

# Fundamentals of Data Science Project Milestone - Phase 1

## Group Members:

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## Objectives:

- Possible ideas
- Data sources (How we will get the data)

## Possible ideas:

### - Company unicorn state

#### - Description:

The idea for this project is to explore and analyze the industry of the companies that achieved “unicorn” status in the business world. A unicorn company is typically a privately held startup valued at over \$1 billion. These companies often represent the pinnacle of success in the tech and startup industries.

This project involves collecting and analyzing various data sources to gain insights into what a company industry and their goals brought in the most growth and revenue in recent years. By identifying this, it could provide valuable information to entrepreneurs, investors, and business enthusiasts interested in the startup ecosystem.

#### - Data Sources:

- Most updated 2023, but requires business email:  
<https://www.cbinsights.com/research-unicorn-companies>
- Easiest to access, but latest update was 2022:  
<https://www.kaggle.com/datasets/rajkumarpandey02/complete-list-of-unicorn-companies/>
- Most updated 2023, but behind a paywall:  
<https://news.crunchbase.com/unicorn-company-list/>

- **User churn rate**

- **Description:**

- User churn rate, also known as customer churn rate or attrition rate, is a critical metric in various industries, particularly in businesses that offer subscription-based services, software applications, or products with ongoing customer engagement. It quantifies the rate at which customers or users discontinue their relationship with a product, service, or platform over a specific period.

- **Data Sources:**

- Finding a data source for this topic is a bit tricky, as we need to either get a company's permission for their user churn rate data.

- **Stock market**

- **Description:**

- Investors usually have a bias towards what companies they invest in, whether it's what country they are based in, what industry they're in, what the size of the company is, etc. Based on this, companies can see what investors are interested in and the most potential investors to propose their company to.

- **Data Sources:**

- The data sources here are available, but trying to find the right data to analyze for this purpose is not easy.

- <https://www.nasdaq.com/market-activity/stocks/screener>