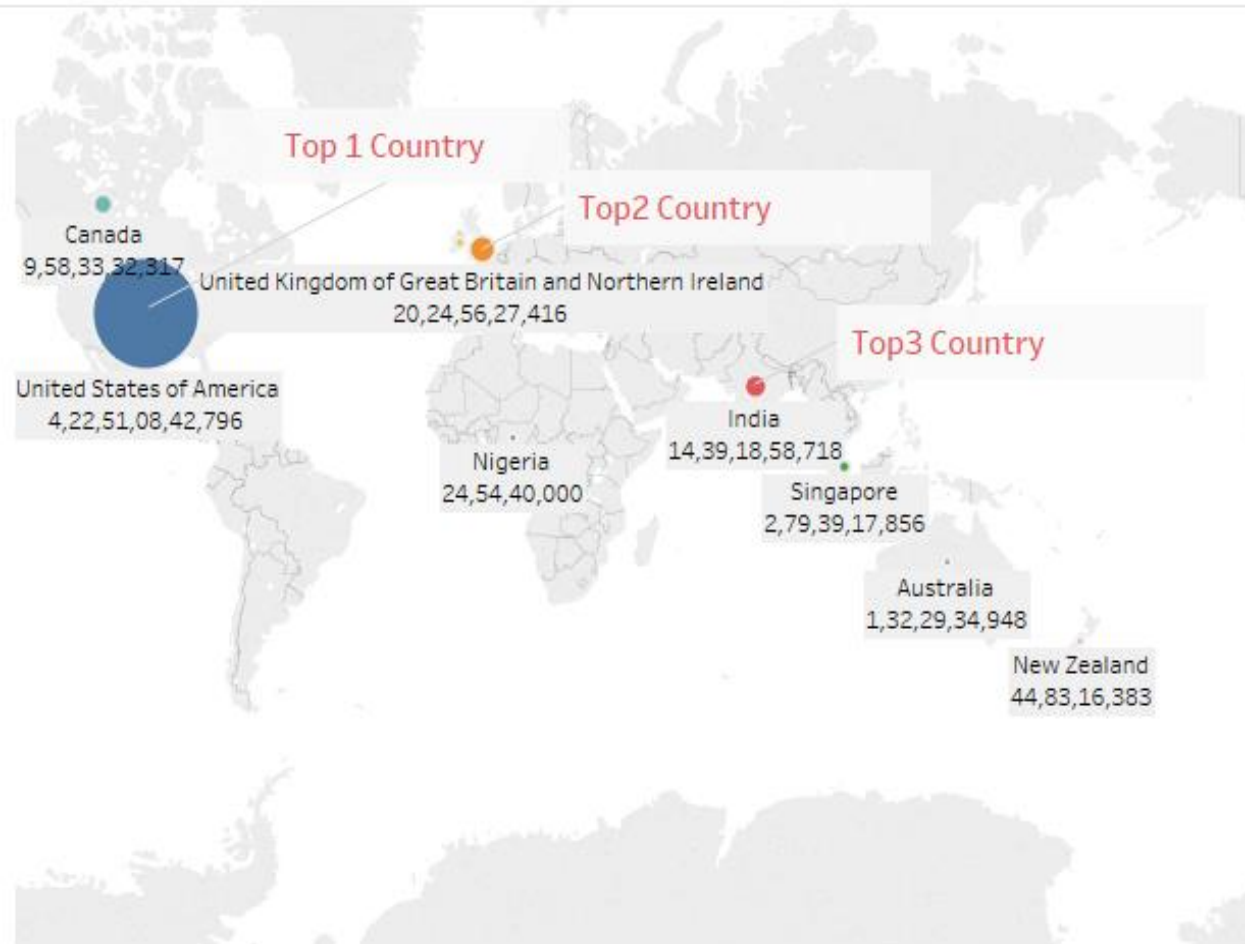
	country_code	total_investment	country_names
1	USA	422510842796	United States of America
2	GBR	20245627416	United Kingdom of Great Britain
3	IND	14391858718	India

Verdict

The three most investment-friendly countries most suited for investments for Spark Funds are

1. United States of America
2. United kingdom of Great Britain and Ireland
3. India

Country Analysis



Country Names

- United States of America
- United Kingdom of Great Britain and Northern Ireland
- India
- Canada
- Singapore
- Ireland
- Australia
- New Zealand
- Nigeria

Map based on Longitude (generated) and Latitude (generated). Color shows details about Country Names. Size shows sum of Total Investment. The marks are labeled by Country Names and sum of Total Investment.

Objective: To find out the most heavily invested main sectors in each of the top three countries (for venture funding type and investments range of 5-15 M USD)

Main sectors

main Sector

Automotive...Sports

Cleantech...Semiconductors

Entertainment

Health

Manufacturing

News...Search.and.Messaging

Others

Social..Finance..Analytics..Advertising

Top 3 main sectors by number of inv

Country Names

<i>main Sector</i>	United States of ..	United Kingdom ..	India
Others	2,950	147	110
Social..Finance..Analytic..	2,714	133	60
Cleantech...Semiconduct..	2,350	130	
News..Search.and.Messa..			52

Drill down of “Others” main sector

Country Name	Top.3.main...	Top 3 primary sectors as % of main sector	Max Percent
United States of America	Others	software	35.00%
		enterprise software	22.00%
		e-commerce	9.00%
United Kingdom of Great Britain and Northern Ireland	Others	software	31.00%
		enterprise software	15.00%
		e-commerce	18.00%
India	Others	software	17.00%
		real estate	8.00%
		education	8.00%
		e-commerce	34.00%

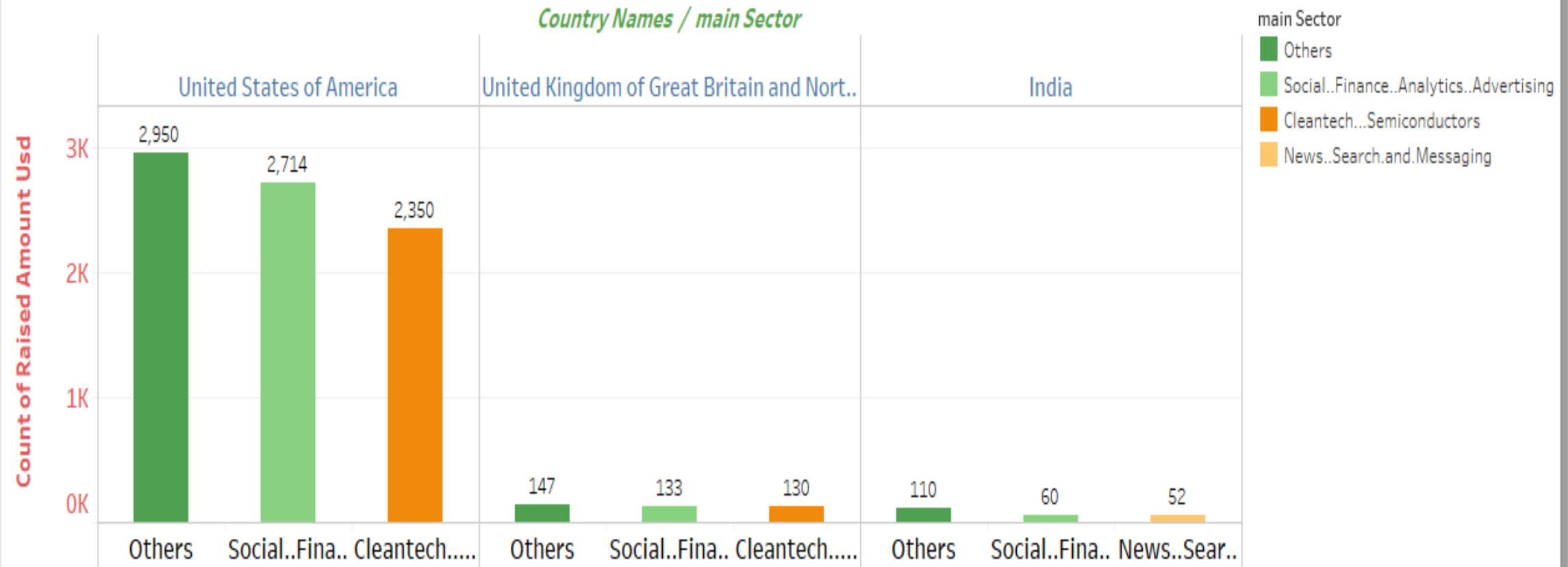
Verdict

The top 3 main sectors for USA and Great Britain are Others, Social-finance-Analytics ,Cleantech-Semiconductors.

The top 3 main sectors for India are Others,Social..and News-search-messaging.

Further drill down of “others” indicates the software/enterprise software and ecommerce have received highest number of investments

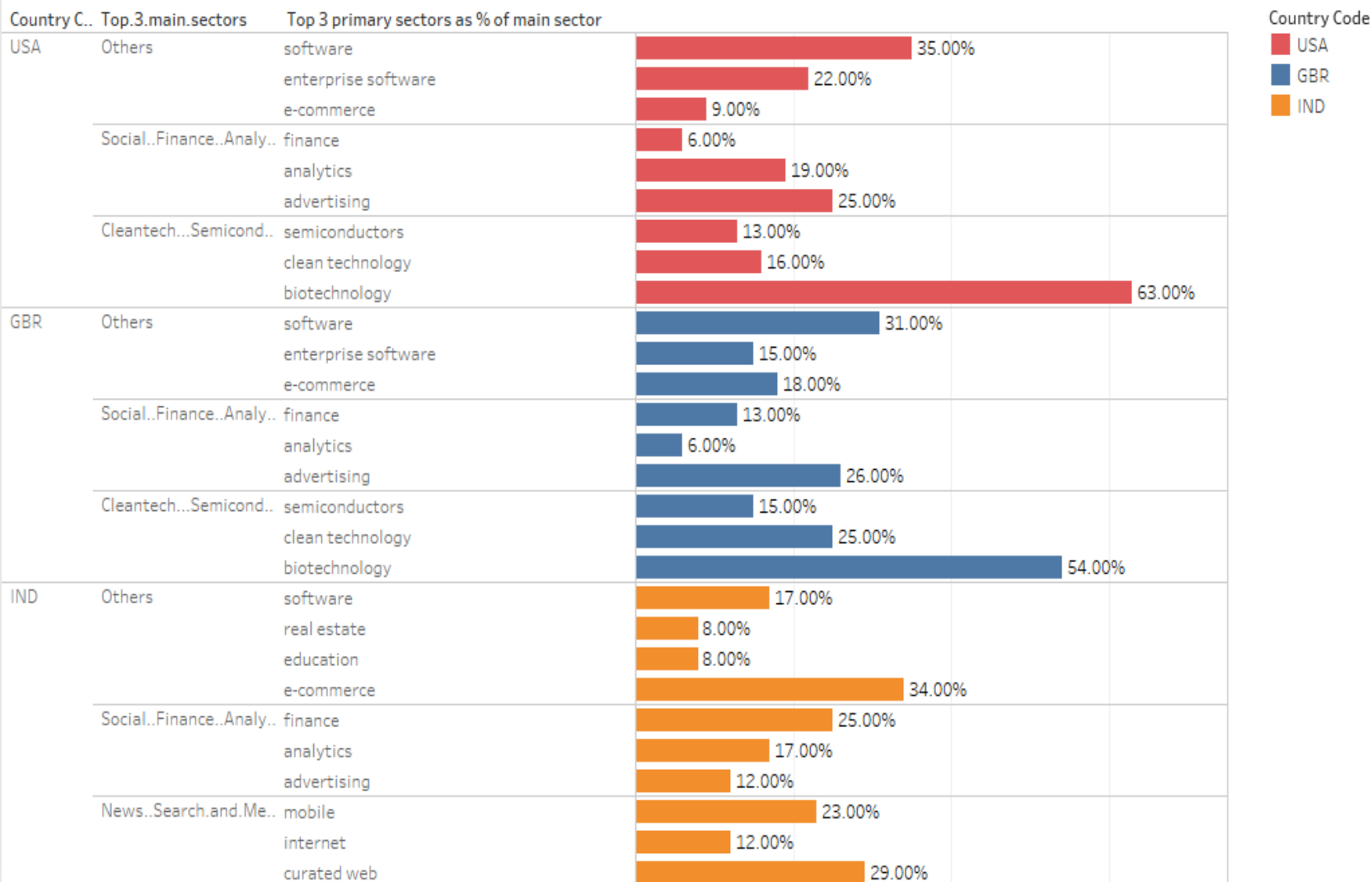
Sector Analysis



Count of Raised Amount Usd for each main Sector broken down by Country Names. Color shows details about main Sector. The data is filtered on rank1, which ranges from 1 to 3. The view is filtered on Country Names, which keeps India, United Kingdom of Great Britain and Northern Ireland and United States of America.

Plot: Drill down analysis

Drill down to primary sectors



1

Software and ecommerce:
are the top primary sectors under “Others”.

2

Biotechnology
under “cleantech” is a winner

3

Curated web
under “News/search” has around 29% of share

Mode of investment	Venture Funding.
Top 3 countries	1. USA 2. Great Britain and Ireland 3. India
Top 3 main sectors (Ordered descending by number of investments)	1. USA,UK : Others, Social-Finance-Analytics, Cleantech-Semiconductors 2. India :Others, Social-Finance-Analytics, News-Media-Advertising
Top 3 primary sectors(Drill down of main sectors, ordered descending)	1. Others - Software and ecommerce 2. Social-Finance-Analytics- . Advertising and Finance. 3. News-media : Curated web
Top 2 companies (in top 2 main sectors) which has raised highest funding	1. USA: Virtustream (Top1),SST Inc(Formerly ShotSpotter)(Top 2) 2. UK : Electric cloud,(Top1) Celltick technologies (Top2) 3. India : Firstcry.com (Top1), Manthan systems (Top2)