



UNICORN COMPANIES ANALYSIS USING SAS STUDIO

CIS 5250 – Visual Analytics

Mitali Purohit

Table of Contents

A. Introduction.....	2
B. Data Descriptions	4
C. Data Cleaning.....	5
1. Data Category Name: Split column.....	5
2. Data Category Name: Replacing empty values.....	7
3. Data Category Name: Converting all values into one unit	9
D. Analysis & Visualizations.....	11
1. Which are the top 10 highest valued Unicorn Companies globally?.....	11
2. Which industry (sector/field) has the highest valuation (\$) ?	12
3. Which country has the largest shares in Unicorn Companies?	14
E. Statistical Summary	16
1. Statical Summary for column “Valuation (\$)”	16
2. Statistical Summary for column “Date Joined”	16
F. Statical Tests.....	18
1. One-way frequency	18
2. Correlation Analysis	19
3. T-Test	20
G. References	23

A. Introduction

Private businesses worth more than \$1 billion are known as Unicorn Companies or Unicorn Startups. The 21st century is the era of startups. Numerous Unicorn Companies have been involved in the creation of new technology, space exploration, educational breakthroughs, and other things over the past 20 years. Based on the top of 348 in 2018, there will be 354 active unicorn firms worldwide in 2019. There were 439 active Unicorn Companies, including 139 new startups, at the end of 2019. By 2020, there would be 538 active Unicorns, with 162 new businesses across the globe achieving unicorn status. A surprising 355 new unicorn firms were started in 2021, bringing the total to 537, roughly on par with the previous year. There are 1,000 unicorns in the world as of March 2022. In addition to Airbnb, Facebook, and Google are well-known ex-unicorns. Ten kernels, worth over \$10 billion, and Hectocorn seeds, valued over \$100 billion, are examples of variations. Due to the tremendous expansion of unicorn companies and the growing combination of the private and public markets, many unicorn companies are created. Companies have frequently used initial public offerings (IPOs) to raise money to expand their operations. However, businesses can now attract more private capital at an earlier stage and attain valuations of billions without going public. [1]

Unicorns are startups that are believed to exhibit a unique form of entrepreneurial magic. They are a privately held business with a \$1 billion market value. Spotify and Uber were unicorns. That is still how DoorDash, and Airbnb are described. However, as investment in Silicon Valley has soared in recent years, there are now more businesses valued at \$1 billion or more than ever before. A surge in businesses and investors has led to an increase in the number of unicorns. Many new enterprises, many of them startups, entered the market after the recession triggered a steep decrease

in startups and other new businesses. Today's businesses have more early opportunities to secure sizeable private investments, which enables them to accumulate billion-dollar valuations without going public. [2]

Five of the top 10 new unicorns in the US were blockchain or crypto-currency related, accounting for 60% of the FinTech start-ups. Given the success of these top fintech unicorns, there appears to be a lot of interest in this field, which could lead to the emergence of new unicorn businesses. E-commerce, fintech, internet software, healthcare, travel technology, and education technology are the seven industries where unicorns are most prevalent. Silicon Valley in San Francisco is still associated with startups, but more unicorn businesses are appearing elsewhere. Overall, the number of startups is skyrocketing, therefore over time, you'll see an increase in the number of unicorns. Technology advancements enable firms to expand more quickly. Unicorn firms can reach their customers more quickly and cut down on the time needed for mass production thanks to new technology.

In this project, we are examining the data set of unicorn firms to comprehend the growth based on value, location, industry, total funding, and investors. Data analysis and visualization will be done for the startup company that becomes a unicorn business. Python will be used to build a visualization that will show how these businesses have changed over time. Insights regarding numerous unicorn firms' growth depending on various industries, values, and nations were offered through these analysis and visualizations.

B. Data Descriptions

Dataset(s)/ Data source URL:

<https://www.kaggle.com/datasets/deepcontractor/unicorn-companies-dataset>

The dataset is regarding the Unicorn Companies taken from Kaggle website. This data set contains 1038 rows and 13 columns. It has various details of all Unicorn Companies over the world.

<u>Field Name</u>	<u>Field Description</u>	<u>Example</u>
Company	Name of the Company	SpaceX
Valuation (\$ B)	Company's Estimated Value in Billions	100.3
Date Joined	Date when the company was founded	12/1/12
Country	Country of Company located	United States
City	City of the Company located	Hawthorne
Industry	Type of Industry	Other
Select Investors	Companies invested in different Companies	Rothenberg Ventures
Founded Year	Year in which the company was founded	2002
Total Raised	Total fund raised by the company in dollars	6874 M
Financial Stage	Financial Stage of the Company	IPO
Investors Count	Numbers of Investors in the Company	29
Deal Terms	Numbers of deals with the Company	12
Portfolio Exits	Portfolio of the company exists or not	3

C. Data Cleaning

1. Data Category Name: Split column

Action: The column name “City-Country” were together as shown in the pre-cleaning image and difficult to understand the specific country/region. Split them into two different columns “City” and “Country” using “Text-to-column” formula.

Pre-cleaning screenshot

	A	B	C	D	E	F	G	H	I
	Company	Valuation (\$B)	Date listed	City-Country	Industry	Select Investors	Founded Year	Total Raised	Total Raised in Millions
1	ByteDance	\$140	4/7/17	Beijing - China	Artificial intelligence	Sequoia Capital China, SIG Asia Investments, Sino Weibo, Softbank Group	2012	\$7.44B	7440
2	Spacex	\$100.30	12/1/12	Hawthorne - United States	Other	Founders Fund, Draper Fisher Jurvetson, Rotherberg Ventures	2002	\$6.874B	6874
3	Stripe	\$95	1/23/14	San Francisco - United States	Fintech	Khosla Ventures, LowercaseCapital, capitalG	2010	\$2.901B	2901
4	Klarna	\$45.60	12/13/11	Stockholm - Sweden	Fintech	Institutional Venture Partners, Sequoia Capital, General Atlantic	2005	\$1.471B	1471
5	Epic Games	\$42	10/26/18	Cary - United States	Other	Tencent Holdings, KKR, Smash Ventures	1991	\$4.377B	4377
6	Canva	\$40	1/8/18	Sunny Hills - Australia	Internet software & services	Sequoia Capital China, Blackbird Ventures, Matrix Partners	2012	\$571.26M	571.26M
7	Checkout.com	\$40	5/1/19	London - United Kingdom	Fintech	Tiger Global Management, Insight Partners, DST Global	2012	\$1.81B	1810
8	Instacart	\$39	12/30/14	San Francisco - United States	Supply chain, logistics, & delivery	Khosla Ventures, Kleiner Perkins Caufield & Byers, Collaborative Fund	2012	\$2.686B	2686
9	Datadog	\$38	2/5/19	San Francisco - United States	Data management & analytics	Andreessen Horowitz, New Enterprise Associates, Battery Ventures	2013	\$3.497B	3497
10	Revolut	\$33	4/26/18	London - United Kingdom	Fintech	Index Ventures, DST Global, Ribbit Capital	2015	\$1.716B	1716
11	FTX	\$32	7/20/21	Fintech - Bahamas	Sequoia Capital, Thoma Bravo, Softbank	None	2018	\$1.829B	1829
12	Fanatics	\$27	6/6/12	Jacksonville - United States	E-commerce & direct-to-consumer	Softbank Group, Andreessen Horowitz, Temasek Holdings	1995	\$4.19B	4190
13	Chime	\$25	3/5/19	San Francisco - United States	Fintech	Forerunner Ventures, Crosslink Capital, Homebrew	2013	\$2.599B	2599
14	BYJU'S	\$21	7/25/17	Bengaluru - India	Edtech	Tencent Holdings, Lightspeed India Partners, Sequoia Capital India	2008	\$5.183B	5183
15	Xiaohongshu	\$20	3/31/16	Shanghai - China	E-commerce & direct-to-consumer	GGV Capital, Zhenfund, Tencent	2013	\$917.5M	917.5M
16	J&T Express	\$20	4/7/21	Jakarta - Indonesia	Supply chain, logistics, & delivery	Hillhouse Capital Management, Boyu Capital, Sequoia Capital China	2015	\$4.653B	4653
17	Miro	\$17.50	1/5/22	San Francisco - United States	Internet software & services	Accel, Altair Capital, Technology Crossover Ventures	2011	\$475M	475M
18	Yunfudao	\$15.50	5/31/17	Beijing - China	Edtech	Tencent Holdings, Warburg Pincus, IDG Capital	2012	\$4.044B	4044
19	DJI Innovations	\$15	1/23/15	Shenzhen - China	Hardware	Accel Partners, Sequoia Capital	2006	\$1.135B	1135
20	Shein	\$15	7/3/18	Shenzhen - China	E-commerce & direct-to-consumer	Tiger Global Management, Sequoia Capital China, Shunwei Capital Partners	2008	\$553.36M	553.36M
21	goPuff	\$15	10/8/20	Philadelphia - United States	E-commerce & direct-to-consumer	Accel, Softbank Group, Anthos Capital	2013	\$3.397B	3397
22	Yuang Jentlin	\$15	3/2/20	Beijing - China	Consumer & retail	Sequoia Capital China, Longfeng Capital, Gaozong Capital	2016	\$721.31M	721.31M
23	Ripple	\$15	12/20/19	San Francisco - United States	Fintech	IDG Capital, Ventures11, Lightspeed Venture Partners	2012	\$293.9M	293.9M
24	Plaid	\$13.40	12/11/18	San Francisco - United States	Fintech	New Enterprise Associates, Spar Capital, Index Ventures	2012	\$734.8M	734.8M
25	OpenSea	\$13.30	7/20/21	New York - United States	E-commerce & direct-to-consumer	Andreessen Horowitz, Thirty Five Ventures, Sound Ventures	2017	\$425.12M	425.12M
26	Grammarly	\$13	10/10/19	San Francisco - United States	Internet software & services	General Catalyst, Institutional Venture Partners, Breyer Capital	2009	\$400M	400M
27	Devoted Health	\$12.60	10/16/18	Waltham - United States	Health	Andreessen Horowitz, F-Prime Capital, Venrock	2017	\$1.969B	1969
28	Faire	\$12.40	10/30/19	San Francisco - United States	Artificial intelligence	Khosla Ventures, Forerunner Ventures, Sequoia Capital	2017	\$1.096B	1096
29	Bree	\$12.30	10/5/18	San Francisco - United States	Fintech	DST Global, Ribbit Capital, Greenoaks Capital Management	2017	\$1.49B	1490
30	JULI Labs	\$12	12/20/17	San Francisco - United States	Consumer & retail	Tiger Global Management	2015	\$1.49B	1490
31	Bitmain Technologies	\$12	7/6/18	Beijing - China	Hardware	Coatue Management, Sequoia Capital China, IDG Capital	2015	\$1.49B	1490
32	Biosplice Therapeutics	\$12	8/6/18	San Diego - United States	Health	Vickers Venture Partners, REA GreenTech	2008	\$561.5M	561.5M
33	GoodLeap	\$12	10/13/21	Roseville - United States	Internet software & services	New Enterprise Associates, BOT Capital Partners, Davidson Kempner Capital Management	2003	\$1.4B	1400
34	Airtel	\$11.70	11/15/18	San Francisco - United States	Internet software & services	Caffineated Capital, CRV, Founder Collective	2013	\$1.353B	1353
35	Zongshu Technology	\$11.40	6/3/21	Shanghai - China	Auto & transportation	LTW Capital, Legend Capital, Qualcomm Ventures	2013	\$210.83M	210.83M
36	Global Switch	\$11.10	12/22/16	London - United Kingdom	Hardware	Aviation Industry Corporation of China, Essence Financial, Jiangsu Shie Steel Group	1998	\$6.255B	6255
37	Celonis	\$11	6/24/18	Munich - Germany	Data management & analytics	Accel, ERMWorth	2011	\$1.368B	1368
38	Bolt	\$11	10/8/21	San Francisco - United States	Fintech	Activant Capital, Tribe Capital, General Atlantic	2014	\$963M	963M
39	Alchemy	\$10.20	10/28/21	San Francisco - United States	Fintech	DFJ Growth Fund, Coatue Management, Addition	2017	\$545M	545M
40	Woteng	\$10.88	5/6/21	Luzhou - China	Consumer & retail	Tencent Holdings, Hillhouse Capital Management, Yuhong Capital	2016	\$559.74M	559.74M
41	Swiggy	\$10.70	6/21/18	Bengaluru - India	Supply chain, logistics, & delivery	Accel India, SAIF Partners, Norwest Venture Partners	2014	\$3.571B	3571
42	Lalamove	\$10	2/21/19	Cheung Sha Wan - Hong Kong	Supply chain, logistics, & delivery	MindWorks Ventures, Shunwei Capital Partners, Xiang He Capital	2013	\$2.475B	2475
43	Figma	\$10	4/30/20	San Francisco - United States	Internet software & services	Index Ventures, Greylock Partners, Kleiner Perkins Caufield & Byers	2012	\$333.5M	333.5M
44	Guato	\$10	12/28/15	San Francisco - United States	Fintech	General Catalyst Partners, Google Ventures, Kleiner Perkins Caufield & Byers	2011	\$691.12M	691.12M
45	reddit	\$10	7/31/17	San Francisco - United States	Internet software & services	Y Combinator, Sequoia Capital, Coatue Management	2005	\$1.326B	1326
46	Taladek	\$10	10/3/18	San Francisco - United States	Internet software & services	IDF, Salesforce Ventures, Storm Ventures	2011	\$504.77M	504.77M
47	Norton Labs	\$10	4/2/20	San Francisco - United States	Internet software & services	Index Ventures, Draft Ventures, Felis Ventures	2016	\$342M	342M
48	Thorsio	\$10	7/15/20	Walpole - United States	Other	UpperRo, BluePark Ventures, Advent International	2018	\$3.396B	3396
49	Digital Currency Group	\$10	11/1/21	New York - United States	Fintech	Ribbit Capital, capitalG, Softbank Group	2018	\$3.396B	3396
50	OutSystems	\$9.50	6/5/18	Boston - United States	Internet software & services	KKR, ES Ventures, North Bridge Growth Equity	2001	\$572.01M	572.01M
51	ServiceTitan	\$9.50	11/24/18	Glendale - United States	Internet software & services	Bessemer Venture Partners, ICONIQ Capital, Battery Ventures	2012	\$1.099B	1099

Post-cleaning screenshot

Unicorn_Companies_Dataset.xls - Compatibility Mode										
Home Insert Draw Page Layout Formulas Data Review View Developer Tell me										
Calibri (Body) 12 A+ General Conditional Formatting Cell Styles Insert Delete Format Autosum Sort & Filter Find & Select Analyze Data Sensitivity										
J52 X fx None										
	A	B	C	D	E	F	G	H	I	J
1	Company	Valuation (\$B)	Date Joined	Country	City	Industry	Select Investors	Founded Year	Total Raised	Financial!
2	ByteDance	\$140	4/7/17	China	Beijing	Artificial intelligence	Sequoia Capital China, SIG Asia Investments, Sina Weibo, Softbank Group	2012	\$7.44B	ipo
3	SpacX	\$100.30	12/2/12	United States	Hawthorne	Other	Founders Fund, Draper Fisher Jurvetson, Rothberg Ventures	2002	\$6.874B	None
4	Stripe	\$95	1/23/14	United States	San Francisco	Fintech	Khosla Ventures, LowercaseCapital, capitalG	2010	\$2.901B	Asset
5	Klarna	\$45.60	12/12/11	Sweden	Stockholm	Fintech	Institutional Venture Partners, Sequoia Capital, General Atlantic	2005	\$3.472B	Acquir
6	Epic Games	\$42	10/26/18	United States	Cary	Other	Tencent Holdings, KKR, Smash Ventures	1991	\$4.377B	Acquir
7	Canva	\$40	1/6/18	Australia	Sydney Hills	Internet software & services	Sequoia Capital China, Blackbird Ventures, Matrix Partners	2012	\$571.16M	None
8	Checkout.com	\$40	5/2/19	United Kingdom	London	Fintech	Tiger Global Management, Insight Partners, DST Global	2012	\$1.81B	None
9	Instacart	\$39	12/30/14	United States	San Francisco	Supply chain, logistics, & delivery	Khosla Ventures, Kleiner Perkins Caufield & Byers, Collaborative Fund	2012	\$2.686B	None
10	Databricks	\$38	2/5/19	United States	San Francisco	Data management & analytics	Andreessen Horowitz, New Enterprise Associates, Battery Ventures	2013	\$3.497B	None
11	Revolut	\$33	4/26/18	United Kingdom	London	Fintech	Index Ventures, DST Global, Ribbit Capital	2015	\$1.716B	None
12	FTX	\$32	7/20/21	Bahamas	Fintech	Sequoia Capital, Thoma Bravo, Softbank	None	2018	\$1.829B	Acq
13	Fanatics	\$27	6/6/12	United States	Jacksonville	E-commerce & direct-to-consumer	Softbank Group, Andreessen Horowitz, Temasek Holdings	1995	\$4.13B	None
14	Chime	\$25	9/5/19	United States	San Francisco	Fintech	Forespring Ventures, Crosslink Capital, Hornblow	2013	\$2.599B	Diversit
15	BYJU'S	\$21	7/25/17	India	Bengaluru	Edtech	Tencent Holdings, Lightspeed India Partners, Sequoia Capital India	2008	\$5.183B	None
16	Xiaohongshu	\$20	3/31/16	China	Shanghai	E-commerce & direct-to-consumer	GGV Capital, Zhenfund, Tencent	2013	\$917.5M	None
17	J&T Express	\$20	4/7/21	Indonesia	Jakarta	Supply chain, logistics, & delivery	Hillhouse Capital Management, Boya Capital, Sequoia Capital China	2015	\$4.653B	None
18	Miro	\$17.50	1/5/22	United States	San Francisco	Internet software & services	Accel, Allstack Capital, Technology Crossover Ventures	2011	\$475M	None
19	Yuanfudao	\$15.50	5/31/17	China	Beijing	Edtech	Tencent Holdings, Warburg Pincus, IDG Capital	2012	\$4.044B	Acquir
20	DJI Innovations	\$15	1/23/15	China	Shenzhen	Hardware	Accel Partners, Sequoia Capital	2006	\$1.135B	None
21	SHEN	\$15	7/7/18	China	Shenzhen	E-commerce & direct-to-consumer	Tiger Global Management, Sequoia Capital China, Shunwei Capital Partners	2008	\$553.16M	None
22	goPuff	\$15	10/8/20	United States	Philadelphia	E-commerce & direct-to-consumer	Accel, Softbank Group, Ardor Capital	2013	\$3.397B	None
23	Yuang Sentin	\$15	3/1/20	China	Beijing	Consumer & retail	Sequoia Capital China, Longfor Capital, Gaorong Capital	2016	\$721.31M	None
24	Ripple	\$15	12/20/19	United States	San Francisco	Fintech	IDG Capital, Ventures1, Lightspeed Venture Partners	2012	\$293.9M	Acq
25	Paid	\$13.40	12/11/18	United States	San Francisco	Fintech	New Enterprise Associates, Spar Capital, Index Ventures	2012	\$784.8M	None
26	OpenSea	\$13.30	7/20/21	United States	New York	E-commerce & direct-to-consumer	Andreessen Horowitz, Thirty Five Ventures, Sound Ventures	2017	\$425.12M	None
27	Grammarly	\$13	10/10/19	United States	San Francisco	Internet software & services	General Catalyst, Institutional Venture Partners, Breyer Capital	2009	\$400M	None
28	Devoted Health	\$12.60	10/16/18	United States	Waltham	Health	Andreessen Horowitz, F-Prime Capital, Venrock	2017	\$1.969B	None
29	Faire	\$12.40	10/30/19	United States	San Francisco	Artificial intelligence	Khosla Ventures, Forespring Ventures, Sequoia Capital	2017	\$1.096B	None
30	Brex	\$12.30	10/5/18	United States	San Francisco	Fintech	DST Global, Ribbit Capital, Greenoaks Capital Management	2017	\$1.49B	None
31	JUUL Labs	\$12	12/20/17	United States	San Francisco	Consumer & retail	Tiger Global Management	2015	\$1.49B	None
32	Bitman Technologies	\$12	7/6/18	China	Beijing	Hardware	Cosium Management, Sequoia Capital China, IDG Capital	2015	\$1.49B	None
33	Bioplace Therapeutics	\$12	8/6/18	United States	San Diego	Health	Vickers Venture Partners, REA GreenTech	2008	\$561.5M	None
34	GoodLeap	\$12	10/13/21	United States	Roseville	Internet software & services	New Enterprise Associates, BDT Capital Partners, Davidson Kempner Capital Management	2003	\$1.8B	None
35	Airtable	\$11.70	11/15/18	United States	San Francisco	Internet software & services	Caffronated Capital, CRV, Founder Collective	2013	\$1.353B	None
36	ZongMa Technology	\$11.40	6/6/21	China	Shanghai	Auto & transportation	LTW Capital, Legend Capital, Qualcomm Ventures	2013	\$210.83M	None
37	Global Switch	\$11.10	12/21/16	United Kingdom	London	Hardware	Julianus Industry Corporation of China, Essence Financial, Jiangsu Sha Steel Group	1998	\$6.255B	None
38	Celonis	\$11	6/26/18	Germany	Munich	Data management & analytics	Accel, 83North	2011	\$1.368B	None
39	Bolt	\$11	10/28/21	United States	San Francisco	Fintech	Altman Capital, Tribe Capital, General Atlantic	2014	\$963M	None
40	Alchemy	\$10.20	10/28/21	United States	San Francisco	Fintech	DFJ Growth Fund, Coatue Management, Addition	2017	\$545M	None
41	Wellio	\$10.88	5/8/21	China	Luohu	Consumer & retail	Tencent Holdings, Hillhouse Capital Management, Yunfeng Capital	None	\$559.74M	None
42	Swiggy	\$10.70	6/21/18	India	Bengaluru	Supply chain, logistics, & delivery	Accel India, SAIF Partners, Norwest Venture Partners	2014	\$3.571B	Acquir
43	Lalamove	\$10	2/21/19	Hong Kong	Cheung Sha Wan	Supply chain, logistics, & delivery	MindWorks Ventures, Shunwei Capital Partners, Xing He Capital	2013	\$2.475B	None
44	Figma	\$10	4/30/20	United States	San Francisco	Internet software & services	Index Ventures, Greylock Partners, Kleiner Perkins Caufield & Byers	2012	\$333.5M	None
45	Gusto	\$10	12/18/15	United States	San Francisco	Fintech	General Catalyst Partners, Google Ventures, Kleiner Perkins Caufield & Byers	2011	\$691.12M	None
46	reddit	\$10	7/31/17	United States	San Francisco	Internet software & services	Y Combinator, Sequoia Capital, Coatue Management	2005	\$1.326B	Acquir
47	Talend	\$10	10/3/18	United States	San Francisco	Internet software & services	DFJ, Salesforce Ventures, Storm Ventures	2011	\$504.77M	None
48	Notion Labs	\$10	4/1/20	United States	San Francisco	Internet software & services	Index Ventures, Draft Ventures, Felicis Ventures	2016	\$342M	None
49	Thrasio	\$10	7/15/20	United States	Walpole	Other	Upper90, RiverPark Ventures, Advent International	2018	\$3.396B	Acquir
50	Digital Currency Group	\$10	11/2/21	United States	New York	Fintech	Ribbit Capital, capitalG, Softbank Group	2018	\$3.396B	Acquir
51	OutSystems	\$9.50	6/5/18	United States	Boston	Internet software & services	KKR, ES Ventures, North Bridge Growth Equity	2001	\$572.01M	None
52	ServiceTitan	\$9.50	11/14/18	United States	Glendale	Internet software & services	Bessemer Venture Partners, ICONIQ Capital, Battery Ventures	2012	\$1.099B	None
Unicorn_Companies										
Ready Accessibility: Unavailable										

2. Data Category Name: Replacing empty values

Action: There are several columns with missing values/empty cells as shown in the pre-cleaning screenshot. Replaced them with “None” to make the graph more precise.

Pre-cleaning screenshot

Country	Industry	Select Investors	Founded Year	Total Raised in \$ (Millions)	Financial Stage	Investors Count	Deal Terms	Portfolio Exits
China	Artificial intelligence	Sequoia Capital China, SIG Asia Investments, Sina Weibo, Softbank Group	2012	7440 M	IPO	28	8	5
United States	Other	Founders Fund, Draper Fisher Jurvetson, Rothenberg Ventures	2002	6874 M		29	12	
United States	Fintech	Rhosla Ventures, Lawrence Capital, CapitalG	2010	2902 M	Asset	39	12	1
Sweden	Fintech	Institutional Venture Partners, Sequoia Capital, General Atlantic	2005	3472 M	Acquired	56	13	1
United States	Other	Tencent Holdings, KKR, Smash Ventures	1991	4377 M	Acquired	25	5	2
Australia	Internet software & services	Sequoia Capital China, Blackbird Ventures, Matrix Partners	2012	571.26 M		26	8	
United Kingdom	Fintech	Tiger Global Management, Insight Partners, DST Global	2012	1830 M		15	4	
United States	Supply chain, logistics, & delivery	Khosla Ventures, Kleiner Perkins Caufield & Byers, Collaborative Fund	2012	2686 M		29	12	
United States	Data management & analytics	Andreessen Horowitz, New Enterprise Associates, Battery Ventures	2013	3497 M		29	8	
United Kingdom	Fintech	Index Ventures, DST Global, Ribbit Capital	2015	1716 M		31	6	
Bahamas	Sequoia Capital, Thoma Bravo, Softbank	None	2018	1829 M	Acq	40	3	1
United States	E-commerce & direct-to-consumer	Softbank Group, Andreessen Horowitz, Temasek Holdings	1995	4190 M		21	10	
United States	Fintech	Forerunner Ventures, Crosslink Capital, Homebrew	2013	2599 M	Divestiture	24	9	1
India	Edtech	Tencent Holdings, Lightspeed India Partners, Sequoia Capital India	2008	5183 M		45	19	
China	E-commerce & direct-to-consumer	GGV Capital, Zhenfund, Tencent	2013	917.5 M		9	3	
Indonesia	Supply chain, logistics, & delivery	Hillhouse Capital Management, Boyo Capital, Sequoia Capital China	2015	4653 M		9	3	
United States	Internet software & services	Accel, Atlas Capital, Technology Crossover Ventures	2011	475 M		18	1	
China	Edtech	Tencent Holdings, Warburg Pincus, IDG Capital	2012	4044 M	Acquired	18	7	1
China	Hardware	Accel Partners, Sequoia Capital	2006	1135 M		7	3	
China	E-commerce & direct-to-consumer	Tiger Global Management, Sequoia Capital China, Shunwei Capital Partners	2008	553.36 M		8	3	
United States	E-commerce & direct-to-consumer	Accel, Softbank Group, Andreessen Horowitz	2013	3397 M		16	4	
China	Consumer & retail	Sequoia Capital China, Longfor Capital, Gaorong Capital	2016	721.31 M	Acq	13	3	
United States	Fintech	IDG Capital, Ventures51, Lightspeed Venture Partners	2012	293.9 M		34	5	1
United States	Fintech	New Enterprise Associates, Spar Capital, Index Ventures	2012	734.8 M		24	5	
United States	E-commerce & direct-to-consumer	Andreessen Horowitz, Third Five Ventures, Sound Ventures	2017	425.12 M		26	2	
United States	Internet software & services	General Catalyst, Institutional Venture Partners, Breyer Capital	2009	400 M		8	3	
United States	Health	Andreessen Horowitz, F-Prime Capital, Venrock	2017	1969 M		16	4	
United States	Artificial intelligence	Rhosla Ventures, Forerunner Ventures, Sequoia Capital	2017	1096 M		14	6	
United States	Fintech	DST Global, Ribbit Capital, Greenoaks Capital Management	2017	1490 M		28	7	
United States	Consumer & retail	Tiger Global Management	2015	1490 M		28	7	
China	Hardware	Costar Management, Sequoia Capital China, IDG Capital	2015	1490 M		28	7	
United States	Health	Vickers Venture Partners, H&A GreenTech	2008	541.5 M		10	1	
United States	Internet software & services	New Enterprise Associates, RDT Capital Partners, Davidson Kempner Capital Management	2003	1800 M		8	1	
United States	Internet software & services	Caffeinated Capital, OKR, Founder Collective	2013	1353 M		41	6	
China	Auto & transportation	LTW Capital, Legend Capital, Qualcomm Ventures	2013	210.83 M		19	2	
United Kingdom	Hardware	Aravision Industry Corporation of China, Essence Financial, Jiangsu Sha Steel Group	1998	6355 M		6	2	
Germany	Data management & analytics	Accel, 83North	2011	1368 M		13	4	
United States	Fintech	Activant Capital, Tribe Capital, General Atlantic	2014	963 M		37	3	
United States	Fintech	DFJ Growth Fund, Costar Management, Addition	2017	545 M		27	3	
China	Consumer & retail	Tencent Holdings, Hillhouse Capital Management, Yunfeng Capital	None	559.74 M		7	1	
India	Supply chain, logistics, & delivery	Accel India, SAIF Partners, Norwest Venture Partners	2014	3571 M	Acquired	36	12	1
Hong Kong	Supply chain, logistics, & delivery	MindWorks Ventures, Shunwei Capital Partners, Xiang He Capital	2013	2475 M		15	5	
United States	Internet software & services	Index Ventures, Greylock Partners, Kleiner Perkins Caufield & Byers	2012	353.5 M		20	6	
United States	Fintech	General Catalyst Partners, Google Ventures, Kleiner Perkins Caufield & Byers	2011	691.12 M		70	9	
United States	Internet software & services	Y Combinator, Sequoia Capital, Costar Management	2005	1326 M	Acquired	33	5	1
United States	Internet software & services	DFJ, Salsforce Ventures, Storm Ventures	2011	504.77 M		19	6	
United States	Internet software & services	Index Ventures, Draft Ventures, Felicis Ventures	2016	342 M		17	3	
United States	Other	Upper90, RiverPark Ventures, Advent International	2018	3396 M	Acquired	22	5	1
United States	Fintech	Ribbit Capital, CapitalG, Softbank Group	2018	3396 M	Acquired	22	5	1
United States	Internet software & services	KKR, ES Ventures, North Bridge Growth Equity	2001	572.01 M		13	3	
United States	Internet software & services	Bessemer Venture Partners, ICONIQ Capital, Battery Ventures	2012	1099 M		16	6	

Post-cleaning screenshot

Unicorn_Companies_Dataset copy.xls - Compatibility Mode																	
Home Insert Draw Page Layout Formulas Data Review View Developer Tell me																	
AutoSave OFF Font Paragraph Styles Tables Conditional Formatting Cell Styles Insert Delete Format																	
Share Comments																	
E51 United States																	
E F G H I J K L M N O																	
Country	Industry	Select Investors	Founded Year	Total Raised in \$ (Millions)	Financial Stage	Investors Count	Deal Terms	Portfolio Exits									
China	Artificial intelligence	Sequoia Capital China, SIG Asia Investments, Sina Weibo, Softbank Group	2012	7440 M	None	28	8	5									
United States	Other	Founders Fund, Draper Fisher Jurvetson, Rotherberg Ventures	2002	6874 M	None	29	12	None									
United States	Fintech	Khosla Ventures, LowercaseCapital, capitalG	2010	2901 M	Asset	39	12	1									
Sweden	Fintech	Institutional Venture Partners, Sequoia Capital, General Atlantic	2005	3472 M	Acquired	56	13	1									
United States	Other	Tencent Holdings, KKR, Smash Ventures	1991	4377 M	Acquired	25	5	2									
Australia	Internet software & services	Sequoia Capital China, Blackbird Ventures, Matrix Partners	2012	571.26 M	None	26	8	None									
United Kingdom	Fintech	Tiger Global Management, Insight Partners, DST Global	2012	1830 M	None	15	4	None									
United States	Supply chain, logistics, & delivery	Khosla Ventures, Kleiner Perkins Caufield & Byers, Collaborative Fund	2012	2686 M	None	29	12	None									
United States	Data management & analytics	Andreessen Horowitz, New Enterprise Associates, Battery Ventures	2013	3497 M	None	29	8	None									
United Kingdom	Fintech	Index Ventures, DST Global, Ribbit Capital	2015	1716 M	None	31	6	None									
Bahamas	Sequoia Capital, Thoma Bravo, Softbank	None	2018	1829 M	Acq	40	3	1									
United States	E-commerce & direct-to-consumer	Softbank Group, Andreessen Horowitz, Temasek Holdings	1995	4190 M	None	21	10	None									
United States	Fintech	Forerunner Ventures, Crosslink Capital, Homebrew	2013	2399 M	Diversiture	24	9	1									
India	Edtech	Tencent Holdings, Lightspeed India Partners, Sequoia Capital India	2008	5183 M	None	45	19	None									
China	E-commerce & direct-to-consumer	GGV Capital, Zhenfund, Tencent	2013	917.5 M	None	9	3	None									
Indonesia	Supply chain, logistics, & delivery	Hillhouse Capital Management, Boyo Capital, Sequoia Capital China	2015	4653 M	None	9	3	None									
United States	Internet software & services	Accel, Atlasik Capital, Technology Crossover Ventures	2011	675 M	None	18	1	None									
China	Edtech	Tencent Holdings, Warburg Pincus, IDG Capital	2012	4044 M	Acquired	18	7	1									
China	Hardware	Accel Partners, Sequoia Capital	2006	1135 M	None	7	3	None									
China	E-commerce & direct-to-consumer	Tiger Global Management, Sequoia Capital China, Shunwei Capital Partners	2008	553.36 M	None	8	3	None									
United States	E-commerce & direct-to-consumer	Accel, Softbank Group, Anthos Capital	2013	3397 M	None	16	4	None									
China	Consumer & retail	Sequoia Capital China, Longfor Capital, Gaorong Capital	2016	721.31 M	None	13	3	None									
United States	Fintech	IDG Capital, Ventures3, Lightspeed Venture Partners	2012	293.9 M	Acq	34	5	1									
United States	Fintech	New Enterprise Associates, Spar Capital, Index Ventures	2012	734.8 M	None	24	5	None									
United States	E-commerce & direct-to-consumer	Andreessen Horowitz, Thirty Five Ventures, Sound Ventures	2017	425.12 M	None	26	2	None									
United States	Internet software & services	General Catalyst, Institutional Venture Partners, Breyer Capital	2009	400 M	None	8	3	None									
United States	Health	Andreessen Horowitz, F-Prime Capital, Venrock	2017	1969 M	None	16	4	None									
United States	Artificial intelligence	Khosla Ventures, Forerunner Ventures, Sequoia Capital	2017	1096 M	None	14	6	None									
United States	Fintech	DST Global, Ribbit Capital, Greenoaks Capital Management	2017	1490 M	None	28	7	None									
United States	Consumer & retail	Tiger Global Management	2015	1490 M	None	28	7	None									
China	Hardware	Cosine Management, Sequoia Capital China, IDG Capital	2015	1490 M	None	28	7	None									
United States	Health	Vickers Venture Partners, NEA Greentech	2008	561.5 M	None	10	1	None									
United States	Internet software & services	New Enterprise Associates, BDT Capital Partners, Davidson Kempner Capital Management	2003	1800 M	None	8	1	None									
United States	Internet software & services	Caffeinated Capital, CHV, Founder Collective	2013	1353 M	None	41	6	None									
China	Auto & transportation	LTW Capital, Legend Capital, Qualcomm Ventures	2013	210.83 M	None	19	2	None									
United Kingdom	Hardware	Aviation Industry Corporation of China, Essence Financial, Jiangsu Sha Steel Group	1998	6255 M	None	6	2	None									
Germany	Data management & analytics	Accel, 83North	2011	1368 M	None	13	4	None									
United States	Fintech	Activist Capital, Tribe Capital, General Atlantic	2014	963 M	None	37	3	None									
United States	Fintech	DFJ Growth Fund, Caster Management, Addition	2017	545 M	None	27	3	None									
China	Consumer & retail	Tencent Holdings, Hillhouse Capital Management, Yurfeng Capital	None	559.74 M	None	7	1	None									
India	Supply chain, logistics, & delivery	Accel India, SAIF Partners, Norwest Venture Partners	2014	3571 M	Acquired	36	12	1									
Hong Kong	Supply chain, logistics, & delivery	MindWorks Ventures, Shunwei Capital Partners, Xiang He Capital	2013	2475 M	None	15	5	None									
United States	Internet software & services	Index Ventures, Ginylock Partners, Kleiner Perkins Caufield & Byers	2012	333.5 M	None	20	6	None									
United States	Fintech	General Catalyst Partners, Google Ventures, Kleiner Perkins Caufield & Byers	2011	691.12 M	None	70	9	None									
United States	Internet software & services	Y Combinator, Sequoia Capital, Caster Management	2005	1326 M	Acquired	33	5	1									
United States	Internet software & services	DFJ, Salesforce Ventures, Storm Ventures	2011	504.77 M	None	19	6	None									
United States	Internet software & services	Index Ventures, Draft Ventures, Felis Ventures	2016	342 M	None	17	3	None									
United States	Other	Upper90, RiverPark Ventures, Advent International	2018	3396 M	Acquired	22	5	1									
United States	Fintech	Ribbit Capital, capitalG, Softbank Group	2018	3396 M	Acquired	22	5	1									
United States	Internet software & services	KKR, ES Ventures, North Bridge Growth Equity	2001	572.01 M	None	13	3	None									
United States	Internet software & services	Bessemer Venture Partners, ICONIQ Capital, Battery Ventures	2012	1099 M	None	16	6	None									

3. Data Category Name: Converting all values into one unit

Action: The column name “*Total Raised in \$*” had two different unit values i.e., “*millions*” and “*billions*”. Converted all the values into one single unit “*millions (M)*” to understand much better in the visuals.

Pre-cleaning screenshot

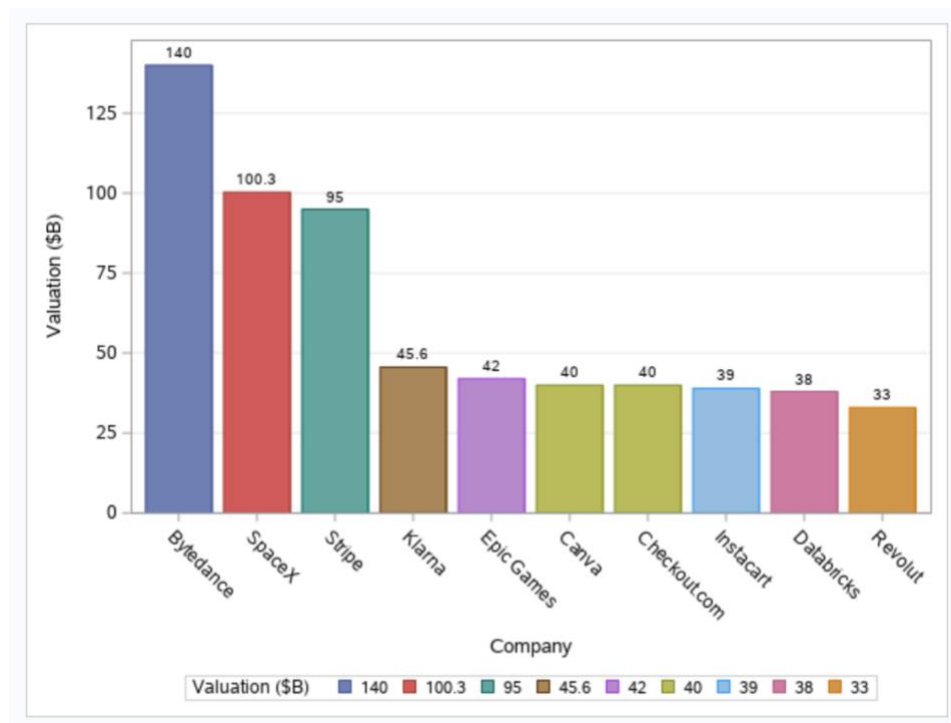
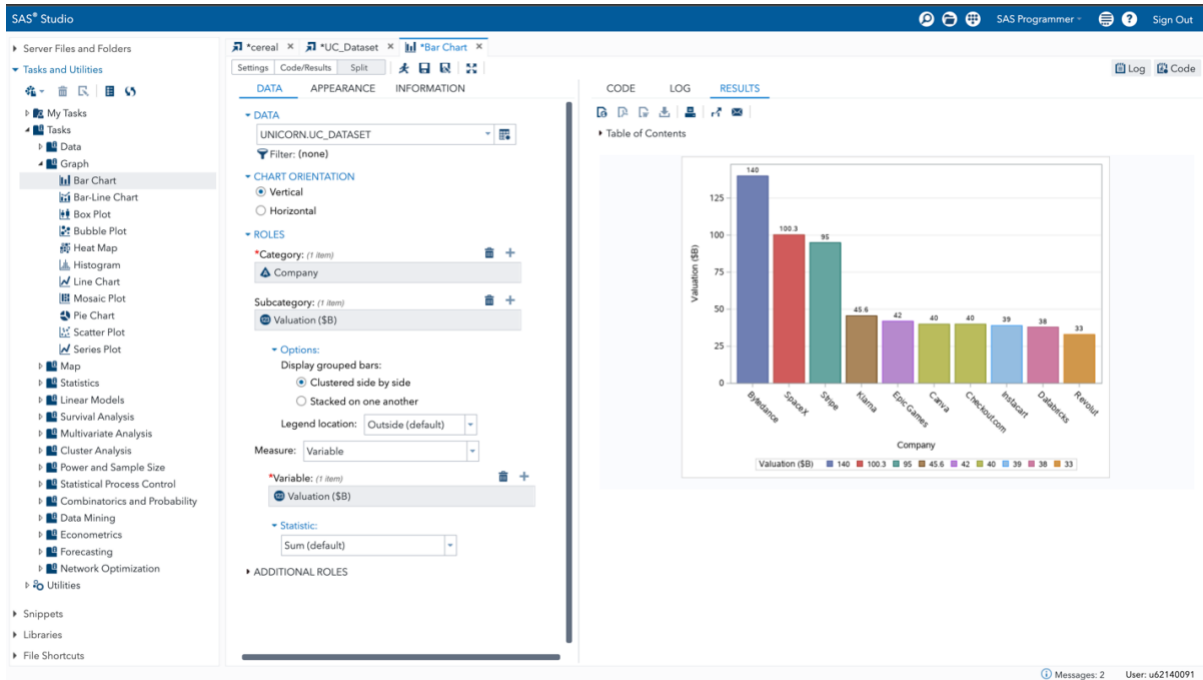
Index	Country	City	Industry	Select Investors	Founded Year	Total Raised	Financial Stage	Investors Count	Deal Terms	Portfolio Exits
1	China	Beijing	Artificial intelligence	Sequoia Capital China, SIG Asia Investments, Sina Weibo, Softbank Group	2012	\$7.44B	ipo	18	8	5
2	China	Huawei	Other	Founders Fund, Deepor Fisher Jervetson, Rottenberg Ventures	2002	\$6.874B	None	29	12	None
3	United States	San Francisco	Fintech	Khosla Ventures, LowercaseCapital, capitalG	2010	\$2.901B	Asset	39	12	1
4	Sweden	Stockholm	Fintech	Institutional Venture Partners, Sequoia Capital, General Atlantic	2005	\$3.472B	Acquired	56	13	1
5	United States	City	Other	Tencent Holdings, KKR, Smash Ventures	1991	\$4.377B	Acquired	25	5	2
6	Australia	Sunny Hills	Internet software & services	Sequoia Capital China, Blackbird Ventures, Matrix Partners	2012	\$571.26M	None	26	8	None
7	United Kingdom	London	Fintech	Tiger Global Management, Insight Partners, DST Global	2012	\$1.83B	None	15	4	None
8	United States	San Francisco	Supply chain, logistics, & delivery	Khosla Ventures, Kleiner Perkins Caufield & Byers, Collaborative Fund	2012	\$2.886B	None	29	12	None
9	United States	San Francisco	Data management & analytics	Andreessen Horowitz, New Enterprise Associates, Battery Ventures	2013	\$3.497B	None	29	8	None
10	United Kingdom	London	Fintech	Index Ventures, DST Global, Ribbit Capital	2015	\$1.716B	None	31	6	None
11	United States	Jackonville	Sequoia Capital, Thoma Bravo, Softbank	None	2018	\$1.829B	Acq	40	3	1
12	United States	San Francisco	Fintech	Softbank Group, Andreessen Horowitz, Temasek Holdings	1995	\$4.13B	None	21	10	None
13	United States	San Francisco	Fintech	Forerunner Ventures, Crosslink Capital, Homebrew	2013	\$2.599B	Divestiture	24	9	1
14	India	Bengaluru	Edtech	Tencent Holdings, Lightspeed India Partners, Sequoia Capital India	2008	\$5.183B	None	45	19	None
15	China	Shanghai	E-commerce & direct-to-consumer	GGV Capital, ZhenFund, Tencent	2013	\$917.5M	None	9	3	None
16	China	Jakarta	Supply chain, logistics, & delivery	Willhouse Capital Management, Bopu Capital, Sequoia Capital China	2015	\$4.613B	None	9	3	None
17	United States	San Francisco	Internet software & services	Accel, Altairk Capital, Technology Crossover Ventures	2011	\$475M	None	18	1	None
18	China	Beijing	Edtech	Tencent Holdings, Warburg Pincus, IDG Capital	2012	\$4.044B	Acquired	18	7	1
19	China	Shenzhen	Hardware	Accel Partners, Sequoia Capital	2006	\$1.135B	None	7	3	None
20	United States	Philadelphia	E-commerce & direct-to-consumer	Tiger Global Management, Sequoia Capital China, Shunwei Capital Partners	2008	\$553.36M	None	8	3	None
21	China	Beijing	E-commerce & direct-to-consumer	Accel, Softbank Group, Anthos Capital	2013	\$3.397B	None	16	4	None
22	China	Beijing	Consumer & retail	Sequoia Capital China, Longfor Capitalm, Gaorong Capital	2016	\$721.31M	None	13	3	None
23	United States	San Francisco	Fintech	IDG Capital, VenturesSL, Lightspeed Venture Partners	2012	\$293.9M	Acq	34	5	1
24	United States	San Francisco	Fintech	New Enterprise Associates, Spar Capital, Index Ventures	2012	\$734.8M	None	24	5	None
25	United States	New York	E-commerce & direct-to-consumer	Andreessen Horowitz, Thirty Five Ventures, Sound Ventures	2017	\$425.12M	None	26	2	None
26	United States	San Francisco	Internet software & services	General Catalyst, Institutional Venture Partners, Breyer Capital	2009	\$402M	None	8	3	None
27	United States	Walham	Health	Andreessen Horowitz, F-Prime Capital, Venrock	2017	\$1.969B	None	16	4	None
28	United States	San Francisco	Artificial intelligence	Khosla Ventures, Forerunner Ventures, Sequoia Capital	2017	\$1.096B	None	14	6	None
29	United States	San Francisco	Fintech	DST Global, Ribbit Capital, Greenoaks Capital Management	2017	\$1.49B	None	28	7	None
30	United States	San Francisco	Consumer & retail	Tiger Global Management	2015	\$1.49B	None	18	7	None
31	China	Beijing	Hardware	Coatue Management, Sequoia Capital China, IDG Capital	2015	\$1.49B	None	28	7	None
32	United States	San Diego	Health	Vickers Venture Partners, IKEA GreenTech	2008	\$561.5M	None	10	1	None
33	United States	Rosville	Internet software & services	New Enterprise Associates, BDT Capital Partners, Davidson Kempner Capital Management	2003	\$1.8B	None	8	1	None
34	United States	San Francisco	Internet software & services	Cathenned Capital, CMV, Founder Collective	2013	\$1.913B	None	41	6	None
35	China	Shanghai	Auto & transportation	LTW Capital, Legend Capital, Qualcomm Ventures	2013	\$210.83M	None	19	2	None
36	United Kingdom	London	Hardware	Aviation Industry Corporation of China, Essence Financial, Jiangsu Sha Steel Group	1998	\$6.255B	None	6	2	None
37	Germany	Munich	Data management & analytics	Accel, BKHoth	2011	\$1.368B	None	13	4	None
38	United States	San Francisco	Fintech	Actiant Capital, Tribe Capital, General Atlantic	2014	\$963M	None	37	3	None
39	United States	San Francisco	Fintech	DFJ Growth Fund, Coatue Management, Addition	2017	\$545M	None	27	3	None
40	China	Lubei	Consumer & retail	Tencent Holdings, Hillhouse Capital Management, Yunfeng Capital	2017	\$559.74M	None	7	1	None
41	India	Bengaluru	Supply chain, logistics, & delivery	Accel India, SAIF Partners, Norwest Venture Partners	2014	\$3.571B	Acquired	36	12	1
42	Hong Kong	Cheung Sha Wan	Supply chain, logistics, & delivery	MinWorko Ventures, Shunwei Capital Partners, Xiang He Capital	2013	\$2.475B	None	15	5	None
43	United States	San Francisco	Internet software & services	Index Ventures, Greylock Partners, Kleiner Perkins Caufield & Byers	2012	\$333.5M	None	20	6	None
44	United States	San Francisco	Fintech	General Catalyst Partners, Google Ventures, Kleiner Perkins Caufield & Byers	2011	\$691.12M	None	70	9	None
45	United States	San Francisco	Internet software & services	T Combiator, Sequoia Capital, Coatue Management	2005	\$1.305B	Acquired	33	5	1
46	United States	San Francisco	Internet software & services	DIF, Salesforce Ventures, Storm Ventures	2011	\$504.77M	None	19	6	None
47	United States	San Francisco	Internet software & services	Index Ventures, Draft Ventures, Felics Ventures	2016	\$342M	None	17	3	None
48	United States	Walpole	Other	UpperRo, RiverPart Ventures, Advent International	2018	\$3.394B	Acquired	22	5	1
49	United States	New York	Fintech	Ribbit Capital, capitalG, Softbank Group	2018	\$3.394B	Acquired	22	5	1
50	United States	Boston	Internet software & services	KKR, ES Ventures, North Bridge Growth Equity	2001	\$572.01M	None	13	3	None
51	United States	Glendale	Internet software & services	Bessemer Venture Partners, ICONIQ Capital, Battery Ventures	2012	\$1.099B	None	16	6	None

Post-cleaning screenshot

Unicorn_Companies_Dataset copy.xls - Compatibility Mode -- Saved to my Mac										
AutoSave OFF										
Home Insert Draw Page Layout Formulas Data Review View Developer Tell me										
Calibri (Body) 12 A A Conditional Formatting Cell Styles Insert Delete Format Autosum Fill Sort & Filter Find & Select Analyze Data Sensitivity										
D32 Beijing										
	D	E	F	G	H	I	J	K		
	City	Country	Industry	Select Investors	Founded Year	Total Raised in \$ (Millions)	Financial Stage	Investors Count		
1	Beijing	China	Artificial intelligence	Sequoia Capital China, SIG Asia Investments, Sina Weibo, Softbank Group	2012	7440 M	IPO	28		
2	Hawthorne	United States	Other	Founders Fund, Draper Fisher Jurvetson, Rottenberg Ventures	2002	6874 M	None	29		
3	San Francisco	United States	Fintech	Khosla Ventures, LowercaseCapital, capitalG	2010	2901 M	Asset	39		
4	Stockholm	Sweden	Fintech	Institutional Venture Partners, Sequoia Capital, General Atlantic	2005	3472 M	Acquired	56		
5	Cary	United States	Other	Tencent Holdings, KKR, Sinus Ventures	1991	4377 M	Acquired	25		
6	Surry Hills	Australia	Internet software & services	Sequoia Capital China, Blackbird Ventures, Matrix Partners	2012	571.26 M	None	26		
7	London	United Kingdom	Fintech	Tiger Global Management, Insight Partners, DST Global	2012	1830 M	None	15		
8	San Francisco	United States	Supply chain, logistics, & delivery	Khosla Ventures, Kleiner Perkins Caufield & Byers, Collaborative Fund	2012	2686 M	None	29		
9	San Francisco	United States	Data management & analytics	Andressen Horowitz, New Enterprise Associates, Battery Ventures	2013	3487 M	None	29		
10	London	United Kingdom	Fintech	Index Ventures, DST Global, Ribbit Capital	2015	1716 M	None	31		
11	Fintech	United States	Sequoia Capital, Thoma Bravo, Softbank	None	2018	1829 M	Acq	40		
12	Jacksonville	United States	E-commerce & direct-to-consumer	Softbank Group, Andressen Horowitz, Temasek Holdings	1995	4190 M	None	21		
13	San Francisco	United States	Fintech	Forerunner Ventures, Crosslink Capital, Homebrew	2013	2599 M	Diversifcure	24		
14	Bengaluru	India	Edtech	Tencent Holdings, Lightspeed India Partners, Sequoia Capital India	2008	5183 M	None	45		
15	Shanghai	China	E-commerce & direct-to-consumer	GGV Capital, Zhenfund, Tencent	2013	917.5 M	None	9		
16	Jakarta	Indonesia	Supply chain, logistics, & delivery	Hillhouse Capital Management, Boji Capital, Sequoia Capital China	2015	4653 M	None	9		
17	San Francisco	United States	Internet software & services	Accel, Altair Capital, Technology Crossover Ventures	2011	475 M	None	18		
18	Beijing	China	Edtech	Tencent Holdings, Warburg Pincus, IDG Capital	2012	4044 M	Acquired	18		
19	Shenzhen	China	Hardware	Accel Partners, Sequoia Capital	2006	1135 M	None	7		
20	Shenzhen	China	E-commerce & direct-to-consumer	Tiger Global Management, Sequoia Capital China, Shunwei Capital Partners	2008	553.36 M	None	8		
21	Philadelphia	United States	E-commerce & direct-to-consumer	Accel, Softbank Group, Anthos Capital	2013	3397 M	None	16		
22	Beijing	China	Consumer & retail	Sequoia Capital China, Longfor Capital, Gaorong Capital	2016	721.31 M	None	13		
23	San Francisco	United States	Fintech	IDG Capital, Ventures12, Lightspeed Venture Partners	2012	293.9 M	Acq	34		
24	San Francisco	United States	Fintech	New Enterprise Associates, Spar Capital, Index Ventures	2012	734.8 M	None	24		
25	New York	United States	E-commerce & direct-to-consumer	Andressen Horowitz, Thirty Five Ventures, Sound Ventures	2017	425.12 M	None	26		
26	San Francisco	United States	Internet software & services	General Catalyst, Institutional Venture Partners, Breyer Capital	2009	402 M	None	8		
27	Walham	United States	Health	Andressen Horowitz, F-Prime Capital, Venrock	2017	1969 M	None	16		
28	San Francisco	United States	Artificial intelligence	Khosla Ventures, Forerunner Ventures, Sequoia Capital	2017	1096 M	None	14		
29	San Francisco	United States	Fintech	DST Global, Ribbit Capital, Greenoaks Capital Management	2017	1490 M	None	28		
30	San Francisco	United States	Consumer & retail	Tiger Global Management	2015	1490 M	None	28		
31	Beijing	China	Hardware	Coatue Management, Sequoia Capital China, IDG Capital	2015	1490 M	None	28		
32	San Diego	United States	Health	Vickers Venture Partners, IEA GreenTech	2008	561.5 M	None	10		
33	Roseville	United States	Internet software & services	New Enterprise Associates, BDT Capital Partners, Davidson Kemper Capital Management	2003	1800 M	None	8		
34	San Francisco	United States	Internet software & services	Caffinated Capital, CNY Founder Collective	2013	1353 M	None	41		
35	Shanghai	China	Auto & transportation	LTW Capital, Legend Capital, Qualcomm Ventures	2013	210.83 M	None	19		
36	London	United Kingdom	Hardware	Aviation Industry Corporation of China, Essence Financial, Jiangsu Sha Steel Group	1998	6255 M	None	6		
37	Munich	Germany	Data management & analytics	Accel, B3North	2011	1168 M	None	13		
38	San Francisco	United States	Fintech	Activant Capital, Tribe Capital, General Atlantic	2014	963 M	None	37		
39	San Francisco	United States	Fintech	DFJ Growth Fund, Coatue Management, Addition	2017	545 M	None	27		
40	Luohu	China	Consumer & retail	Tencent Holdings, Hillhouse Capital Management, Yungfeng Capital	None	559.74 M	None	7		
41	Bengaluru	India	Supply chain, logistics, & delivery	Accel India, SAIF Partners, Norwest Venture Partners	2014	3571 M	Acquired	36		
42	Cheung Sha Wan	Hong Kong	Supply chain, logistics, & delivery	MindWorks Ventures, Shunwei Capital Partners, Xiang He Capital	2013	2475 M	None	15		
43	San Francisco	United States	Internet software & services	Index Ventures, Greylock Partners, Kleiner Perkins Caufield & Byers	2012	333.5 M	None	20		
44	San Francisco	United States	Fintech	General Catalyst Partners, Google Ventures, Kleiner Perkins Caufield & Byers	2011	891.12 M	None	70		
45	San Francisco	United States	Internet software & services	Y Combinator, Sequoia Capital, Coatue Management	2005	1326 M	Acquired	33		
46	San Francisco	United States	Internet software & services	DFJ, Salesforce Ventures, Storm Ventures	2011	504.77 M	None	19		
47	San Francisco	United States	Internet software & services	Index Ventures, Draft Ventures, Felicis Ventures	2016	342 M	None	17		
48	Waldpole	United States	Other	UpperRo, RiverPark Ventures, Adient International	2018	3396 M	Acquired	22		
49	New York	United States	Fintech	Ribbit Capital, capitalG, Softbank Group	2018	3396 M	Acquired	22		
50	Boston	United States	Internet software & services	KKR, ES Ventures, North Bridge Growth Equity	2001	572.01 M	None	13		
51	Glendale	United States	Internet software & services	Bessemer Venture Partners, KCDQIQ Capital, Battery Ventures	2012	1099 M	None	16		

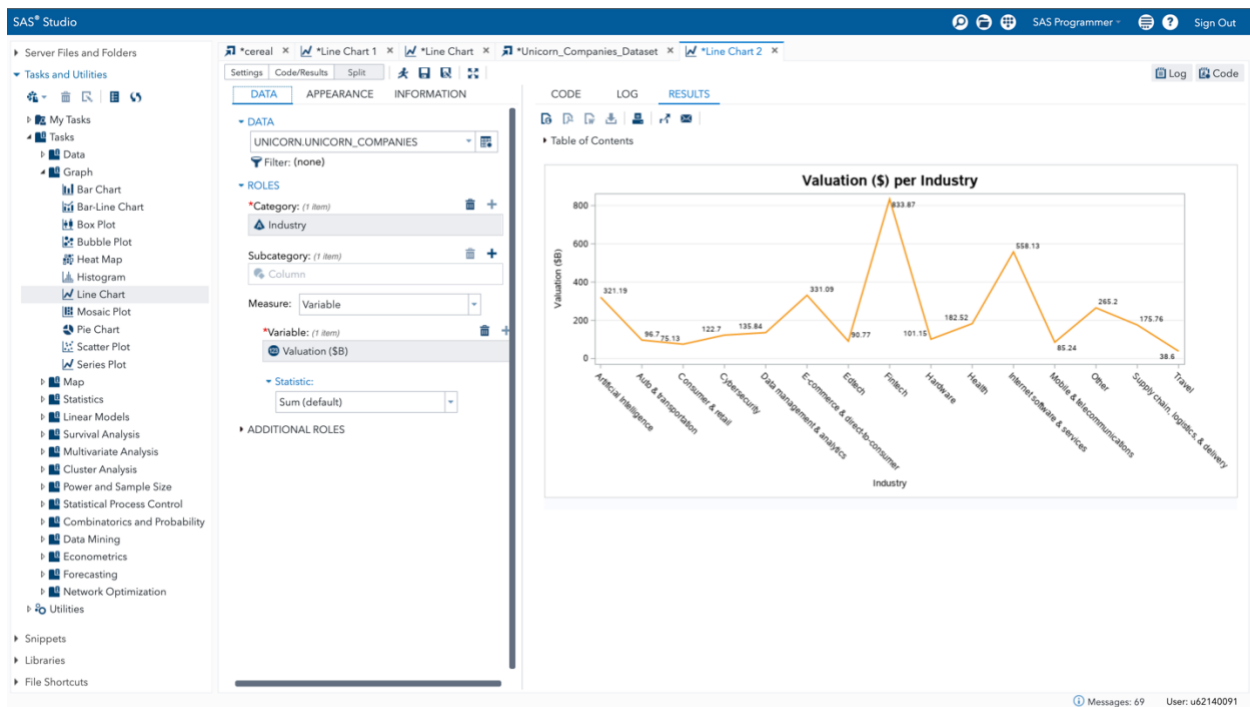
D. Analysis & Visualizations

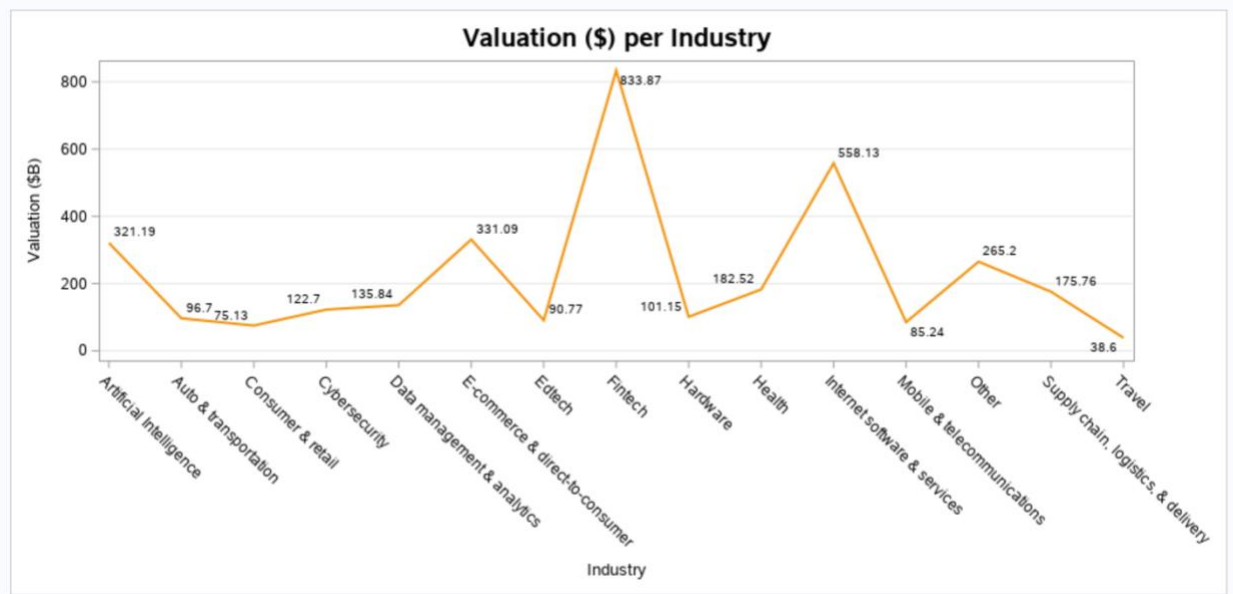
1. Which are the top 10 highest valued Unicorn Companies globally?



The bar graph shows the top 10 highest valued Unicorn companies globally. All the bars are with different colors to understand the graph easily with the labels on each to show the total valuation of the company. The highest valued Unicorn company is Bytedance from Beijing, China with approx. valuation of \$140 billion followed by SpaceX from Unites States (\$100.3 billion) and the third is Stripe from United States (\$95 billion). The Unicorn companies with the ranks from 4th to 9th are all valued between \$38 billion to \$46 billion. The lowest among the top 10 companies is Revolut with \$33 billion valuation.

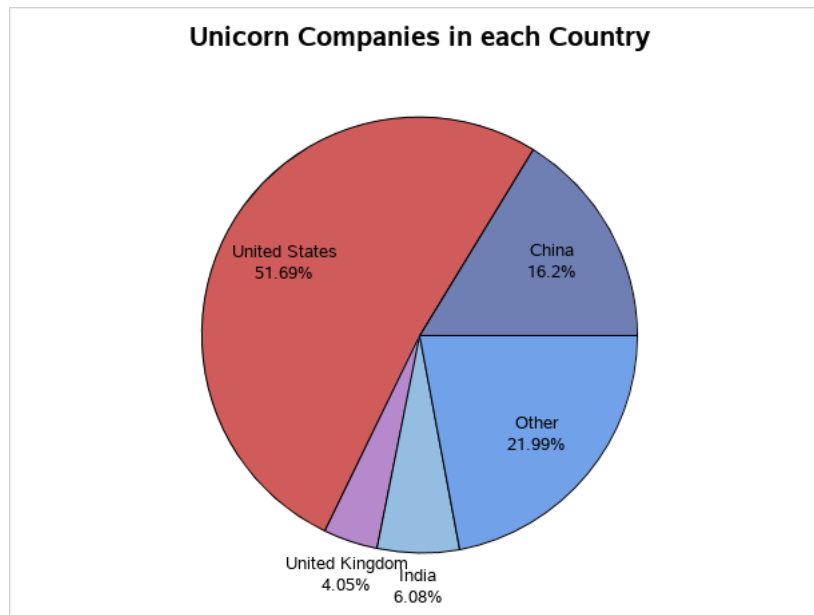
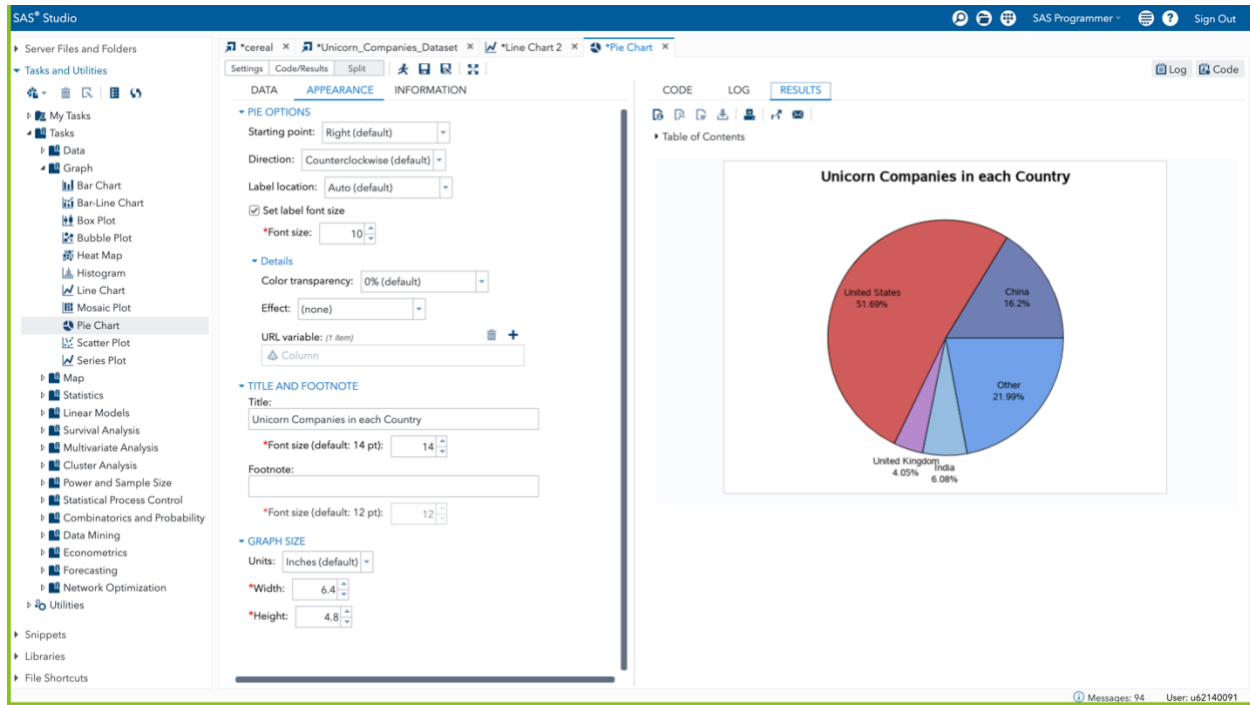
2. Which industry (sector/field) has the highest valuation (\$)?





This line chart displays the summed valuations of all the Unicorn companies respective to each Industry they fall within. As we can see from the graph that the industry(sector) with the highest valuations are the Fintech companies. These fintech companies includes some giant Unicorn companies like Stripe, Klarna, Checkout.com, Revolut, FTX and many more. The top 5 highest valuations industry followed by Fintech are Internet Software and Services, E-commerce & direct-to-consumer, Artificial Intelligence, and Others respectively which includes widely known companies like SpaceX, Bytedance, Epic Games, Instacart, BYJU's, SHEIN, Ripple, OpenSea, Grammarly and more. The lowest industry with the least valuation of the Unicorn companies is the Travel sector. Also, we can see that there are lots of industry sectors that averages between \$85-\$185 billions of valuations.

3. Which country has the largest shares in Unicorn Companies?



This pie chart shows the countries with the most Unicorn companies. The chart has been displayed with different colors which easily shows the percentage of shares of Unicorn companies each country has. As we see from the graph, United States shares the highest number of Unicorn countries with more than half of the total Unicorn companies from the data. Followed by China, India, UK, and Others shares the other half of the Unicorn companies.

E. Statistical Summary

1. Statical Summary for column “Valuation (\$)”

Analysis Variable : Valuation (\$B) Valuation (\$B)				
Mean	Std Dev	Minimum	Maximum	N
3.2920829	7.3097808	1.0000000	140.0000000	1037

<u>Statical Summary</u>	<u>Explanation</u>
Mean	Average value of Valuation \$ = \$3.29 billion
Standard Deviation	The high value of std dev: 7.31 which means that the data points are distributed over a wide range of values.
Minimum	The minimum value is \$1 billion, which is the least valuation of a Unicorn company
Maximum	The maximum value is \$140 billion, which is the highest valued Unicorn company
N	1037 is the number of observations for the analysis

2. Statistical Summary for column “Date Joined”

Analysis Variable : Date Joined Date Joined				
Mean	Std Dev	Minimum	Maximum	N
22030.28	721.3772297	17367.00	22704.00	1037

<u>Statical Summary</u>	<u>Explanation</u>
Mean	Average value = 22030.28
Standard Deviation	Value of standard deviation = 721.37
Minimum	Minimum value = 17367
Maximum	Maximum value = 22704
N	1037 is the number of observations for the analysis

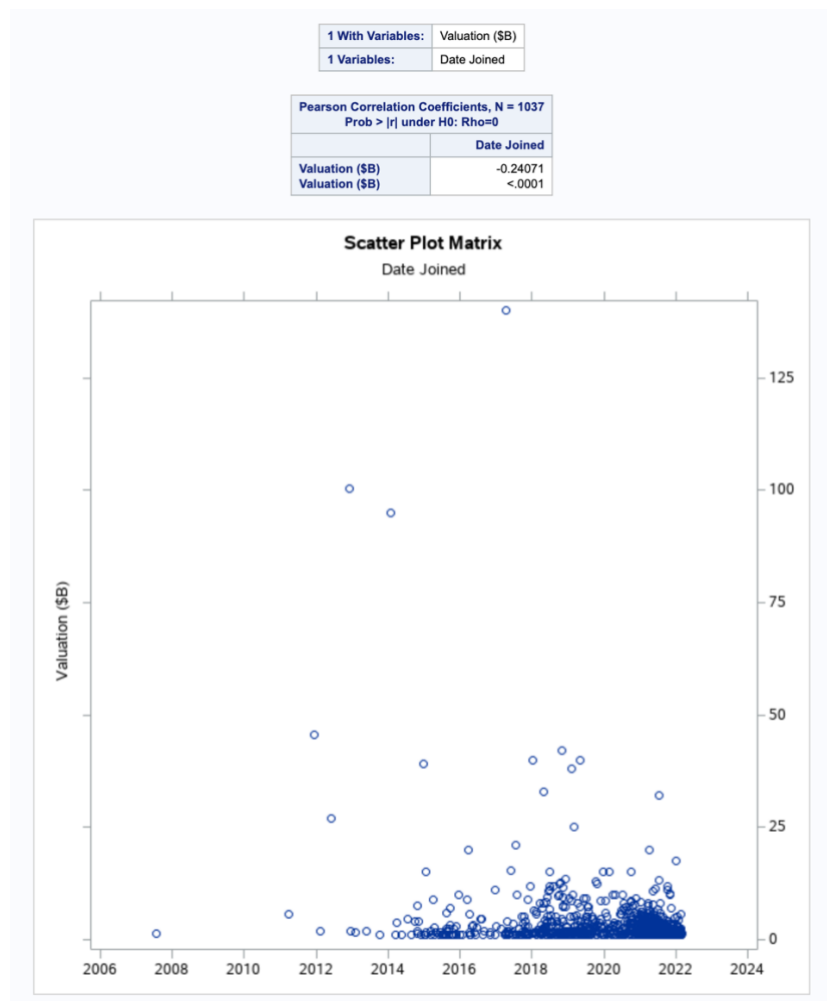
F. Statical Tests

1. One-way frequency

The FREQ Procedure				
Total Raised in \$ (Millions)				
Total Raised in \$ (Millions)	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1 M	1	0.10	1	0.10
1.42 M	1	0.10	2	0.19
100 M	5	0.48	7	0.68
100.12 M	1	0.10	8	0.77
100.25 M	1	0.10	9	0.87
1003 M	1	0.10	10	0.96
101.62 M	1	0.10	11	1.06
101.97 M	1	0.10	12	1.16
1013 M	2	0.19	14	1.35
1021 M	1	0.10	15	1.45
1024 M	1	0.10	16	1.54
1026 M	1	0.10	17	1.64
1027 M	1	0.10	18	1.74
1039 M	1	0.10	19	1.83
1040 M	2	0.19	21	2.03
1042 M	1	0.10	22	2.12
1044 M	1	0.10	23	2.22
1050 M	1	0.10	24	2.31
1057 M	1	0.10	25	2.41
106.7 M	1	0.10	26	2.51
1061 M	1	0.10	27	2.60
1070 M	1	0.10	28	2.70
1072 M	1	0.10	29	2.80
1077 M	1	0.10	30	2.89
108.03 M	1	0.10	31	2.99
108.5 M	1	0.10	32	3.09
1089 M	1	0.10	33	3.18
109.4 M	1	0.10	34	3.28
1093 M	1	0.10	35	3.38
1096 M	1	0.10	36	3.47
1099 M	1	0.10	37	3.57
11.3 M	1	0.10	38	3.66
11.54 M	1	0.10	39	3.76
110 M	2	0.19	41	3.95
110.59 M	1	0.10	42	4.05
1100 M	1	0.10	43	4.15
1103 M	1	0.10	44	4.24
111.1 M	1	0.10	45	4.34
111.5 M	1	0.10	46	4.44
1127 M	1	0.10	47	4.53
1132 M	1	0.10	48	4.63
1135 M	1	0.10	49	4.73
115 M	2	0.19	51	4.92

An understanding of one variable for analysis is obtained by a “One-Way Frequency” analysis. The analysis for “*Total Raised in \$ (Million)*” is displayed in this table. The graph only shows the certain rows out of 1037 records because doing so would be not possible here. The column “*Frequency*” shows the number of values repeated in the “*Total Raised in \$ (Million)*”. However, as we can also see from the complete table, that many amounts are unique.

2. Correlation Analysis



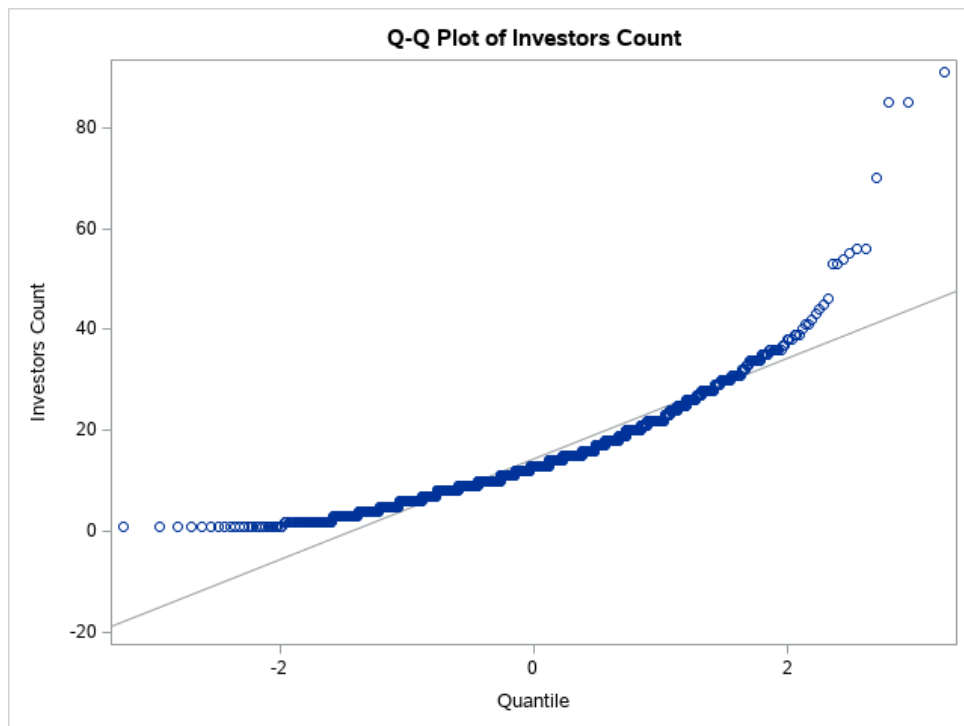
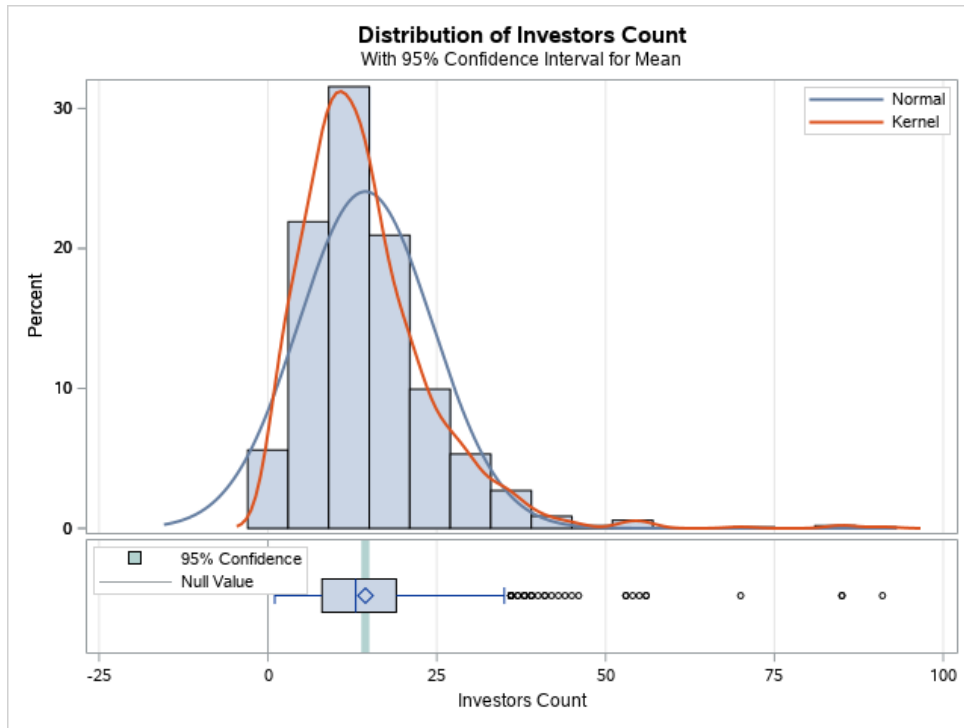
We aim to calculate the Pearson Correlation Coefficient in this correlation analysis. Generally, the sample correlation coefficient ranges from -1 to 1. The correlation between the two variables is quantified by this value. The above example shows a moderate correlation between "*Valuation (\$)*" and "*Date Joined*" based on the Coefficient value of -0.24071. Because all data points had too many values overlaid over one another, I only used a sample of about 60% of the data for this data frame.

3. T-Test

Variable: Investors Count					
N	Mean	Std Dev	Std Err	Minimum	Maximum
1036	14.4324	9.9465	0.3090	1.0000	91.0000

Mean	95% CL Mean	Std Dev	95% CL Std Dev
14.4324	13.8260	15.0388	9.5359

DF	t Value	Pr > t
1035	46.70	<.0001



Description	Explanation
Null Hypothesis	Ho = There is no significance of the Investors Count from the mean
Alternative Hypothesis	Ha = There is a significance of the Investors Count from the mean
Significant Value	Alpha (α) = 0.05
Comparison	$0.01 < 0.05$
	We reject the Ho. This means there is a significant gap in the Investors count from the mean

G. References

1. 10, D., | by Dave Gilson, & Gilson, D. (2021, December 10). What makes Unicorns Special? these numbers may hold the answers. Stanford Graduate School of Business. Retrieved October 30, 2022, from <https://www.gsb.stanford.edu/insights/what-makes-unicorns-special-these-numbers-may-hold-answers>
2. SoFi. (2021, November 8). What are unicorn companies? SoFi. Retrieved October 30, 2022, from <https://www.sofi.com/learn/content/what-is-a-unicorn-company>
3. What is a unicorn company? PitchBook. (n.d.). Retrieved October 30, 2022, from <https://pitchbook.com/blog/what-is-a-unicorn>