

INVESTMENT CASE STUDY

Abstract

This analysis is aimed at deciding the best investment options for Spark Funds based on the global investment trends.

The study is done considering the two constraints of Spark Funds,

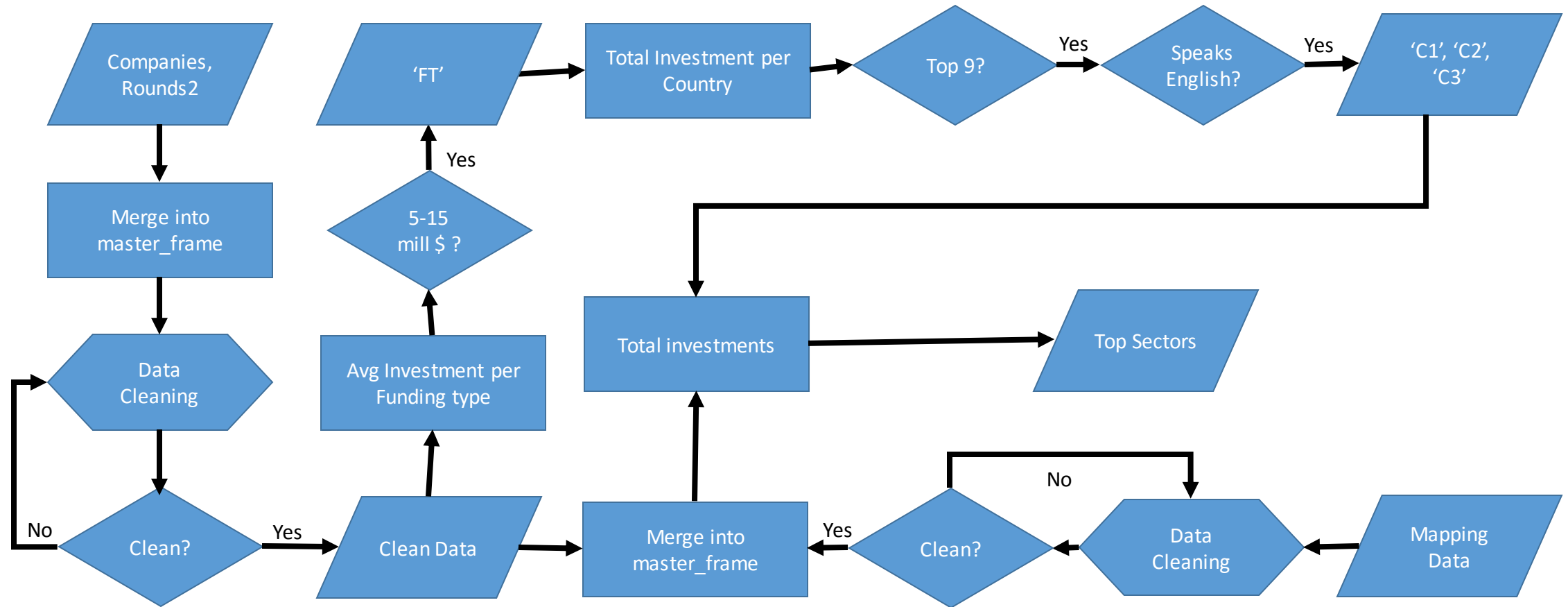
1. Investment budget of 5-15 million USD
2. Communication language 'English'

The strategy is to identify the 'best' of each of the three main factors affecting an investment

- Investment Type
- Sector
- Country

Where 'best' is the one getting most investments, Each of the three factors playing an important role in the decision making, we will be narrowing down our search by using the best of one as input to the next step.

Problem solving methodology



Analysis

As we had to find the best sectors in top countries so that Spark Funds can make the best investment in the given budget. The total analysis can be divided basically in three steps :-

1. Funding Type Analysis

As Spark Funds wants to invest in the range of 5-15 million USD, so by finding the average investment for each funding type we found that 'Venture' will be the best funding type for us with average funding of 11.724 million USD.

2. Country Analysis

The next big hurdle was to find the best country to invest in the money with the constraint that Spark Funds only wanted to invest in English speaking countries. So with the help of total raised amount in each country for funding type being Venture, we got the result that United States, Britain and India are the top 3 countries we should invest in.

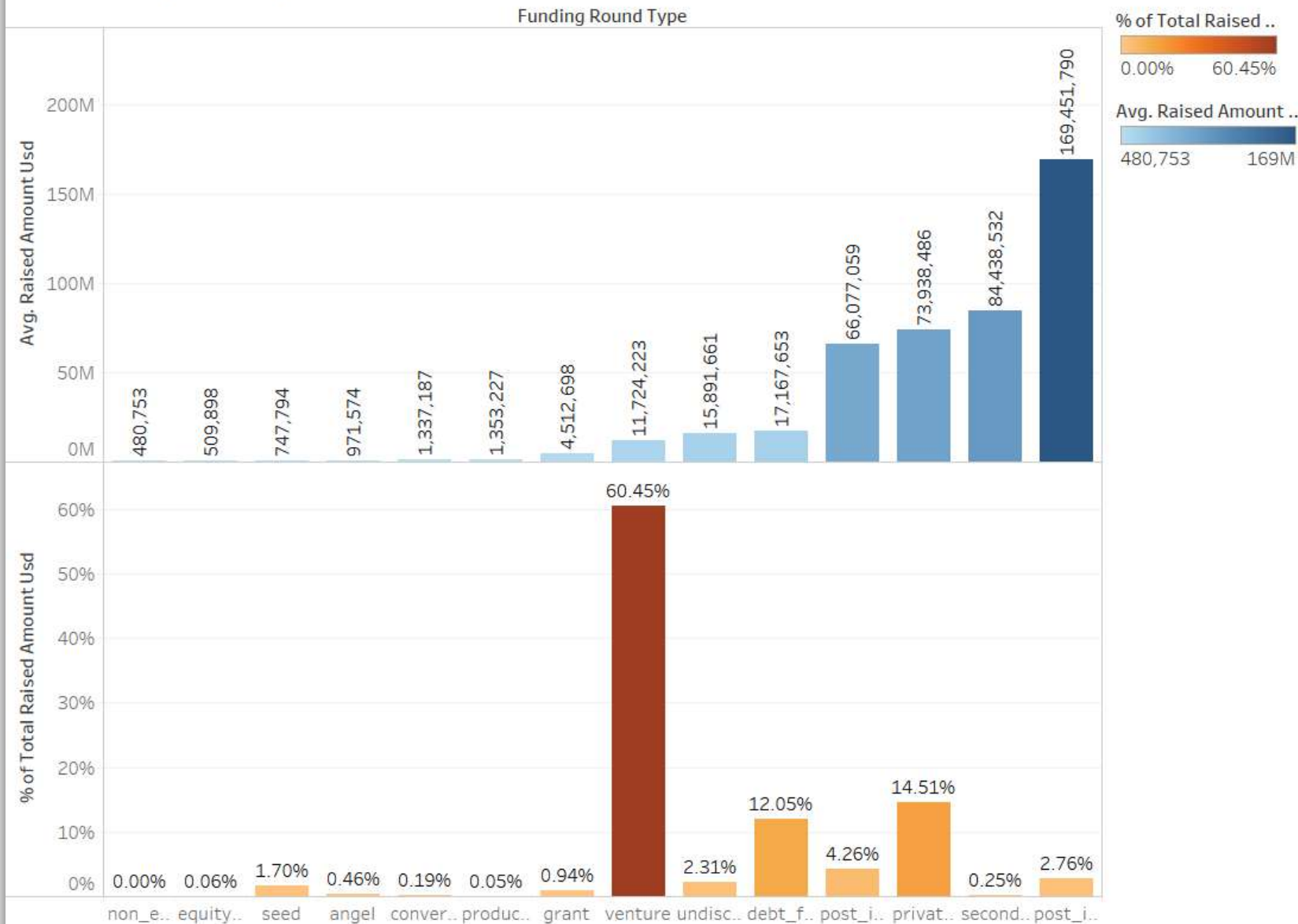
Analysis

3. Sector Analysis

The last but the most difficult task was to find the best sector in each country to invest in . So for each of the top 3 countries we found the top 3 sectors on the basis of the total amount invested in each sector as well as the total number of investments in each sector. The top sectors to invest in are,

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

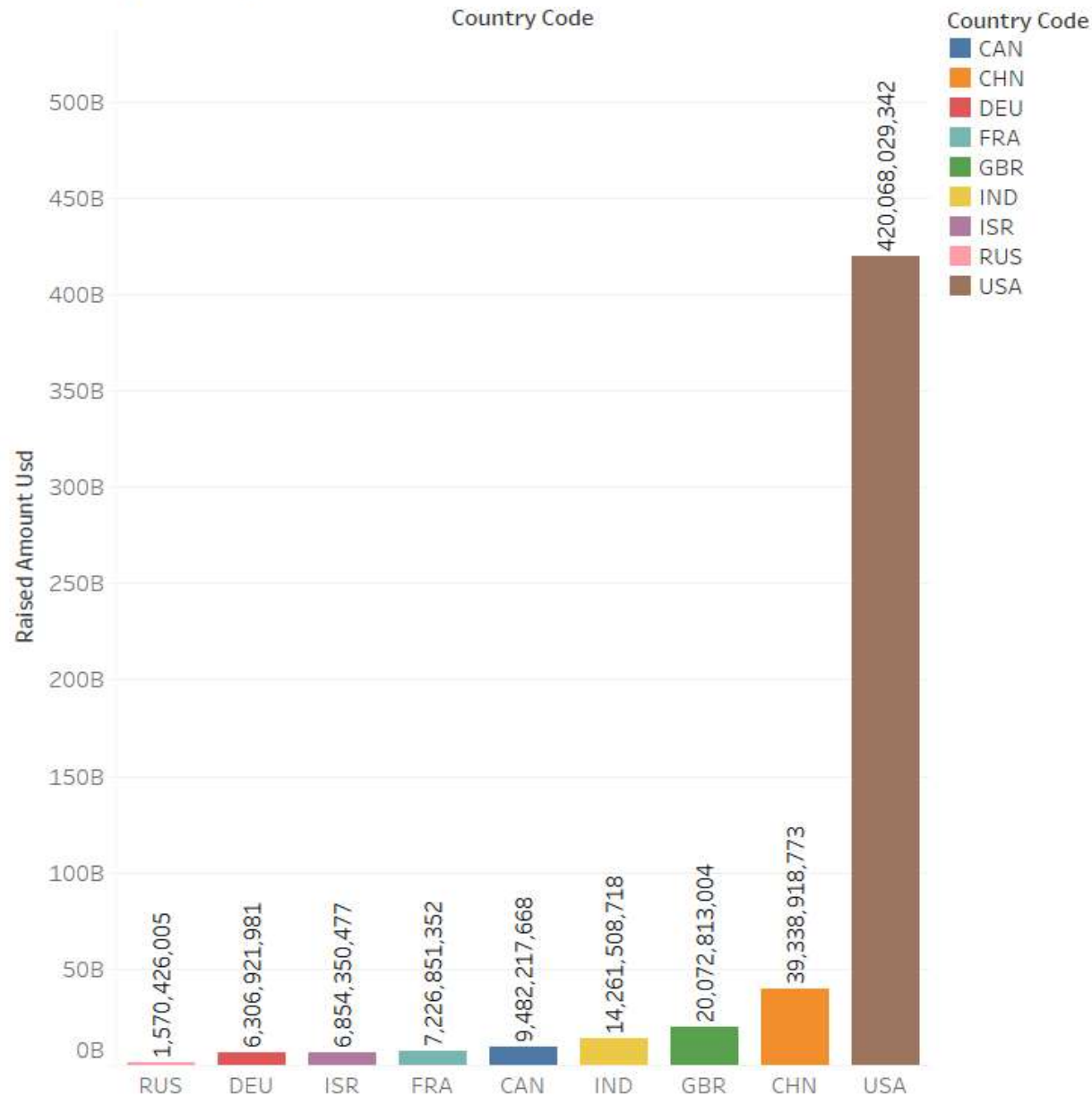
Funding Type Analysis



Average of Raised Amount Usd and % of Total Raised Amount Usd for each Funding Round Type. For pane Average of Raised Amount Usd: Color shows average of Raised Amount Usd. The marks are labeled by average of Raised Amount Usd. For pane % of Total Raised Amount Usd: Color shows % of Total Raised Amount Usd. The marks are labeled by % of Total Raised Amount Usd. The view is filtered on Funding Round Type, which has multiple members selected.

As the funding range of Spark Funds is between **5 million usd** and **15 million usd**. According to the funding type analysis **‘Venture’** will be the best type to invest in.

Country Analysis



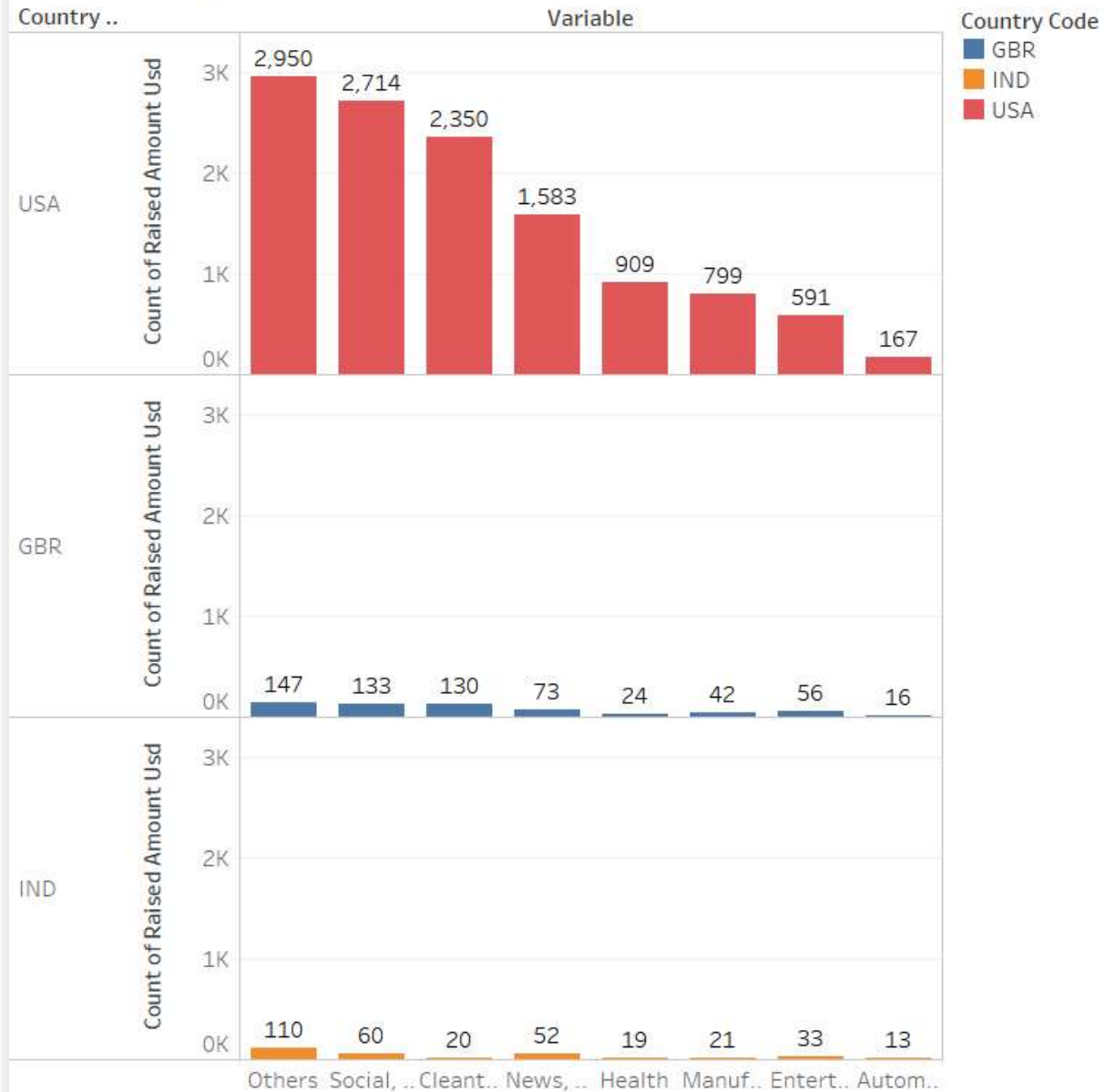
Sum of Raised Amount Usd for each Country Code. Color shows details about Country Code. The marks are labeled by sum of Raised Amount Usd. The data is filtered on Funding Round Type, which keeps venture. The view is filtered on Country Code, which has multiple members selected.

As Spark Funds only want to invest in **English speaking countries**.

According to the Country Analysis the top 3 countries where company should invest are :-

1. **USA (United States of America)**
2. **GBR (United Kingdom)**
3. **IND (India)**

Sector Analysis



Count of Raised Amount Usd for each Variable broken down by Country Code. Color shows details about Country Code. The marks are labeled by count of Raised Amount Usd. The view is filtered on Variable and Country Code. The Variable filter keeps multiple members. The Country Code filter keeps GBR, IND and USA.

According to Sector Analysis the **top 3 sectors** to invest in various countries are-:

For **USA** (United States of America) and **GBR** (United Kingdom)

1. **Others**
2. **Social, Finance, Analytics, Advertising**
3. **Cleantech / Semiconductors**

For **IND** (India)

1. **Others**
2. **Social, Finance, Analytics, Advertising**
3. **News, Search and Messaging**

Conclusions

In conclusion from the analysis if drawing the best result, we have

Suitable Funding Type – Venture

Top Country – USA

And the top sector in USA raising investments in Venture – Others

Therefore the top two companies where we can invest-

1. Virtustream, USA (Others)
2. SST Inc., USA (Social, Finance, Analytics, Advertising)

Thank You