

INVESTMENT CASE STUDY

SUBMISSION

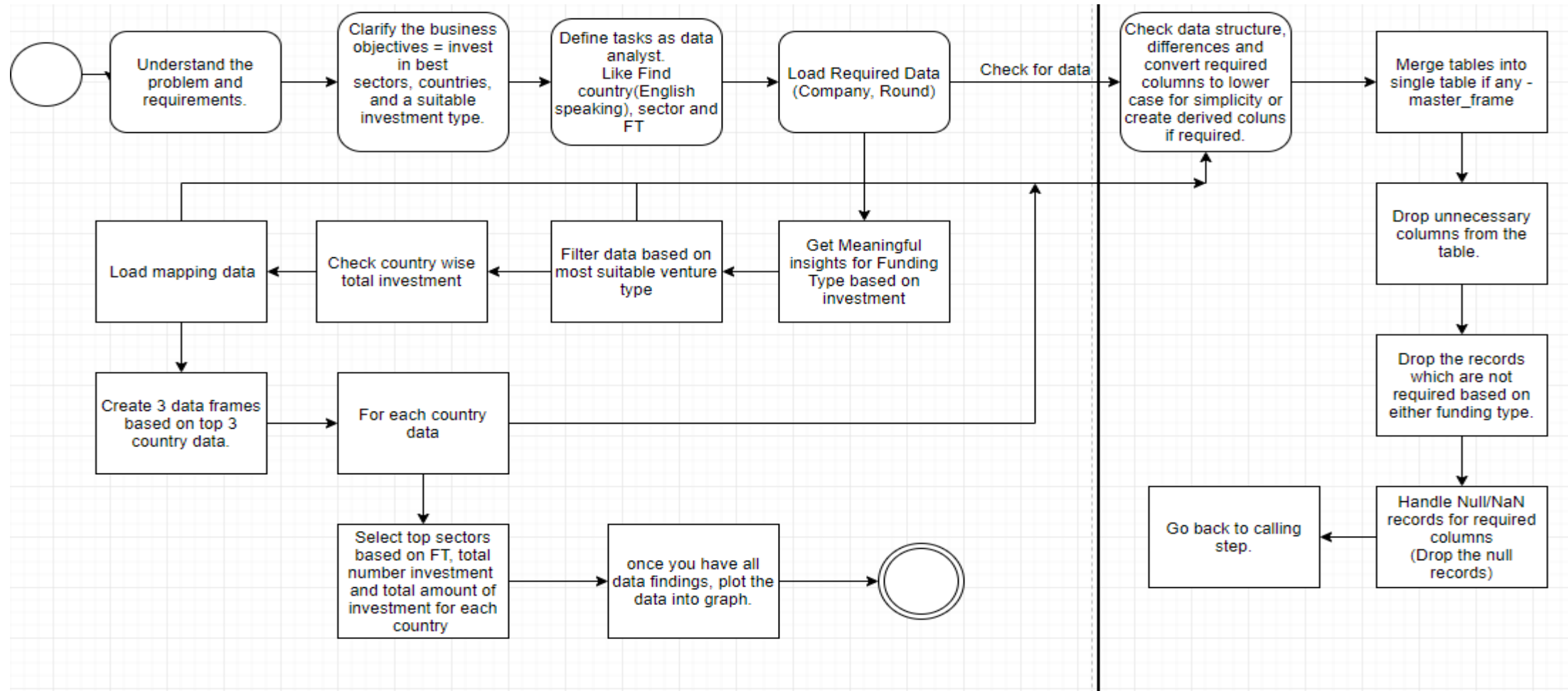
Group Name:

1. Member name – Tejas Pagi

strategy - Spark Funds wants to invest where most other investors are investing. To make the business easy, Spark Funds also wants the countries to be English speaking countries only.

objective - to identify the best sectors, countries, and a suitable investment type for making investments. The overall strategy is to invest where others are investing, implying that the 'best' sectors and countries(English speaking) are the ones 'where most investors are investing'.

<Problem solving methodology>



Data understanding and clean up is iterative task. So after most of the above steps we will go to data build/clan up task on right side

Investment Type analysis – We have considered 4 major funding types for our analysis - “venture”, “angel”, “private equity” and “seed”.

1. Total number of investment for funding type “venture” is way more than other funding types like “angel”, “private equity” and “seed”.
2. 78.29% funding has been don’t for funding type “venture”
3. The mean of the total investment for venture is 11.74 millions which shows the number of investments are quite high as well for “venture”.
4. Please refer plot 1 for the same results.

Country Analysis – best fit investment type is “venture”.

1. Our goal is to find countries where company can invest and business will be easy.
2. To do so we need to find the countries where the investment is high.
3. Please refer plot 2 to get insight about top countries which have been invested the most.
4. For the easy of business we need to select companies where English is official language.
5. As you can see from plot 2, the top English speaking countries are “United States”, “United Kingdom” and “India”.

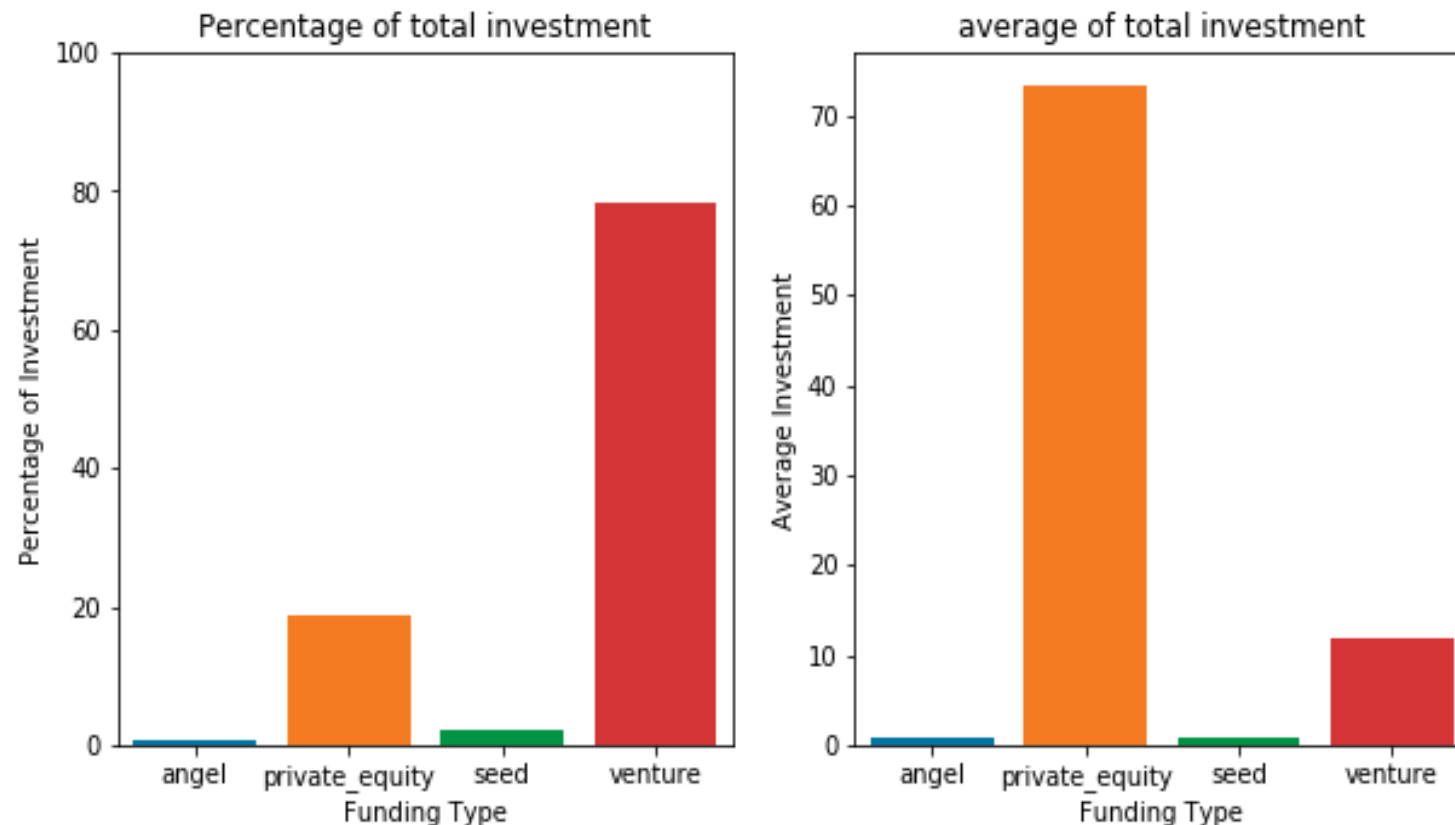
Sector Analysis – Best fit investment type is “venture” and top English speaking countries are “United States”, “United Kingdom” and “India”

1. To narrow down our investment strategy, we need to find top sectors where company can invest.
2. To do so we need find top sectors where investment is high.
3. Please refer plot 3 to get insight about top 3 sectors for each top companies.

Percentage of total investment – Shows funding type “venture” has max amount of investment.

Average of total investment – shows “venture” has more number of investments compare to “private_euity”. such that the average of “venture” investment is lesser than “private_equity” investment.

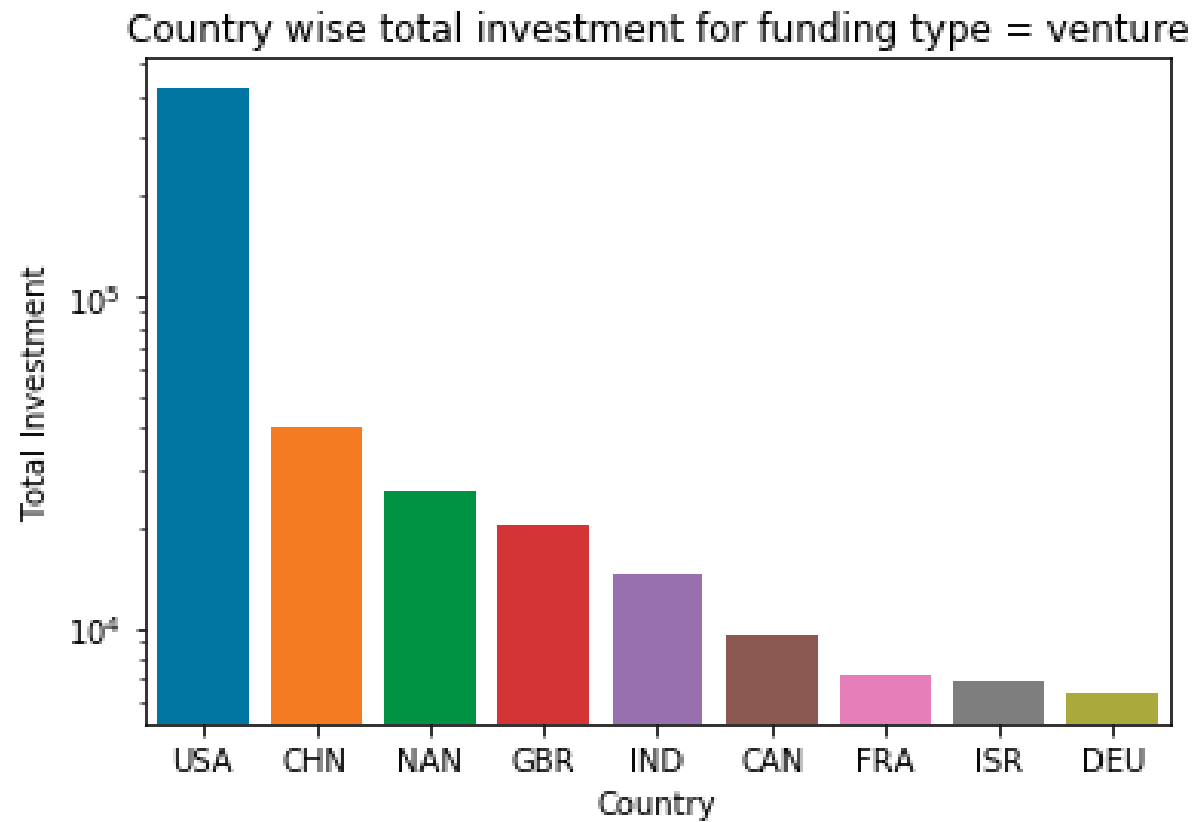
Plot 1



Country wise total investment for funding type = venture = shows top countries based on total investment.

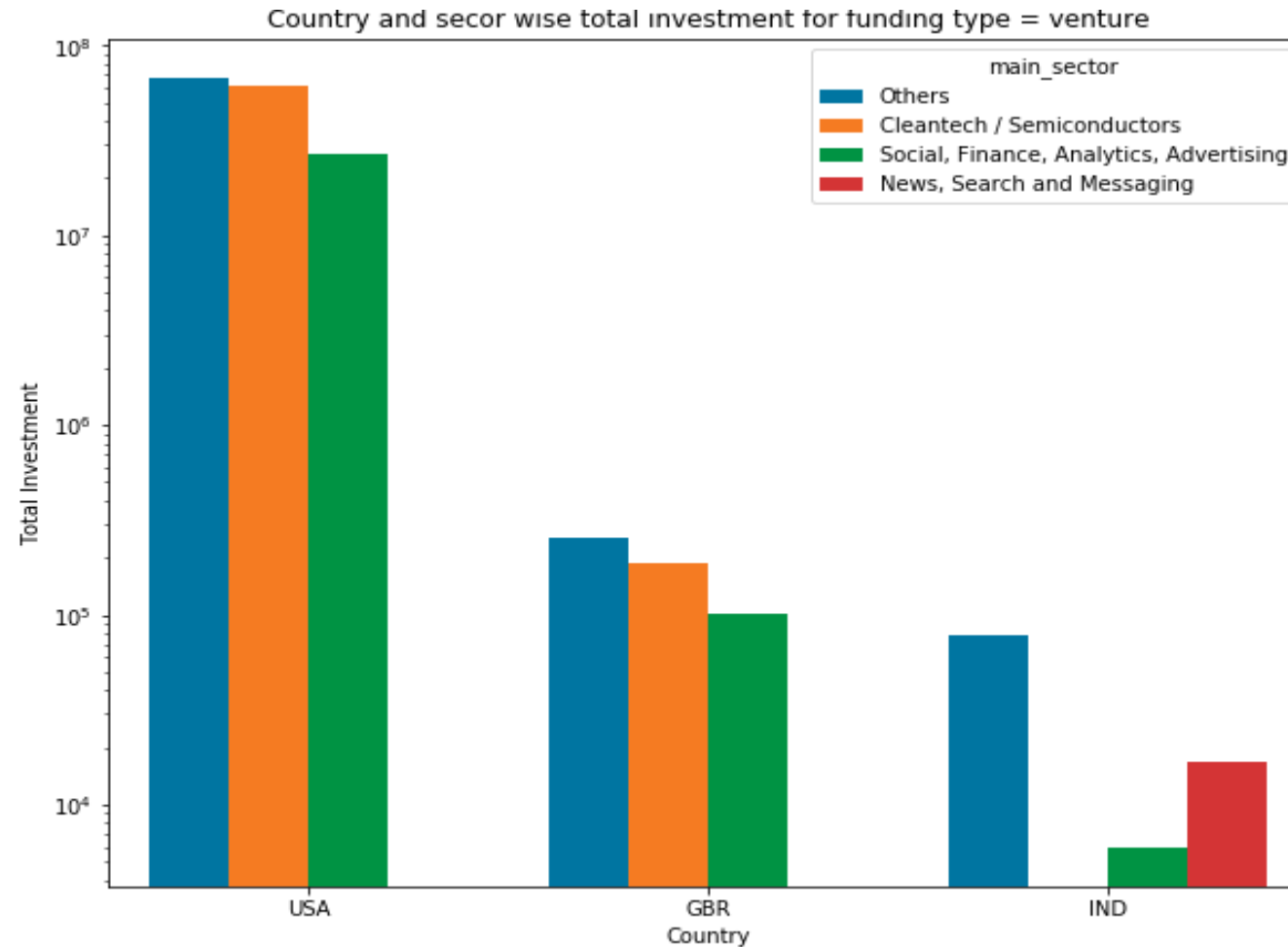
The top 3 English speaking countries are – 1. United States(USA) 2. United Kingdom(GBR) 3. India(IND)

Plot 2



Country and sector wise total investment for funding type = venture = shows top 3 English speaking countries and most invested sectors.

Plot 3



<Conclusions>

The company can finance for investment type “venture” and for below sectors in top 3 countries (sorted based on total investments).

1. United states – 1. “Others”

2. “Cleantech / Semiconductors”

3. “Social, Finance, Analytics, Advertising”

2. United Kingdom – 1. “Others”

2. “Cleantech / Semiconductors”

3. “Social, Finance, Analytics, Advertising”

3. India - 1. “Others”

2. “News, Search and Messaging”

3. “Social, Finance, Analytics, Advertising”