

# # UNICORN COMPANIES: SQL BUSINESS INTELLIGENCE ANALYSIS

## INSIGHTS REPORT: GLOBAL UNICORN MARKET

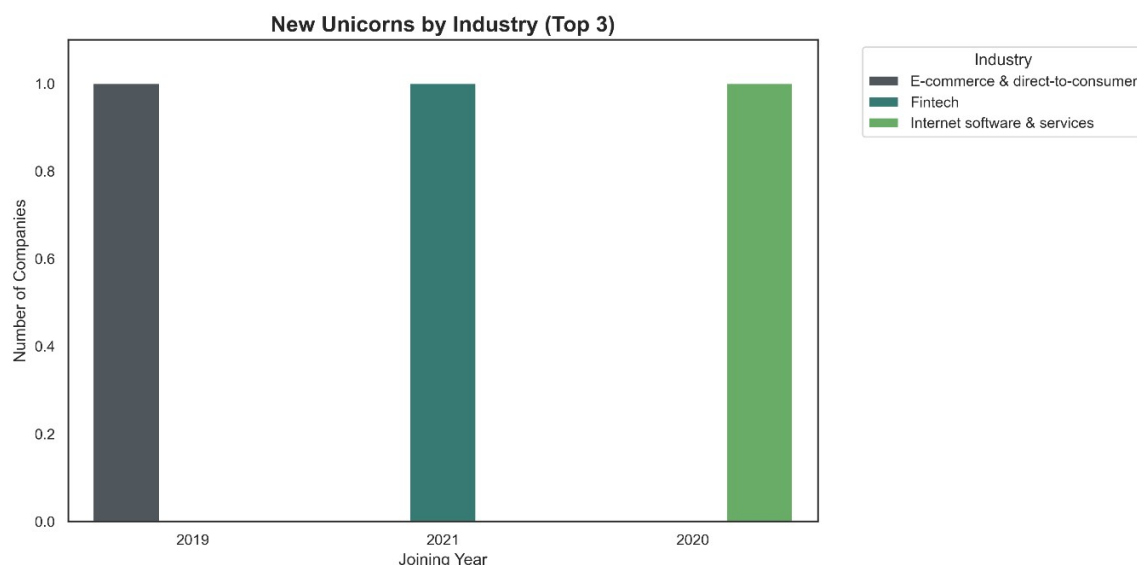
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### 1. Executive Summary

This document details the findings obtained from processing and analyzing the "Unicorn" companies dataset. The primary objective was to identify which industrial sectors are attracting the most capital and how average valuation is distributed in the current market.

### 2. Industry Valuation Distribution

After performing data cleaning and sector-based aggregation, the three industries with the highest impact on the entrepreneurial ecosystem were identified.



#### Analysis of the Graph:

- **Fintech:** Positions itself as the undisputed leader with an average valuation of **\$10.0\$ Billion**. This reflects technological maturity in the financial sector and high venture capital confidence.
- **Internet Software & Services:** Ranks second with **\$5.0\$ Billion**, demonstrating the scalability of cloud-based business models (SaaS).
- **E-commerce & Direct-to-Consumer:** With a valuation of **\$2.0\$ Billion**, it remains a fundamental pillar, though with more conservative valuation margins compared to purely technological sectors.
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### 3. Conclusions and Recommendations

1. **Capital Concentration:** There is a significant gap (2x) between Fintech valuation and the next closest competitor. For an analyst, this suggests a highly competitive market but with potentially massive returns.
2. **Investment Opportunity:** Software companies show sustained growth, making them ideal for strategies focused on low risk and high scalability.
3. **Next Step:** It is recommended to deepen the geographical analysis to understand if these valuations are concentrated in specific hubs like Silicon Valley or if there is a decentralization trend toward emerging markets.