

# UNICORN COMPANIES ANALYSIS

AKSHAT JAIN

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## ABOUT THE PROJECT

This project provides insights into the characteristics of unicorn companies (companies whose values are over 1 billion dollars). In particular, it will find the answers to the following questions:

1. Which unicorn companies have had the biggest return on investment?
2. How long does it usually take for a company to become a unicorn?
3. Which industries have the most unicorns?
4. Which countries have the most unicorns?
5. Which investors have funded the most unicorns?

## ABOUT THE DATA

- The dataset used in this analysis contains records of 1074 unicorn companies obtained from Maven Analytics' official website.
- The sample size reduces to 1060 due to the lack of funding and inaccurate information on the year companies are found.
- Microsoft Excel was used for the initial setup before importing to SQL server.

# DATA CLEANING

In this project, we mainly used SQL for both data cleaning and exploration.

Data cleaning steps include:

- Check for duplicates
- Drop rows with errors
- Reformat currency values (e.g. \$2M => 2,000,000)
- Delete unused columns

# DATA EXPLORATION

SQL skills used:

- Joins
- Common Table Expressions (CTEs)
- Aggregate Functions
- Data Types Conversion
- Relational operators

# DATA EXPLORATION

## 1. Which unicorn companies have had the biggest return on investment (ROI)?

This query output shows the top 10 companies with the biggest ROI. **Zapier** achieved the biggest ROI of 3999%. **Dunamu** comes second with 125% ROI, and **Workhuman** is third with 110% ROI. Zapier's ROI is significantly high compared to other companies.

Results		Messages
	Company	ROI
1	Zapier	3999
2	Dunamu	125
3	Workhuman	110
4	CFGI	104
5	Manner	99
6	DJI Innovations	75
7	GalaxySpace	70
8	Canva	68
9	Il Makiage	67
10	Revolution Precrafted	65

# DATA EXPLORATION

## 2. How long does it usually take for a company to become an unicorn?

On average, a company takes about *6 years* to become an unicorn.

The majority of companies could become an unicorn within *4 to 7 years*.

Results		Messages
	Years	Frequency
1	6	137
2	5	129
3	4	124
4	7	107
5	3	98
6	8	87
7	2	65
8	10	62
9	9	51
10	1	35



# DATA EXPLORATION

## 3. Which industries have the most unicorns?

- Fintech and Internet Software & Services have about **40%** of total unicorns.
- The e-commerce industry also has a significant share of unicorns of **10%**.
- These figures show the potential of Fintech, Internet software & services, and E-commerce industries.

Results		Messages	
	Industry	Frequency	Percentage
1	Fintech	222	21
2	Internet software & services	203	19
3	E-commerce & direct-to-consumer	109	10
4	Artificial intelligence	84	8
5	Health	73	7
6	Supply chain, logistics, & delivery	56	5
7	Other	56	5
8	Cybersecurity	50	5
9	Data management & analytics	40	4
10	Mobile & telecommunications	36	3
11	Hardware	34	3
12	Auto & transportation	31	3
13	Edtech	28	3
14	Consumer & retail	24	2
15	Travel	14	1

# DATA EXPLORATION

## 4. Which countries have the most unicorns?

- It is interesting (but not surprising) that the **United States** has the largest share of unicorns.
- **China** and **India**, the countries with the largest share of the world population, have 16% and 6% share of unicorns, respectively.

Results		Messages	
	Country	Frequency	Percentage
1	United States	555	52
2	China	169	16
3	India	65	6
4	United Kingdom	43	4
5	Germany	25	2
6	France	23	2
7	Israel	20	2
8	Canada	18	2
9	Brazil	16	2
10	South Korea	12	1

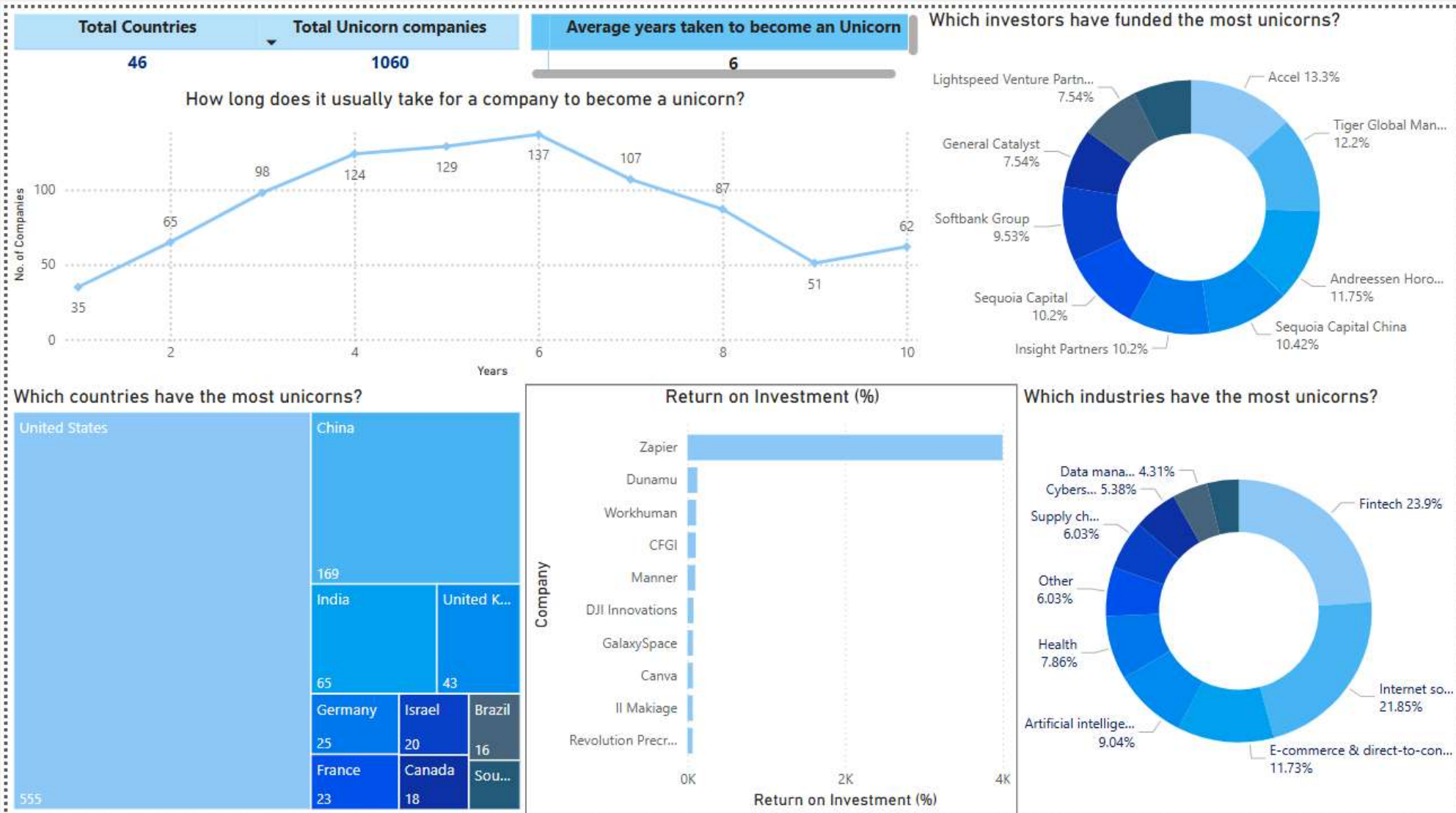
# DATA EXPLORATION

## 5. Which investors have funded the most unicorns?

- This query output shows **Accel** is the top investor who has invested in **60** unicorns.
- Here, **Sequoia Capital** and **Sequoia Capital China** are treated as different investors. The details are beyond the scope of this project.

Results Messages		
	Investor	Unicorns
1	Accel	60
2	Tiger Global Management	55
3	Andreessen Horowitz	53
4	Sequoia Capital China	47
5	Sequoia Capital	46
6	Insight Partners	46
7	Softbank Group	43
8	General Catalyst	34
9	Lightspeed Venture Partners	34
10	index Ventures	33

# DATA VISUALIZATION (POWER BI)



**THANK YOU!**