

# INVESTMENT CASE STUDY

## SUBMISSION

Submitted by :-

Vibhor Malik

Spark Funds wants to make investments in a few companies. With the help of global trends in investment they want to take the investment decision effectively. The overall aim of analysis is where to invest.

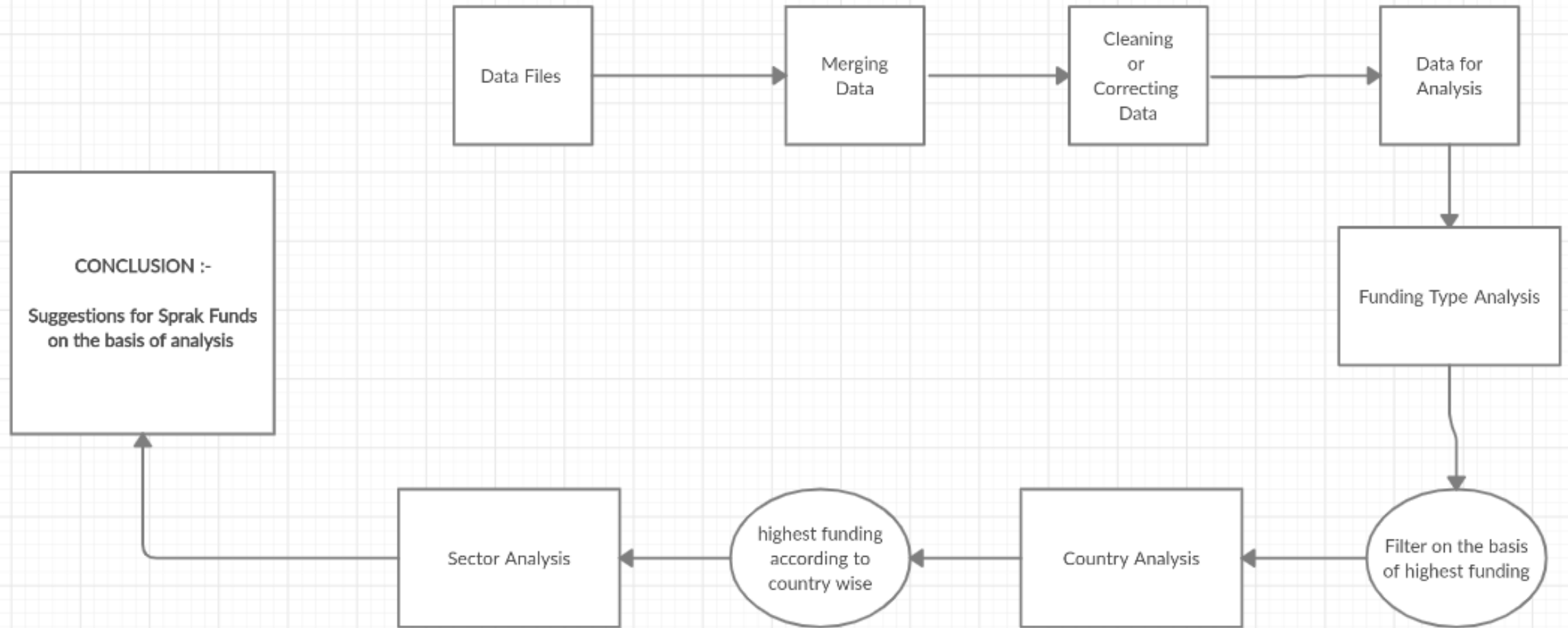
**Business Constraints :**

- Company wants to invest between 5 to 15 million USD per round of investment.
- Company wants to invest in English-speaking countries.

**Objective :** To identify the best countries, sectors and suitable investment is required.

**Goals :**

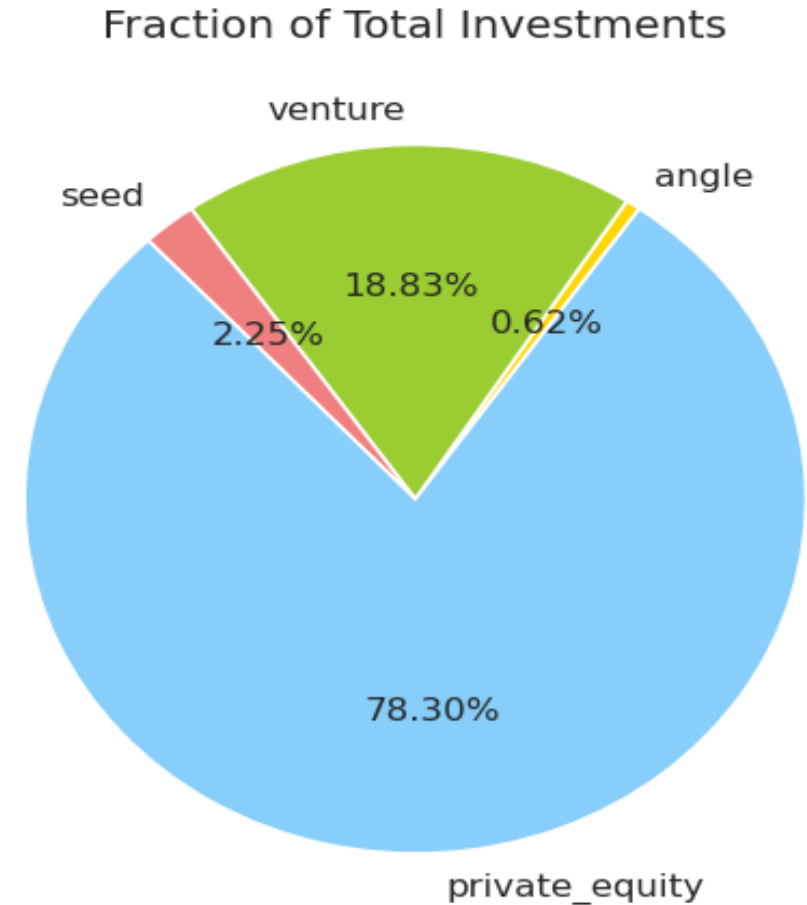
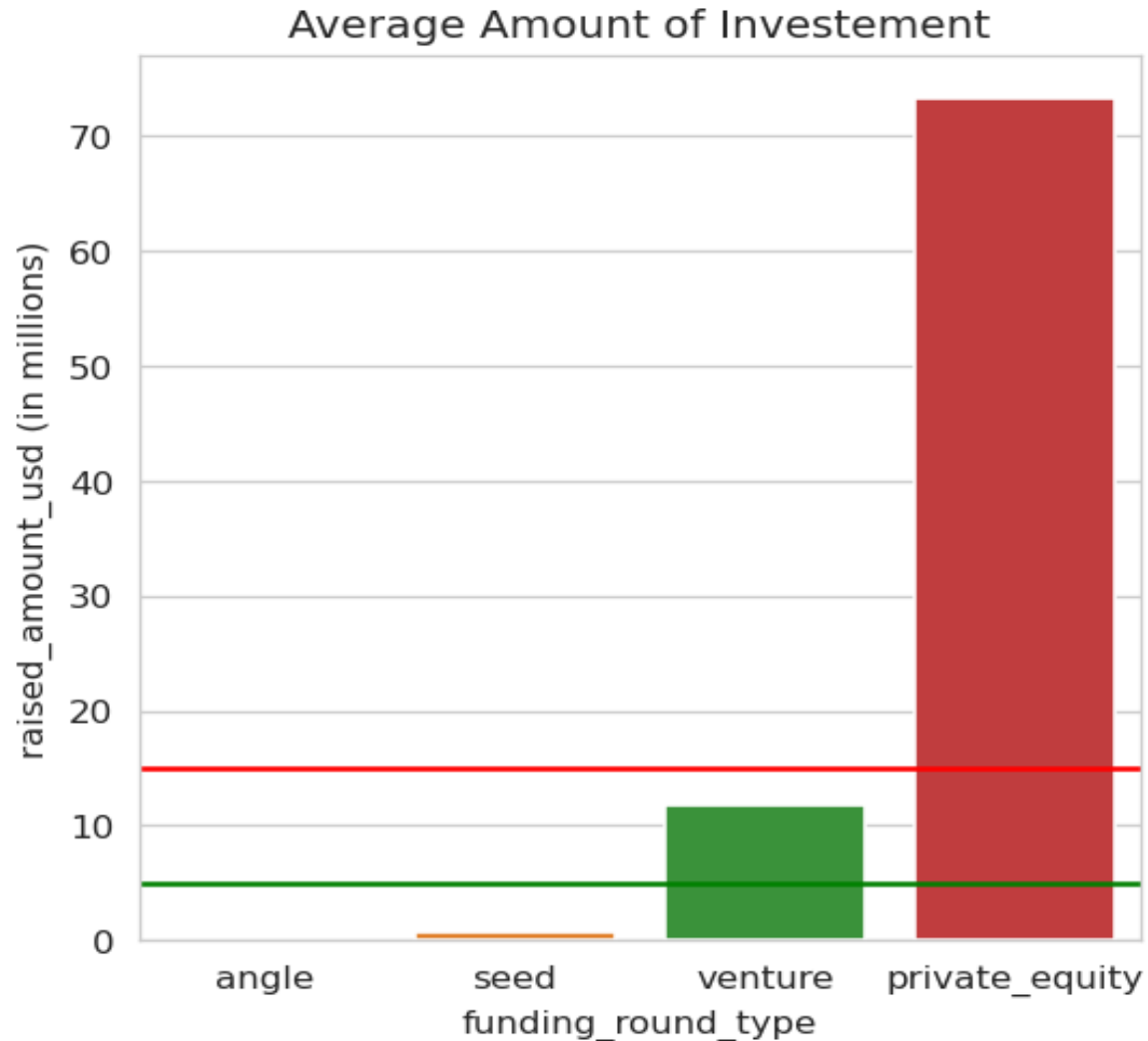
1. Investment type analysis
2. Country analysis
3. Sector Analysis



- According to analysis Venture is the most common type of Funding Round with 50228 followed by seed with 23602 and debt\_financing with 6682.
- Private Equity has very high value of average raised amount, but it is not match with the current investment bar of our company.
- The most representative value of the investment amount for each funding types is :

Investment Type	Average Investment amount
angel	958694
private_equity	73308593
seed	719779
venture	11748949

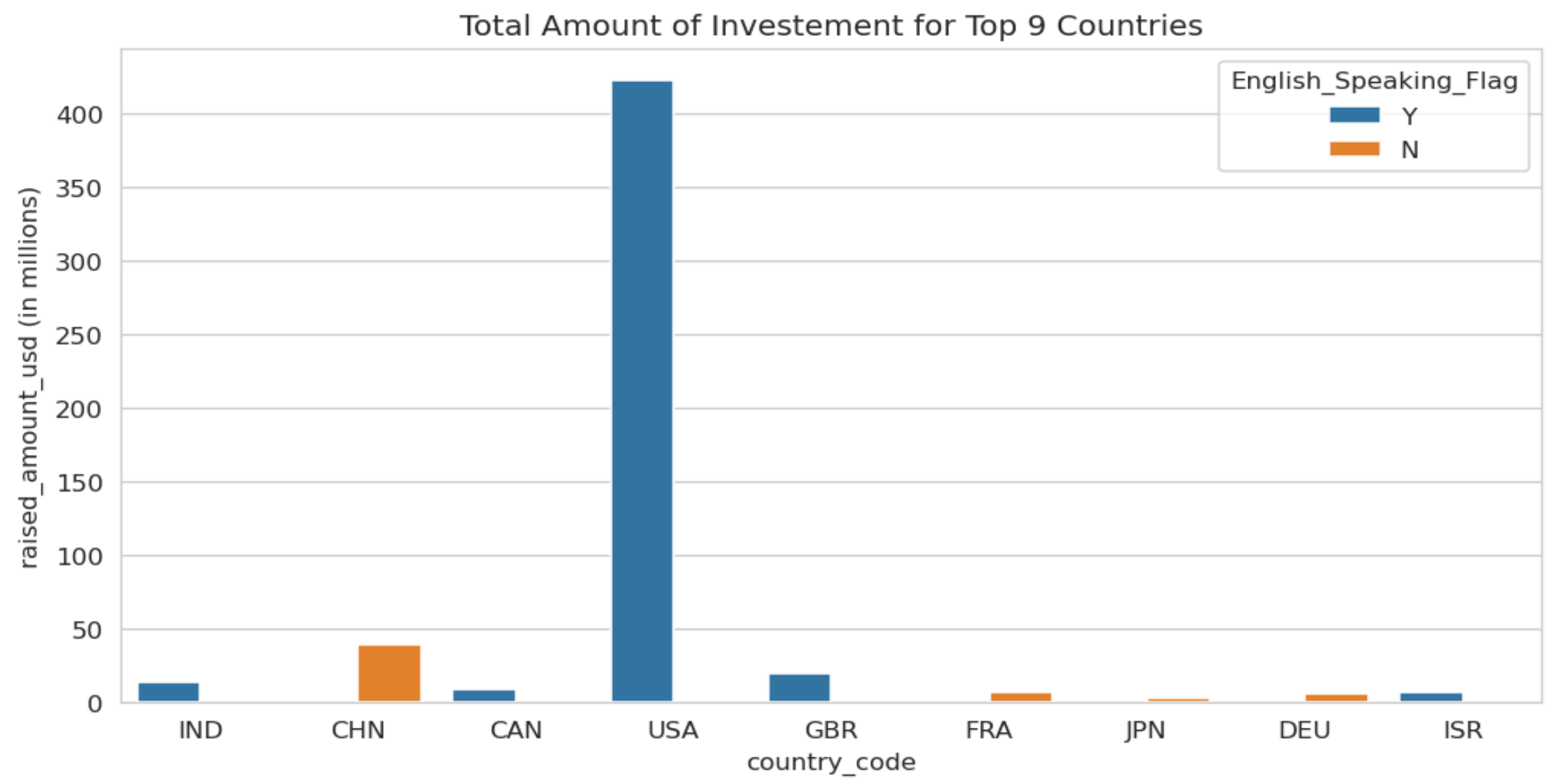
- Based on above data analysis, funding\_round\_type and raised\_amount\_usd equals to venture only satisfies criteria for Spark Funds to invest between 5 to 15 million USD per investment round.



- There are 97+ countries for the investing into venture.
- Based on analysis the top 9 countries fit for investment is shown below :-

Country Name	Investment Amount
USA	422510842796
CHN	39835418773
GBR	20245627416
IND	14391858718
CAN	9583332317
FRA	7259536732
ISR	6907514579
DEU	6346959822
JPN	3363676611

- But top 3 English speaking countries from above are **USA, United Kingdom(GBR) and India(IND)** so Company needs to invest in these country

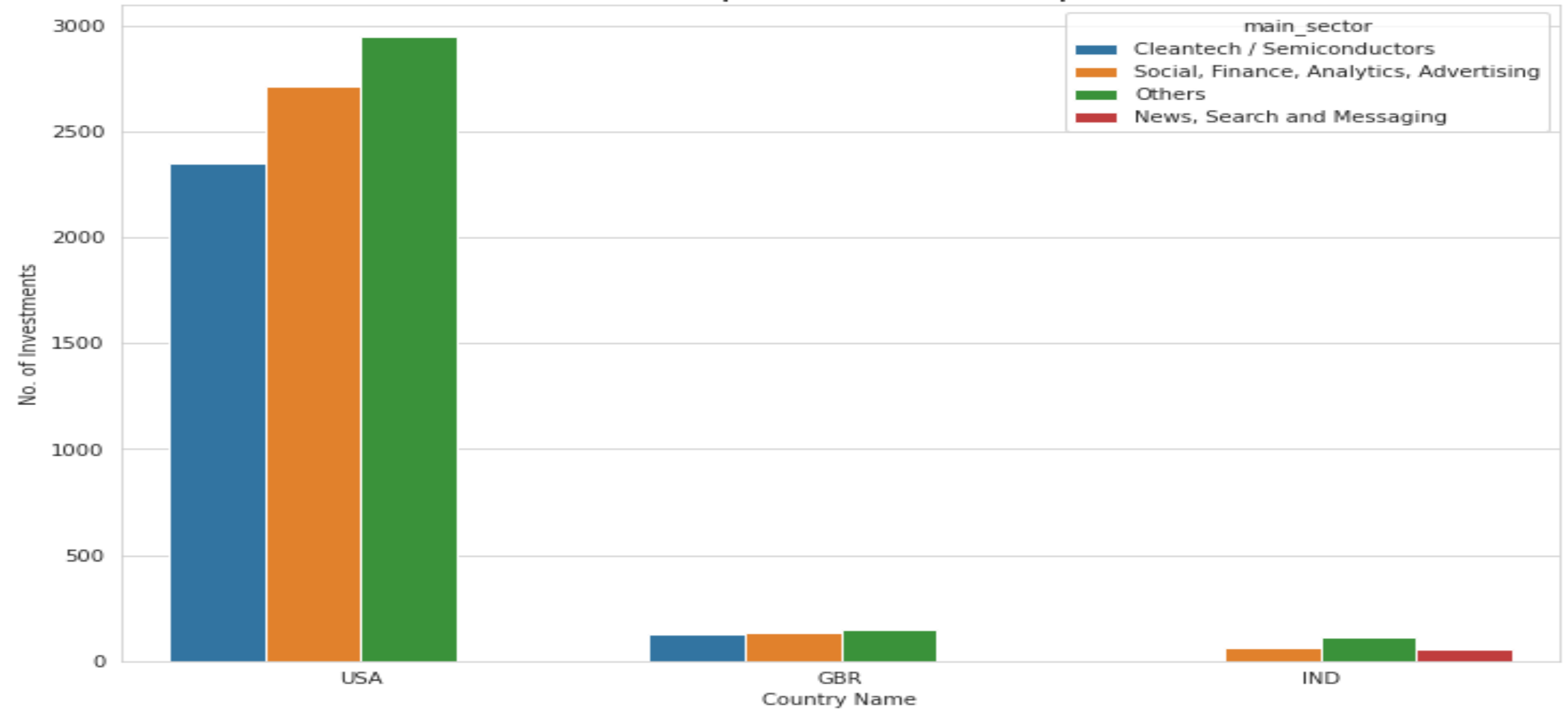


- There are 8 main Sectors for investments. These are **`Others`, `Cleantech / Semiconductors`, `Social, Finance, Analytics, Advertising`, `News, Search and Messaging`, `Health`, `Manufacturing`, `Entertainment`, `Automotive & Sports`.**
- Based on 3 main sectors of 3 english speaking country is as follows :-

Country	Main Sector Name	Number of Investment
USA	Others	2950
	Social, Finance, Analytics, Advertising	2714
	Cleantech / Semiconductors	2350
GBR	Others	147
	Social, Finance, Analytics, Advertising	133
	Cleantech / Semiconductors	130
IND	Others	110
	Social, Finance, Analytics, Advertising	60
	News, Search and Messaging	52



## Investments in top3 sectors of top 3 countries



From all Data Analysis there are following strategy Spark funds considering for Investment

- Spark Fund should consider investing in funding type **venture** in **Others** main sector of **USA** as that is the choice of many investors for investment.
- If Spark Funds wants to invest in different countries other than USA, **United Kingdom and India** in funding type **venture** and main sector is **Others**
- If Spark Funds wants to invest in different sectors to reduce the risk along with above top 3 countries with top 3 sectors as mention in previous slide.