

INVESTMENT CASE STUDY

SUBMISSION

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Abstract

Spark Funds wants to invest in some of the top companies. We have to choose the best ones. There are various factors for deciding the most suitable companies for our investment

1. Top countries where people are investing highest money
2. Top sectors which are in the limelight
3. There the companies in those top countries accessible for communication i.e. there is no language barrier
4. Number of investors investing in those companies
5. Amount of money invested in those companies

Problem solving methodology – CRISP DM first three steps

Business understanding

Spark Funds looking for strategic investment based on global trends

Business objective

- Identifying best sectors, countries and investment type for making investment

Business condition

- Five to 15 million USD investment per round
- Only in English speaking countries

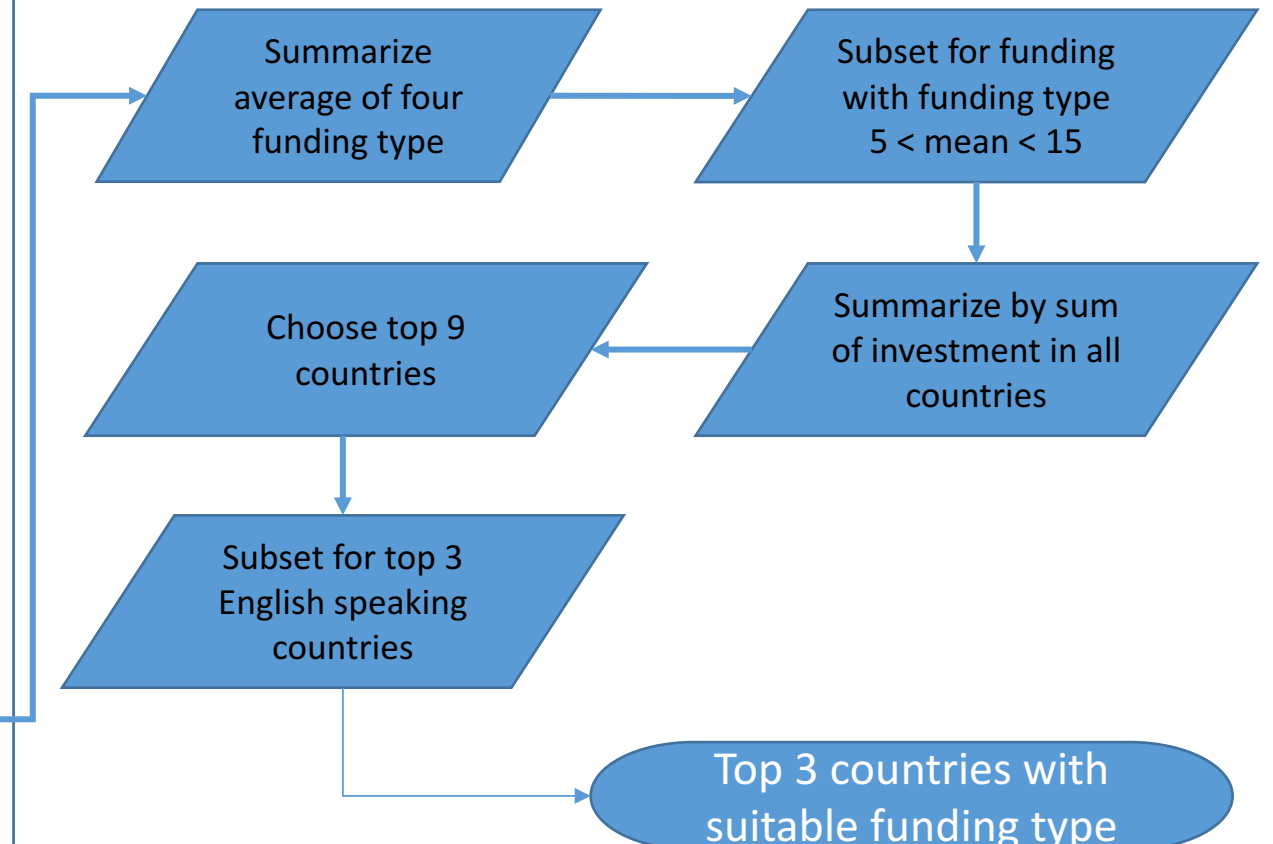
Data understanding and preparation

Multiple files: Both Fact and rationale

Merged dataframe

Data for analysis

Data analysis



Business understanding and goal of data analysis

Business objective: To make investments in few companies globally (number of companies yet to be decided)

Investment range: 5 to 15 Million USD per round in English speaking countries only

Strategy for investment: Invest where other investors are investing

Goal of business analysis

Identify trend in investment in terms of country and sector in range between 5 to 15 Mn USD

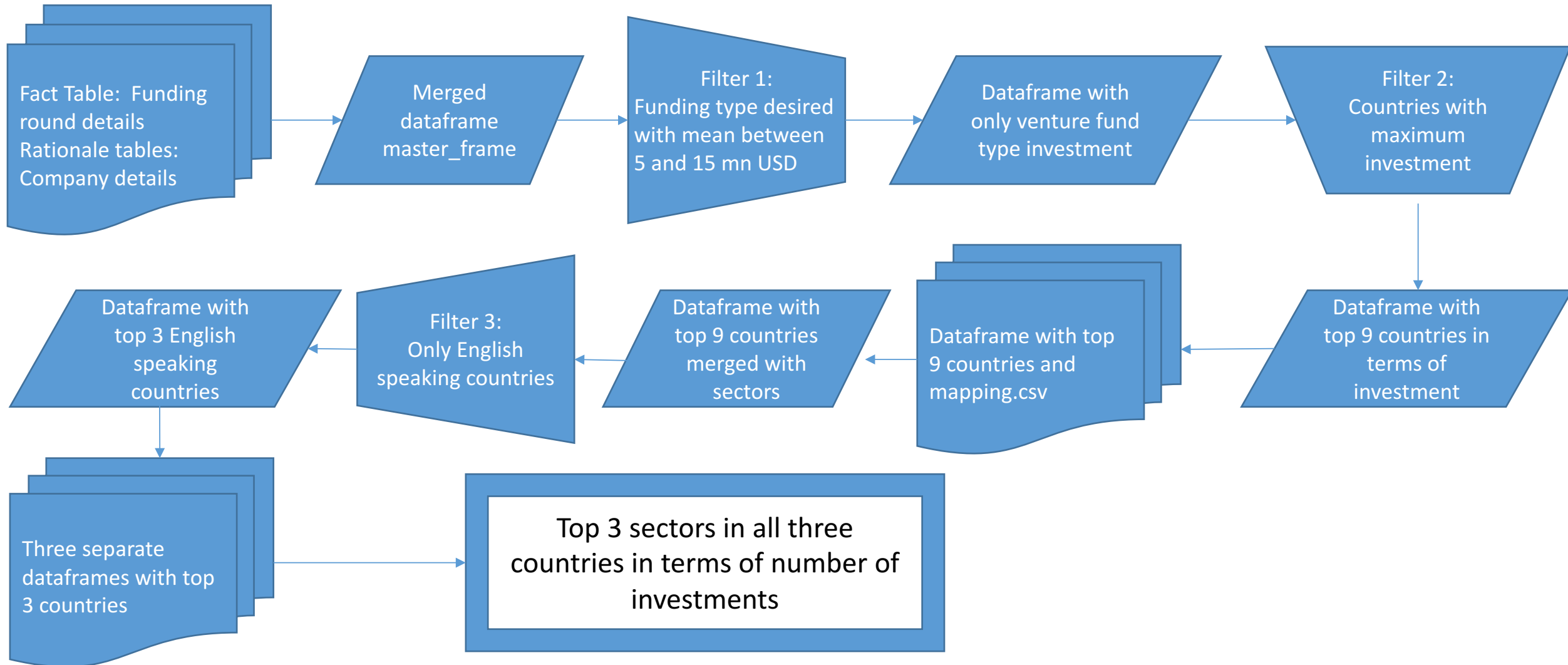
Goal of data analysis

Investment type analysis: To make investments in few companies globally (number of companies yet to be decided)

Country analysis: 5 to 15 Million USD per round in English speaking countries only

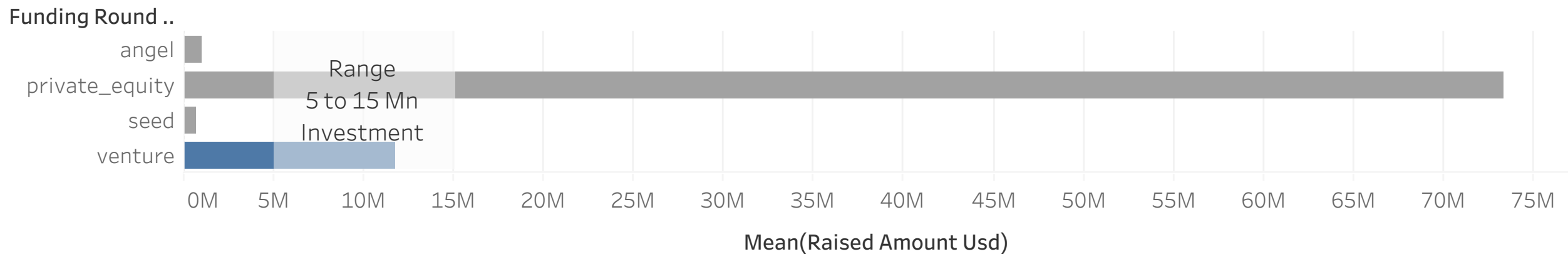
Sector analysis: Invest where other investors are investing

Data understanding, preparation and analysis



Total investments in venture, seed, angel and private equity

Total investment and most suitable investment



Sum of Mean(Raised Amount Usd) for each Funding Round Type. Color shows details about Funding Round Type (group).

Funding Round Type (group)

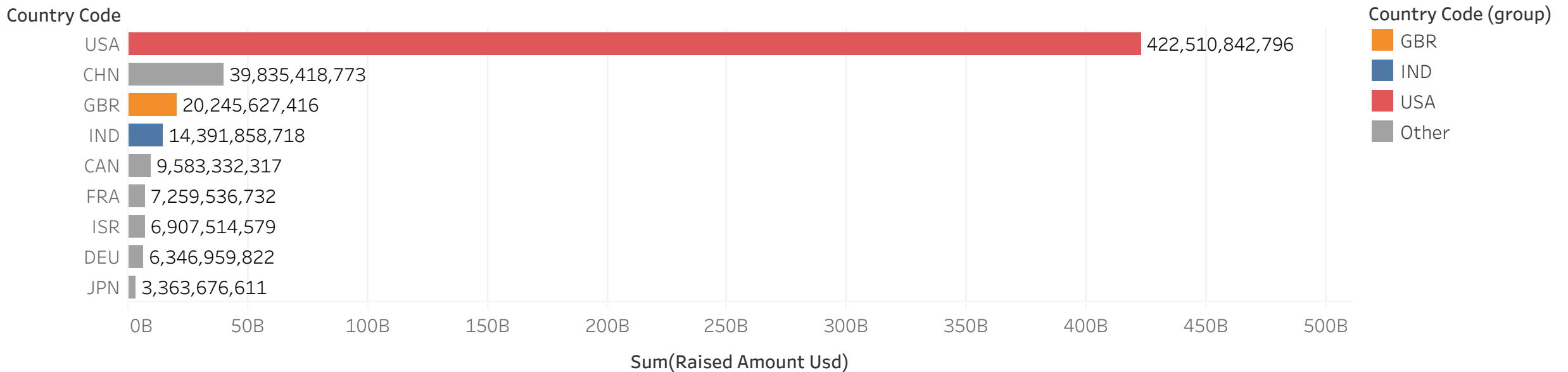
■ venture

■ Other

Venture type fits perfectly in our budget of 5 Million to 15 Million USD

Top 9 countries with total amount of investments in venture

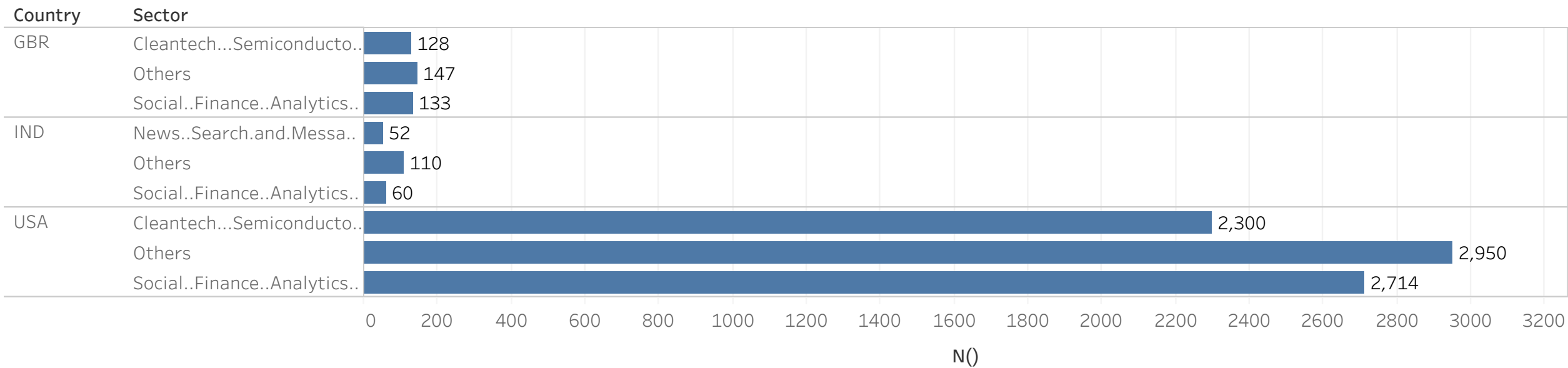
Top 9 countries with total amount of investments in venture



Top 3 countries: USA, UK and India. We have excluded China from the top 3 since it is Non-English speaking country

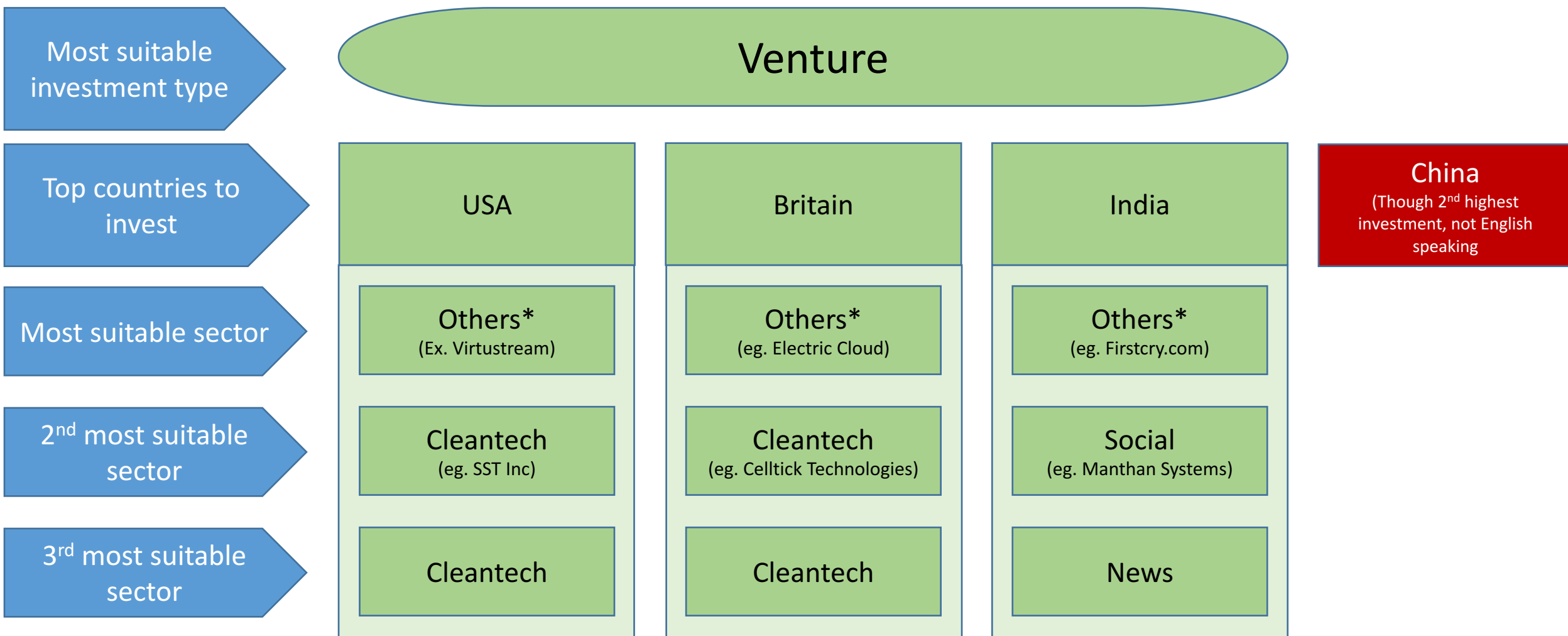
Number of investments in top 3 sectors in top 3 countries

Number of investments in top 3 sectors in top 3 countries



Sum of N() for each Sector broken down by Country. The marks are labeled by sum of N().

Conclusions



* Include various type of industries not classified in other seven groups, check attached excel