

UNICORN COMPANIES ANALYSIS

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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:

Which unicorn companies have had the biggest return on investment?

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

Which industries have the most unicorns?

Which countries have the most unicorns?

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

- Rename columns where necessary

- Standardize date format

- Drop rows with errors

- Reformat currency values (e.g., \$2M => 2,000,000)

- Generate new columns based on existing column values

- Delete unused columns

DATA EXPLORATION

SQL skills used:

Joins

Common Table Expressions (CTEs),

Windows Functions

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 percent**. **Dunamu** comes second with **125 percent** ROI, and **Workhuman** is third with **110 percent** 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	CFG	104
5	Manner	99
6	DJI Innovations	75
7	GalaxySpace	70
8	Canva	68
9	Il Makiage	67
10	Revolution Pr...	65

DATA EXPLORATION

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

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

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

Results		Messages
	Unicom Year	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 percent** of total unicorns.

The e-commerce industry also has a significant share of unicorns of **10 percent**.

These figures show the potential of Fintech, Internet software & services, and E-commerce industries.

Results Messages			
	Industry	Frequency	Percentage
1	Fintech	222	20
2	Internet software & services	203	19
3	E-commerce & direct-to-consumer	109	10
4	Artificial intelligence	84	7
5	Health	73	6
6	Supply chain, logistics, & delivery	56	5
7	Other	56	5
8	Cybersecurity	50	4
9	Data management & analytics	40	3
10	Mobile & telecommunications	36	3
11	Hardware	34	3
12	Auto & transportation	31	2
13	Edtech	28	2
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 15 and 6 percent share of unicorns, respectively.

Results Messages			
	Country	Frequency	Percentage
1	United States	555	52
2	China	169	15
3	India	65	6
4	United Kingdom	43	4
5	Germany	25	2
6	France	23	2
7	Israel	20	1
8	Canada	18	1
9	Brazil	16	1
10	Singapore	12	1

DATA EXPLORATION

5. Which investors have funded the most unicorns?

This query output shows **Accel is the top investor who invests in 60 unicorns.**

Based on this project's scope, **Sequoia Capital** and **Sequoia Capital China** are treated as different investors since we will not dive deep into further details.

Results			Messages		
	Investors	UnicornsInvested			
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			

Techniques that I utilized in this project are:

Parameters

Top N filters

Reference lines

Calculated fields

THANK YOU FOR VIEWING MY WORK!