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 I billion dollars). In particular, it will find the answers to the following questions:

- I. Which unicorn companies have had the biggest return on investment?
- 2. How long does it usually take for a company to become a unicorn?
- 3. Which industries have the most unicorns?
- 4. Which countries have the most unicorns?
- 5. 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

- SQL skills used:
 - Joins
 - . Common Table Expressions (CTEs),
 - Windows Functions
 - Aggregate Functions
 - Data Types Conversion
 - Relational operators

I. Which unicorn companies have had the biggest return on investment (ROI)?

☑This query output shows the top 10 companies with the biggest ROI. Zapierachieved the biggest ROI of 3999 percent. Dunamucomes second with 125percent ROI, and Workhumanis third with 110percentROI.
☑Zapier's ROI is significantly high compared to other companies.

	Company	Roi
1	Zapier	3999
2	Dunamu	125
3	Workhuman	110
4	CFGI	104
5	Manner	99
6	DJI Innovations	75
7	GalaxySpace	70
8	Canva	68
9	II Makiage	67
10	Revolution Pr	65

- 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.

Ⅲ Results		sults 🗐 Messages	
	Unicor	nYear	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

- 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.

	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

- 4. Which countries have the most unicorns?
- ☐ It is interesting (but not surprising) that the United States has the largest share of unicorns.
- ☐ Chinaand India, the countries with the largest share of the world population, have 15 and 6 percent share of unicorns, respectively.

	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

- 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.

	Investors	UnicomsInvested
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

DATA VISUALIZATION (TABLEAU)



DATA VISUALIZATION (TABLEAU)

- Techniques that I utilized in this project are:
 - Parameters
 - Top N filters
 - Reference lines
 - Calculated fields

