



INVESTMENT CASE STUDY

SUBMISSION

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Abstract



Spark Funds, an asset management company, wants to make investments in a few companies. Before investment decisions are made, there is a need to understand the global trends in investments.

The Strategy

To invest where most other investors are investing

The business objective

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

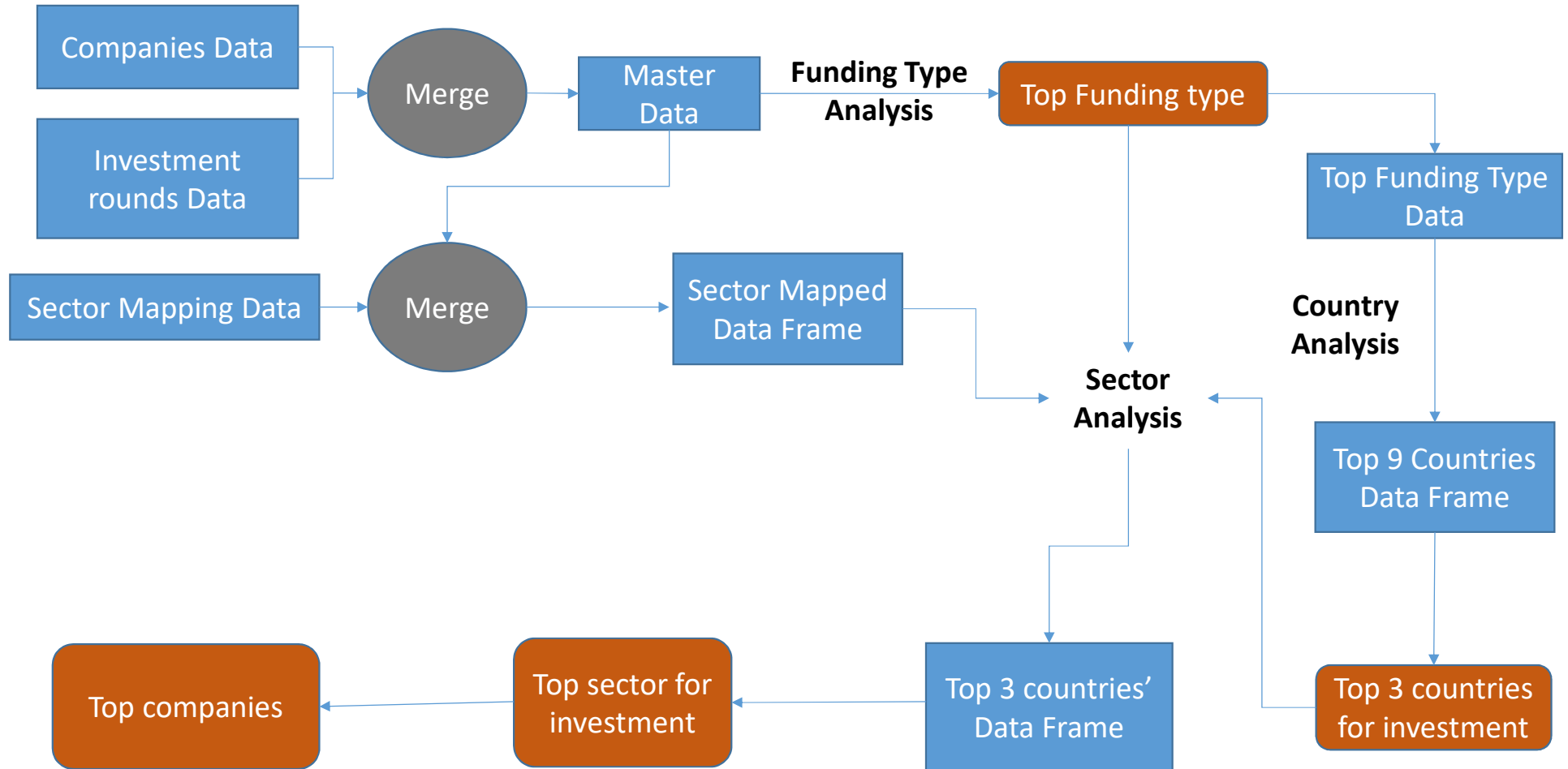
Goals of data analysis

Investment type analysis –To identify the best investment type among venture, seed, angel, and private equity categories with an investment of 5 to 15 million USD per round.

Country analysis–To identify the countries with the maximum amount of investment.

Sector analysis –To identify the sectors with the most number of investments.

Problem solving methodology





Funding Type Analysis



The average investment amount in USD for each of the 4 funding types

Investment Type	Average investment amount (million USD)
Venture	11.75
Angel	0.96
Seed	0.72
Private Equity	73.31

Since there is a constraint of raised amount to be between 5 to 15 million USD per investment round, the preferred type of investment is **Venture**.



Country Analysis



The top 9 countries which have received the highest total funding across all sectors for ‘Venture’ investment type

Country	Total Investment (million USD)	Is English an official Language?
United States (USA)	422510.84	Y
China (CHN)	39835.42	N
United Kingdom (GBR)	20245.63	Y
India (IND)	14391.86	Y
Canada (CAN)	9583.33	Y
France (FRA)	7259.54	N
Israel (ISR)	6907.51	N
Germany (DEU)	6346.96	N
Japan (JPN)	3363.68	N

The top 3 most investment-friendly countries for ‘**Venture**’ investment are

United States, United Kingdom and India



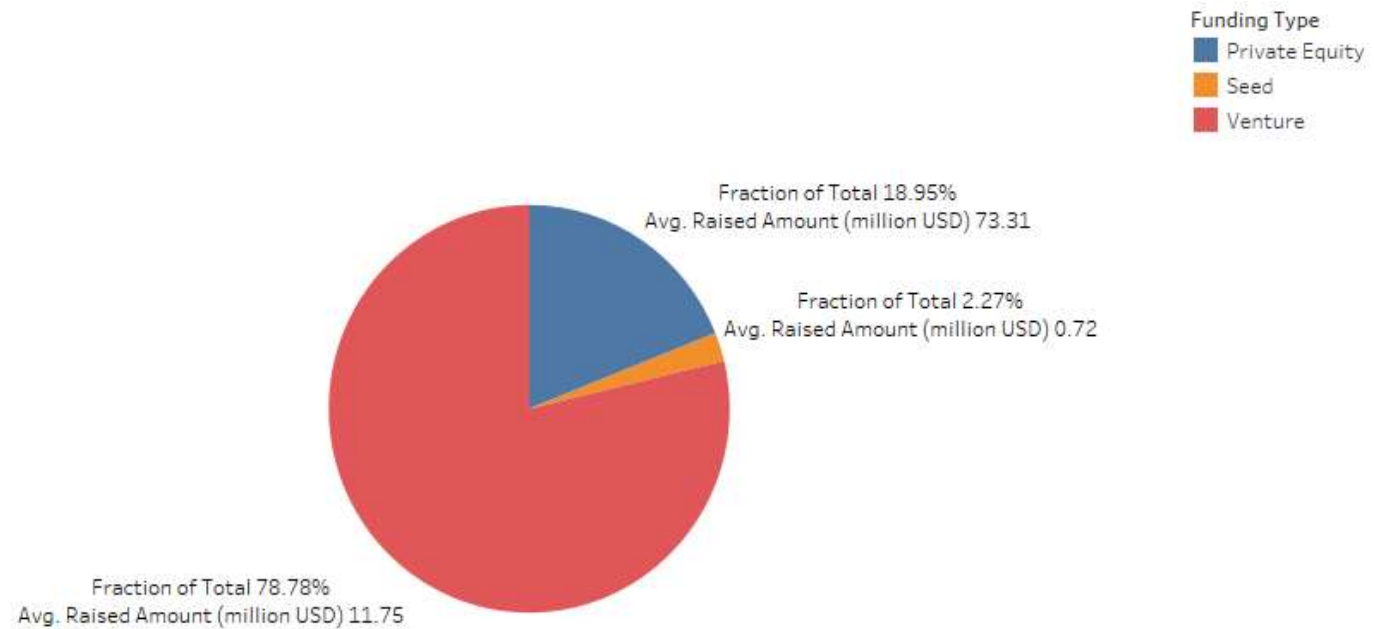
Sector Analysis



Sector-wise investment details for the top 3 investment friendly countries for **Venture** investment type

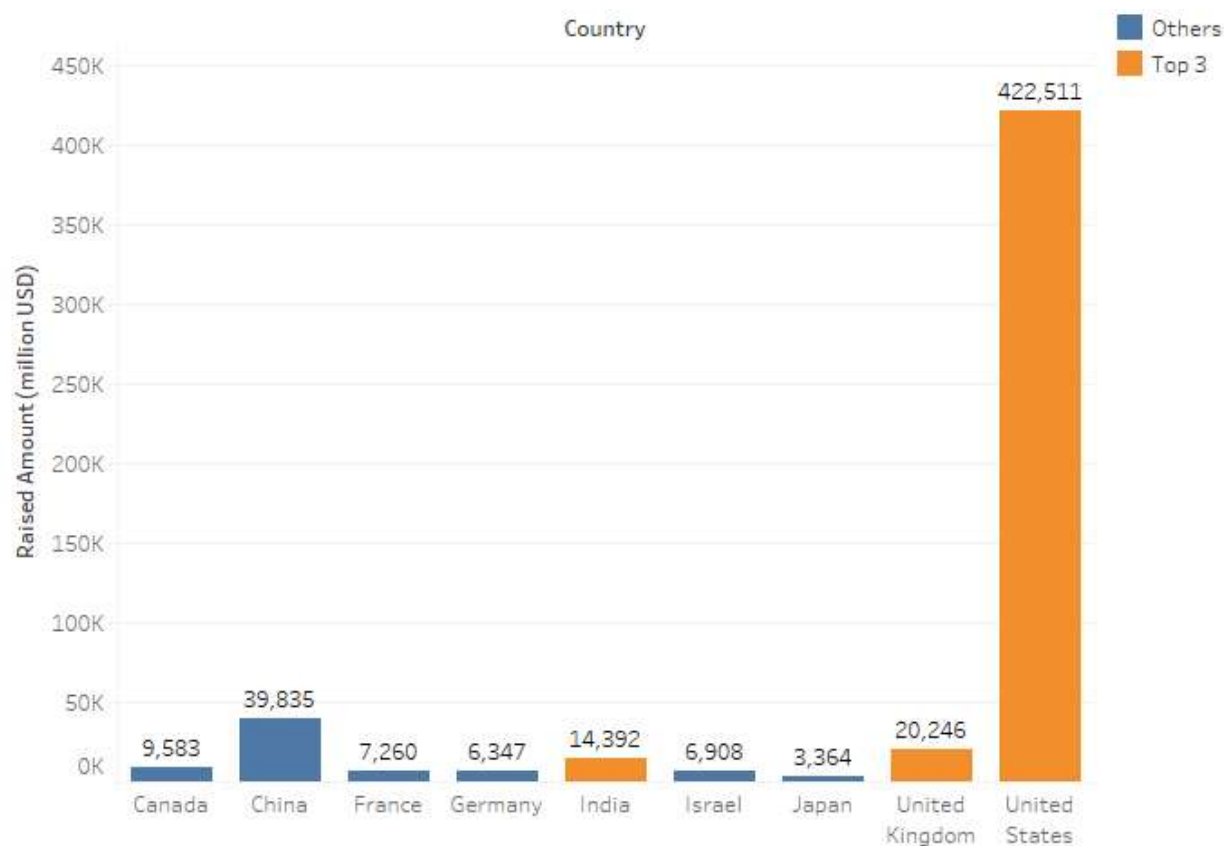
Main Sector	Number of Investments	Total Amount Invested (million USD)	To*p company
United States			
Others	2950	108531.35	Virtustream
Social, Finance, Analytics, Advertising	2714		SST Inc. (Formerly ShotSpotter)
Cleantech / Semiconductors	2350		Biodesix
United Kingdom			
Others	147	5436.84	Electric Cloud
Social, Finance, Analytics, Advertising	133		Celltick Technologies
Cleantech / Semiconductors	130		EUSA Pharma
India			
Others	110	2976.54	FirstCry.com
Social, Finance, Analytics, Advertising	60		Manthan Systems
News, Search and Messaging	52		GupShup

Funding Type Plot



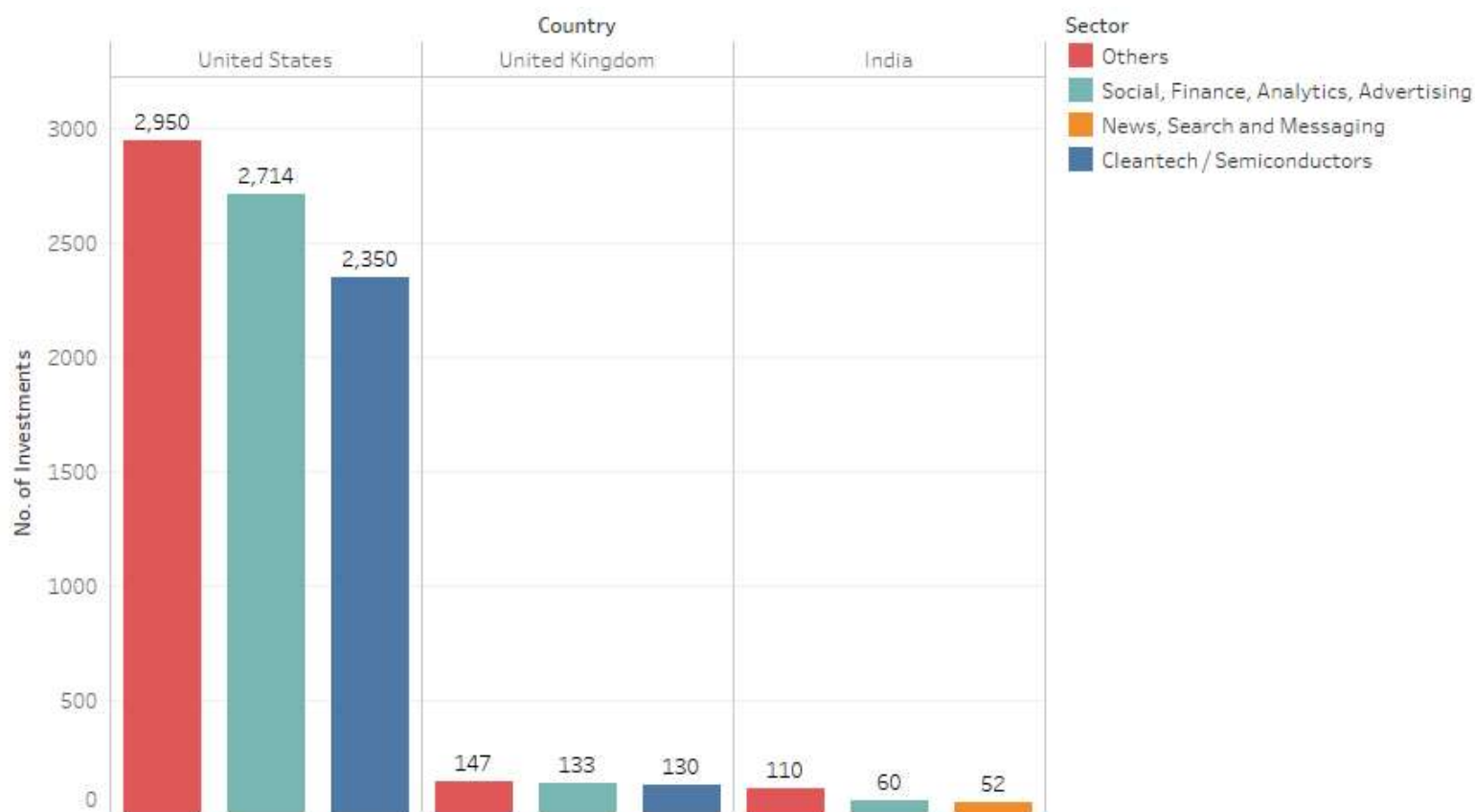
Sum of Avg. Raised Amount (million USD) and % of Total Total Raised Amount (million USD). Color shows details about Funding Type. The marks are labeled by sum of Avg. Raised Amount (million USD) and % of Total Total Raised Amount (million USD).

Country Analysis Plot



Sum of Raised Amount (million USD) for each Country. Color shows details about Top 3 countries.

Sector Analysis Plot





Conclusions

Recommended Funding type: **Venture**

Top 3 English-speaking, investment friendly countries: **United States, United Kingdom and India**

The top 3 sectors to invest in each country

United States	United Kingdom	India
Others	Others	Others
Social, Finance, Analytics, Advertising	Social, Finance, Analytics, Advertising	Social, Finance, Analytics, Advertising
Cleantech / Semiconductors	Cleantech / Semiconductors	News, Search and Messaging

The top 2 companies with highest investment in the past

Sector/Country	United States	United Kingdom	India
Others	Virtustream	Electric Cloud	FirstCry.com
Social, Finance, Analytics, Advertising	SST Inc. (Formerly ShotSpotter)	Celltick Technologies	Manthan Systems