Unicorn Company Data Cleaning Documentation

Questions from stakeholders:

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? Has it always been this way?
3. Which countries have the most unicorns? Are there any cities that appear to be industry hubs?
4. Which investors have funded the most unicorns?

Change log for csv file:

* Created copy as excel workbook.
* Changed format of “valuation” and “funding” column to currency to aggregate.
* Calculated return on investment (ROI) in new column. Sorted table by largest return on investment.
* Extracted year from “date joined” column to create column “year joined”.
* Subtracted year founded from “year joined” to create the column “time to become unicorn”.
* Split text of “select investors” column to create first, second, third, and fourth top investors columns.
* Copied and pasted investors from all 4 columns into a single column. Filtered for blanks and removed the rows with blanks. Created pivot table with the number of times each investor invested in a unicorn company.
* Created a pivot table to calculate the average time for a company to become a unicorn.
* Created a pivot table to count how many unicorn companies in each country. Created another pivot table for cities.
* Created dashboard on Tableau Public using this data.

[Final dashboard link](https://public.tableau.com/app/profile/kw12345/viz/UnicornCompanyReport/UnicornCompanyDashboard?publish=yes).