

Unicorn Company Documentation

- **Data Source** :- I obtained a dataset from the Kaggle website, but upon retrieval, I discovered that the data was unclean and required thorough cleaning. This unclean data included inconsistencies, missing values, and formatting issues that needed to be addressed before any meaningful analysis could take place.
- **Data Contains** :-Column Contains
Company Name: Text
Valuation: Text
Date Joined: Date
Industry: Text
City: Text
Country: Text
Continent: Text
Year Founded: Whole Number
Year Gap: Whole Number
Fund: Text
Investors: Text

Step 1:-

Within the dataset, the valuation and fund values, originally expressed as "\$100B," have been methodically converted into a numerical format, rendering them suitable for quantitative analysis. Additionally, the investors associated with each company are succinctly captured using a concise representation, such as "a, b, c" and these investor entries have been thoughtfully separated by commas.

Step 2:-

To facilitate seamless data management and resolve the challenge of associating investors with their respective companies, a strategic approach was implemented. A unique identifier (ID) was introduced for each company, which was then meticulously linked to the corresponding investors. This linked information was stored in a separate sheet, effectively establishing a structured relationship between companies and their associated investors.

In this process, individual investors were also assigned distinct and consistent IDs, further enhancing the organization of data. Subsequently, a comprehensive data refinement phase was initiated, characterized by the application of Excel formulas. This phase encompassed the removal of null rows, elimination of duplicate entries,

and diligent trimming to eliminate any extraneous spaces that might impede accurate analysis.

Furthermore, a concerted effort was undertaken to ensure uniformity and correctness across the dataset. Through the adept application of Excel formulas, data entries were methodically adjusted to adhere to a standardized format, enhancing overall consistency and enabling more accurate analyses.

This meticulous and systematic approach not only resolved the challenge of linking investors to their respective companies but also resulted in a refined dataset ready for in-depth analysis. The harmonization of data elements and the establishment of a clear hierarchy through unique IDs collectively form a robust foundation for insightful exploration and meaningful interpretation of the dataset.

Step 3:-

Upon importing the meticulously prepared data into Microsoft Power BI, the next strategic step involves the creation of modules to establish a structured connection between the company dataset and the investor information. This modular approach streamlines data handling, enabling a more organized and insightful analysis process.

Leveraging the powerful capabilities of Power Query, a sophisticated merging operation is executed. Through this operation, the distinct company and investor tables are intelligently combined into a unified dataset. The Power Query's robust functionality facilitates seamless matching and alignment of corresponding records, ensuring accurate consolidation of relevant information.

This consolidated dataset serves as the foundation for subsequent analyses and visualizations within Microsoft Power BI.

1) Which unicorn companies have had the biggest return on investment?

Answer:- To address the inquiry regarding the unicorn companies with the most substantial return on investment (ROI), a systematic approach was implemented. By utilizing a formula that calculates ROI, the dataset was scrutinized, yielding valuable insights. The formula,

$$\text{ROI} = ([\text{Valuation}] - [\text{Fund Invested}]) / [\text{Fund Invested}]$$

was adeptly employed to compute ROI percentages for each company.

In this analysis, the company "Zapier" emerged as the frontrunner with the highest ROI. Notably, Zapier exhibited a remarkable ROI of 1,199,701%, based on a valuation of \$3,999,999,999 and an initial fund investment of \$999,999.

2) How long does it usually take for a company to become a unicorn?

Answer :- When examining the trajectory of companies on their path to achieving unicorn status, a quantitative analysis using the average function reveals an interesting insight. On average, it takes approximately five years for a company to ascend to a valuation of one billion dollars or more.

Formula:- **Average(Year Gap)**

3) Which countries have the most unicorns? Are there any cities that appear to be industry hubs?

Answer:- The landscape of unicorn companies reveals a notable distribution across countries, with the United States leading the way boasting a substantial count of 561 such companies. Delving deeper into this trend, it becomes evident that the city of San Francisco takes the spotlight as a prominent industry hub, hosting an impressive total of 152 unicorn companies.

3) Which investors have funded the most unicorns?

Answer:- When we look at which investors have given the most money to unicorn companies, Tiger Global Management stands out. They have invested a huge amount, totaling \$22,359,833,332. What's interesting is that they have supported 54 different companies that cover 12 different areas of business. This means they're a major player in funding startups across a wide range of industries. Tiger Global Management's significant role shows how important investors can be in helping new companies grow and succeed in various fields.

4) Which sector has demonstrated the highest Return on Investment (ROI)?

Answer:- The Internet Software & Service sector boasts an impressive ROI of 1,643,353%, securing the top position. Following closely, the Fintech sector captures the second spot with an impressive ROI of 503,330%. These remarkable ROI figures underscore the exceptional growth and profitability within these sectors.

5) Which sector holds the record for having the highest number of unicorn companies?

Answer :- The Fintech sector takes the lead with a remarkable count of 218 unicorn companies, followed closely by the Internet Software & Service sector, which boasts 203 unicorn companies.

6) Which investor holds the distinction of having invested in the highest number of unicorn companies?

Answer:- Accel takes the lead with an impressive investment in a total of 59 unicorn companies. Following closely, Tiger Global Management secures the second position, having invested in 54 unicorn companies. Notably, Andreessen Horowitz also emerges as a significant player, backing 51 unicorn companies.

7) Which company holds the record for taking the longest time to achieve unicorn status, and in which sector does it operate ?

Answer:- Otto Bock Healthcare holds the record for the lengthiest journey to unicorn status, spanning 98 years. Operating within the Health sector, the company's remarkable persistence has led to its unicorn achievement.