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CMP 262

Final Project Summary

For my final Python project, I chose a dataset containing 1073 Unicorn companies, which are startup companies valued at $1B and up. This dataset included columns for a most recent valuation for each company (updated within the last year), the date each company gained Unicorn status, the industry each company does business in, the city/country/continent they’re based in, the year the company the company was founded, approximately how much money was invested in each startup, and a group of each company’s largest investors.

To complete my analysis, I imported several packages into my notebook for data frame manipulation. This included pandas for simplified data designing and restructuring, matplotlib and seaborn for creating visualizations of certain aspects of the data, and NumPy for performing algebraic functions and transformations on data arrays. I also imported datetime for getting the current date, then using this to calculate the time elapsed since each company gained Unicorn status.

#### While looking through this immense collection of data, several questions came to mind. The main question I had was which investor group had the largest and smallest profit from their investment in a company. I was also inquisitive to know which city was the most popular for unicorn company development, or the companies that had the best and worst ROI’s. My final question to determine an answer for was which companies had the best and worst average yearly revenue growth. Luckily, I was able to find answers to all these questions. Using Python to analyze the data, I concluded that Bytedance was the most profitable company and had the best yearly ROI, while Magic Leap was the least profitable and had the worst ROI. In addition, I determined that Fintech is the most popular industry for Unicorn startup companies. Finally, Bytedance’s major investor group, which consisted of Sequoia Capital China/SIG Asia Investments/Sina Weibi/Softbank Group was the most profitable investor group. However, Obvious Ventures, Qualcomm Ventures, Andreessen Horowitz was the least profitable investor group. This analysis also made me more aware of the fact that there is a much larger population of companies that are worth $1B to $5B than there are companies worth greater than $5B.

If I were to present this information to a client, I would absolutely recommend investing in one of the companies sponsored by one of the top 12 investor groups that I printed a profits chart for in my analysis. Additionally, I would also recommend creating a startup in San Francisco, since this city was the most popular for Unicorn startups to develop.

Going forward with this dataset, I would like to analyze the investor groups more to break them down and see which individual investor companies were the smartest with their money.