

INVESTMENT CASE STUDY SUBMISSION

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Project Overview

To understand the global trends in investments so that Spark Funds can take decisions to make investments in a few companies.

Problem Solving Methodology

- After merging the companies and rounds2 dataframes, we analysed the master_frame dataframe and while looking at the mean of funding_round_type we found that the venture is the most suitable Founding type for Spark Funds to invest.
- As the Spark Funds is investing an amount between **5 to 15 million USD**



Analysis

- We also found the most suitable English speaking countries to invest in like USA, India, United Kingdom
- China also being on top was an option but was neglected because English is not a common language there.





Analysis

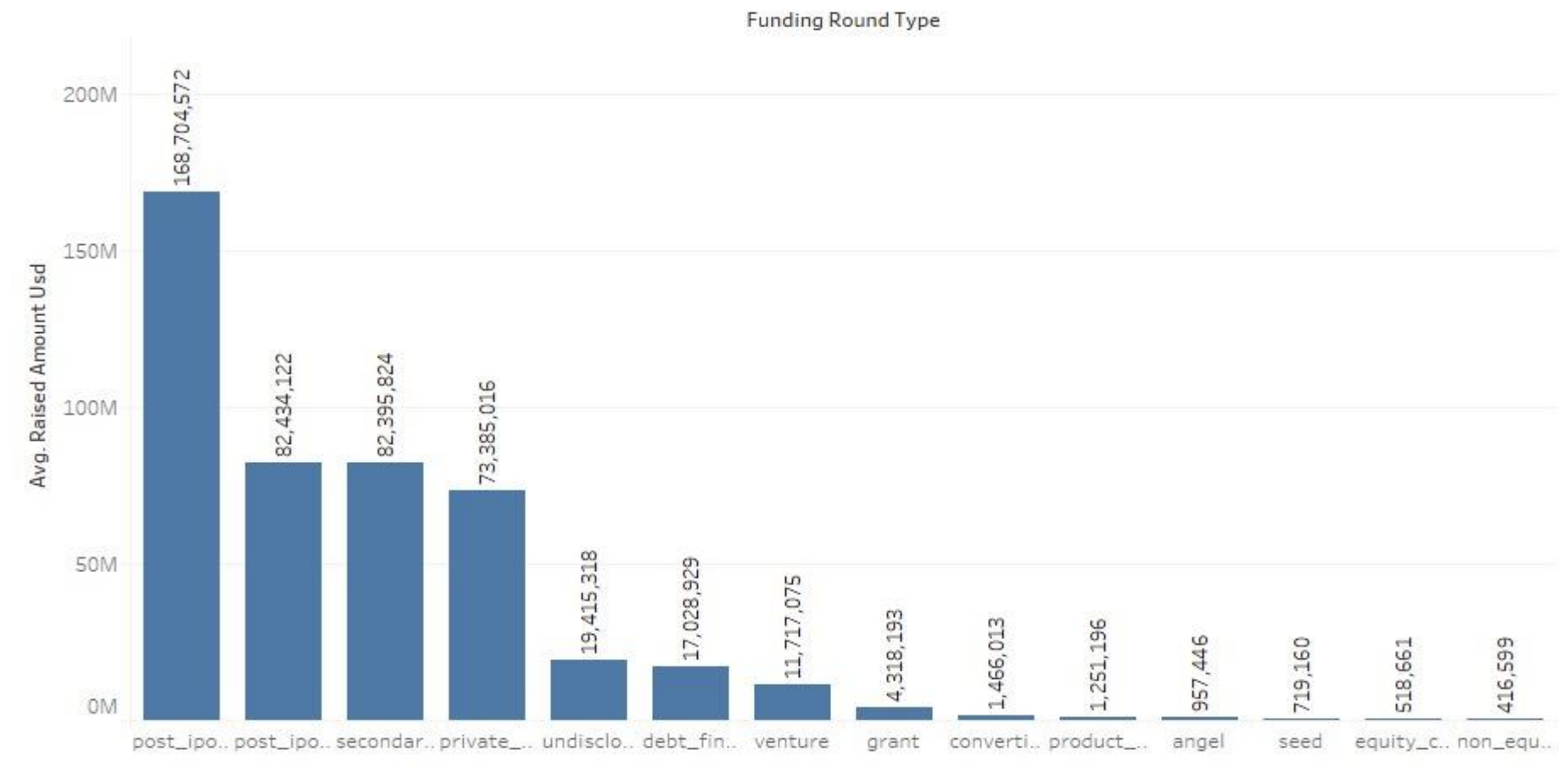
- After combining the data-frames with the mapping data-frame, we had to analyse the sectors which are best for Sparks Fund for investment.
- Few of the top sectors being:
 - Social, Finance, Analytics, Advertising, Cleantech / Semiconductors ,News, Search and Messaging
 - Now Sparks Fund can invest in various sectors in different countries looking at the moving trend.

Top companies received the maximum investing are:

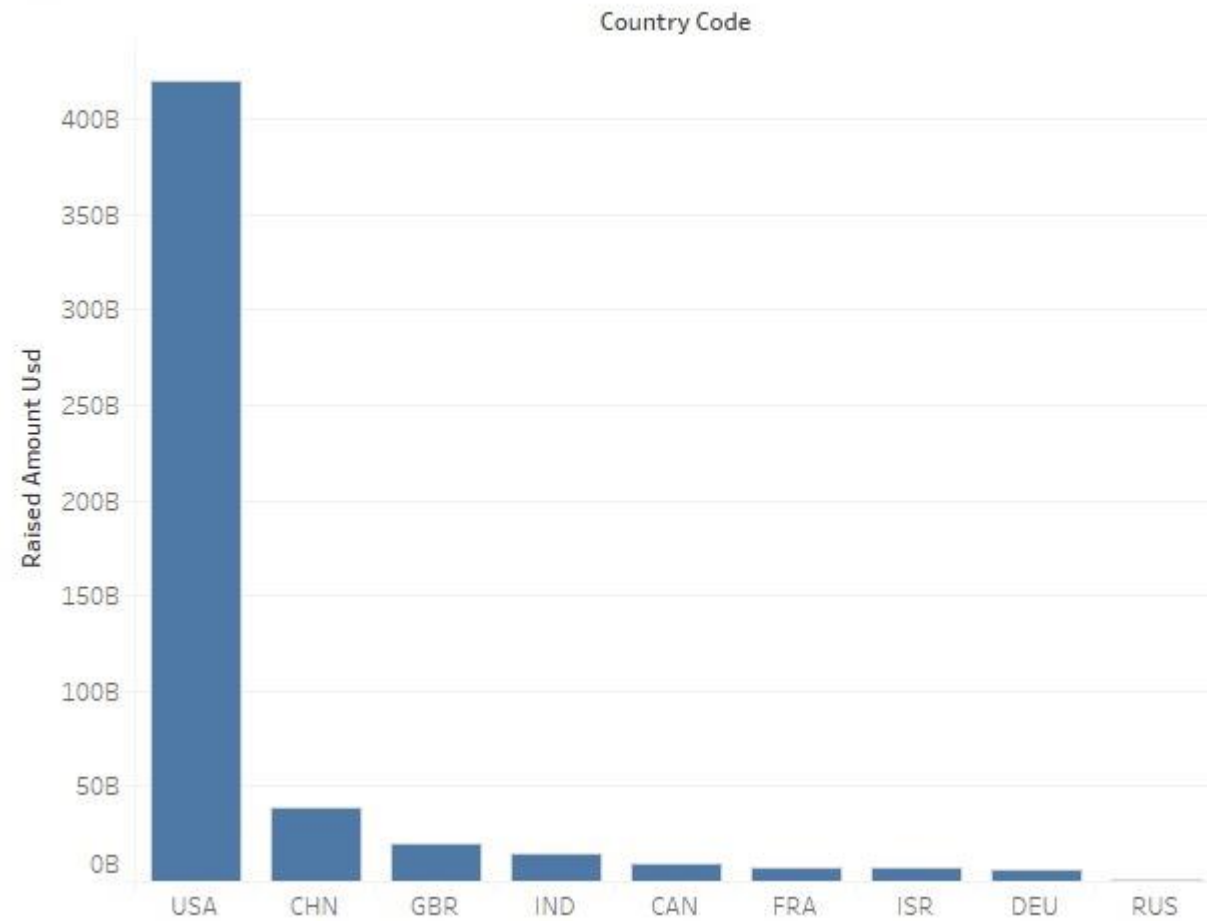
- AirTight Networks
- Electric Cloud
- Myntra
- SST Inc. (Formerly ShotSpotter)
- EUSA Pharma
- inTarvo



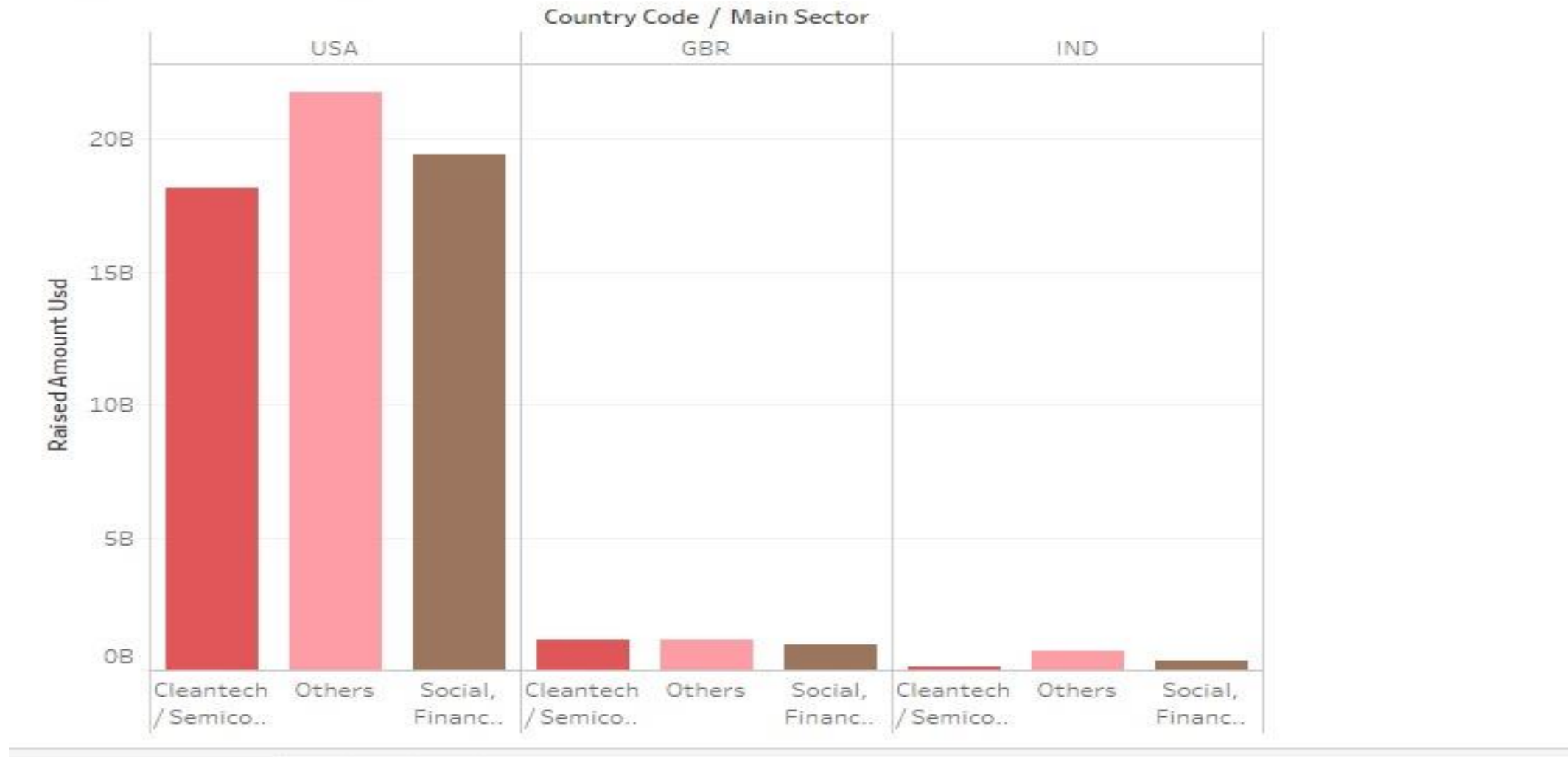
Investment Type



Top 9 Countries



Top 3 sectors, Top 3 countries



Conclusions

- After looking at the top trending sectors and leading investment companies we would suggest that Sparks Fund should be investing in USA country in the sector Social, Finance, Analytics, Advertising and Cleantech / Semiconductors and few other sectors also.
- AirTight Networks, Electric Cloud, Myntra being best the companies to invest in.