INVESTMENT CASE STUDY

SUBMISSION

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Abstract – Spark Funds Investment

Objective:

To Identify the best sectors, countries, and a suitable investment type for making investments.

Business Type:

Spark Funds an asset management company, would like to understand the global trends in investment. so that the companies can make investment in few companies.

Goals of data analysis:

- Investment type analysis
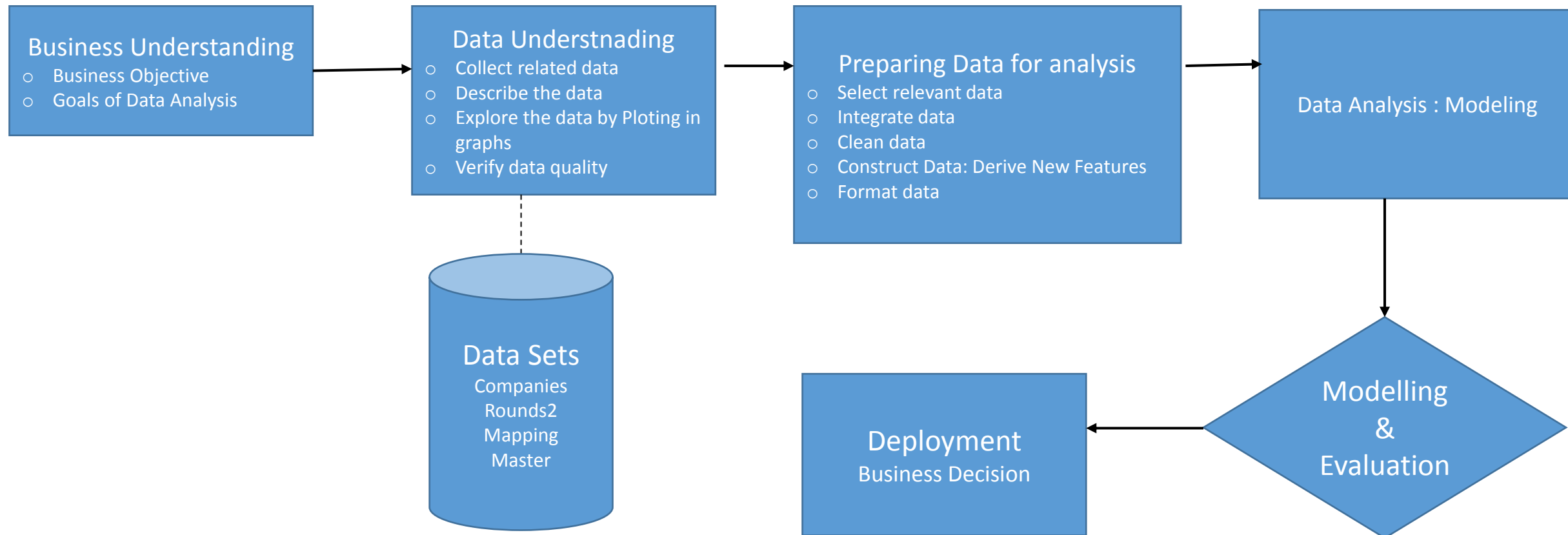- Country analysis
- Sector analysis

Strategy:

Spark Funds wants to invest where most other investors are investing

Spark Funds has two minor constraints for investments

- Invest between 5 to 15 million USD per round of investment
- Invest only in English-speaking countries

Problem solving methodology

Flow Chart

Investment type Analysis

Sparks Funds invest in four types of investment types

❖ Angel

❖ Seed

❖ Private Equity

❖ Venture

From the data, **the Suitable investment type is "Venture"** which ranged between **5 Million USD** and **15 Million USD** and it is highly invested Funding Type

| Funding Type	Avg Investment Amount	Total Number of Investments
Venture	11,724,222.69	47809
Angel	971,573.89	21095
Seed	747,793.68	4400
Private equity	73,938,486.28	1820

Country Analysis

➢ USA, CHN, GBR are the top 3 countries

➢ But we wanted only English Speaking countries & Hence CHN has been ignored.

➢ The next country in the list is IND.

➢ We finally selected USA, GBR, IND as the suitable/suggested countries for investing

country_code	raised_amount_usd
USA	$ 420,068,029,342.00
CHN	$ 39,338,918,773.00
GBR	$ 20,072,813,004.00
IND	$ 14,261,508,718.00
CAN	$ 9,482,217,668.00
FRA	$ 7,226,851,352.00
ISR	$ 6,854,350,477.00
DEU	$ 6,306,921,981.00

Sector Analysis

	C1(USA)	C2(GBR)	C3(IND)
Top Sector name	**Others**	**Others**	**Others**
Second Sector name	**Social, Finance, Analytics, Advertising**	**Cleantech / Semiconductors**	**Social, Finance, Analytics, Advertising**
Third Sector name	**Cleantech / Semiconductors**	**Social, Finance, Analytics, Advertising**	**News, Search and Messaging**
Number of investments in top sector (3)	**2423**	**129**	**78**
Number of investments in second sector (4)	**2216**	**126**	**45**
Number of investments in third sector (5)	**1991**	**118**	**41**
For point 3 (top sector count-wise), company received the highest investment	**SpiderCloud Wireless**	**MyOptique Group**	**EximSoft-Trianz**
For point 3 (top sector count-wise), company received the highest investment	**Flite**	**Onyvax**	**inTarvo**

Average amount and Fractions of Total investments
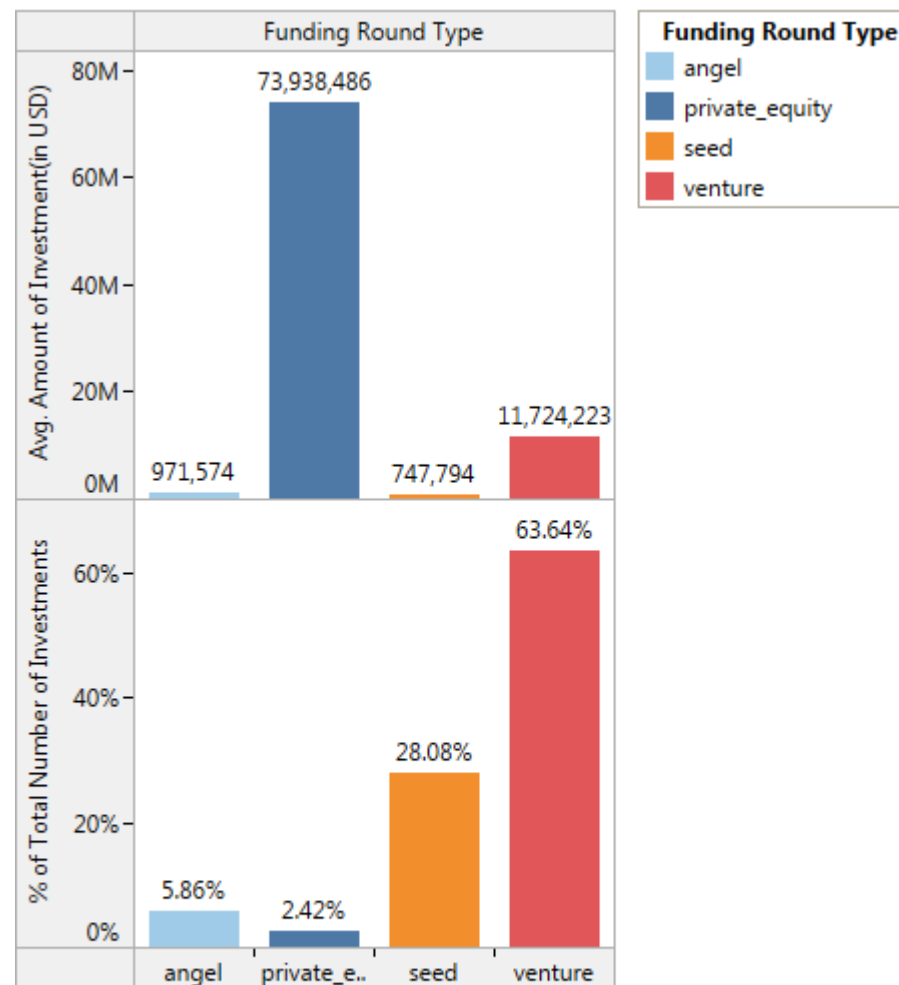
Average of Raised Amount Usd and % of Total Number of Records for each Funding Round Type. Color shows details about Funding Round Type. The view is filtered on Funding Round Type, which keeps angel, private_equity, seed and venture.
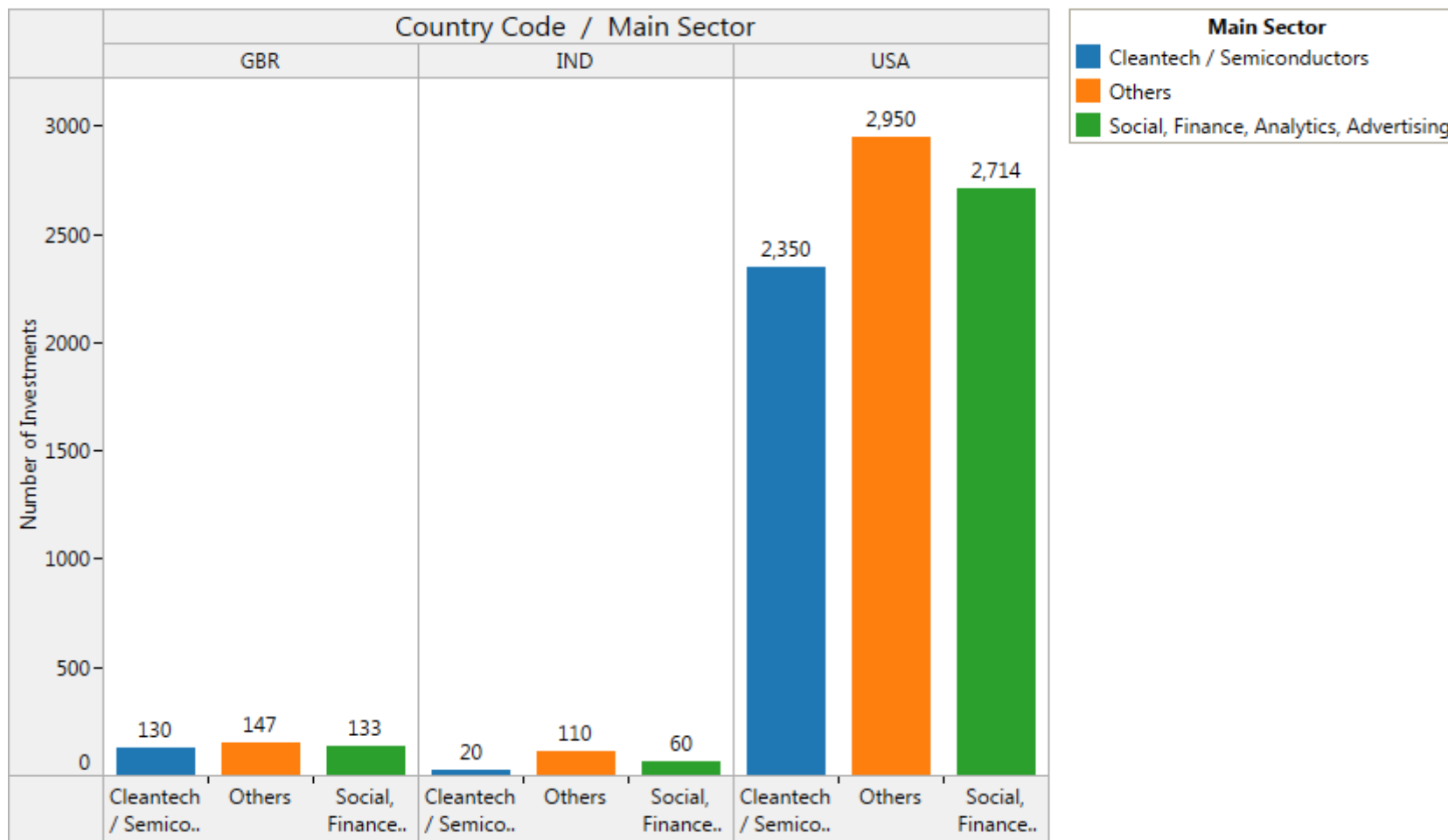
Top 9 Countries – Sum of Invest in ventures
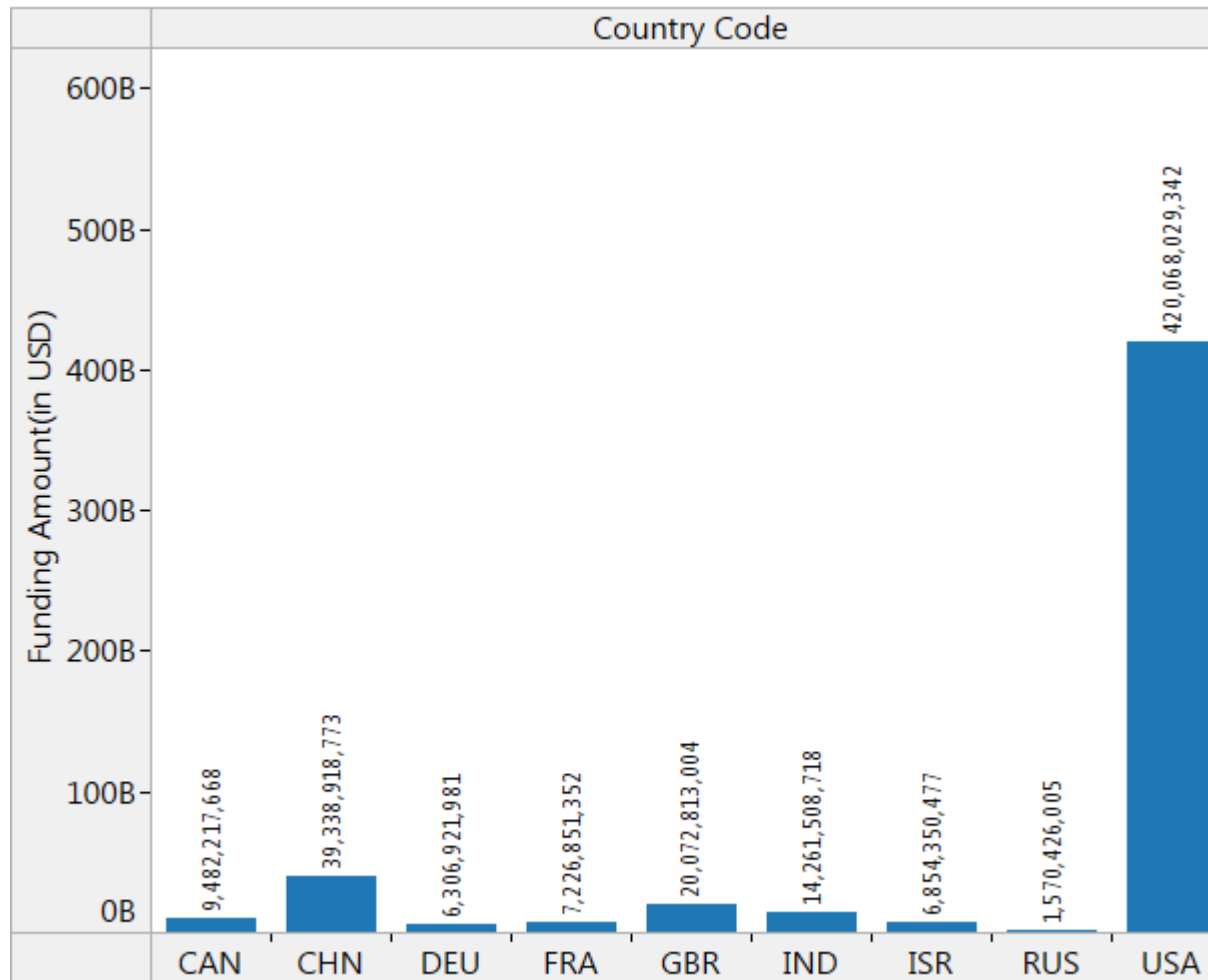
Sum of Raised Amount Usd for each Country Code. The data is filtered on Funding Round Type, which keeps venture. The view is filtered on Country Code, which has multiple members selected.

Top 3 Countries & Top 3 Sectors

Sum of Number of Records for each Main Sector broken down by Country Code. Color shows details about Main Sector. The data is filtered on Funding Round Type and Raised Amount Usd. The Funding Round Type filter keeps venture. The Raised Amount Usd filter ranges from 5000000 to 15000000. The view is filtered on Country Code and Main Sector. The Country Code filter keeps GBR, IND and USA. The Main Sector filter keeps Cleantech / Semiconductors, Others and Social, Finance, Analytics, Advertising.

Conclusions

❑ From the analysis

❑ The best investment type is <mark>Venture</mark> in Investment type analysis

❑ The Top 3 English Speaking countries are <mark>USA, GBR, IND</mark> in the country analysis

❑ The top sectors are

    1. Others

    2. Social, Finance, Analytics, Advertising

    3. Cleantech / Semiconductors

❑ The venture investment type in the "**others**" sectors is the **highest** among all the top 3 countries.

❑ The **Second** highest sector "**Social, Finance, Analytics, Advertising**" is highest in USA & IND and where as "**Cleantech / Semiconductors**" in GBR

❑ The **Third** highest sector "**Cleantech / Semiconductors**" in **USA**, sector "**Social, Finance, Analytics, Advertising**" in **GBR** And

❑ "**News, Search and Messaging**" in **IND**.