

Exploratory Data Analysis of Unicorn Companies

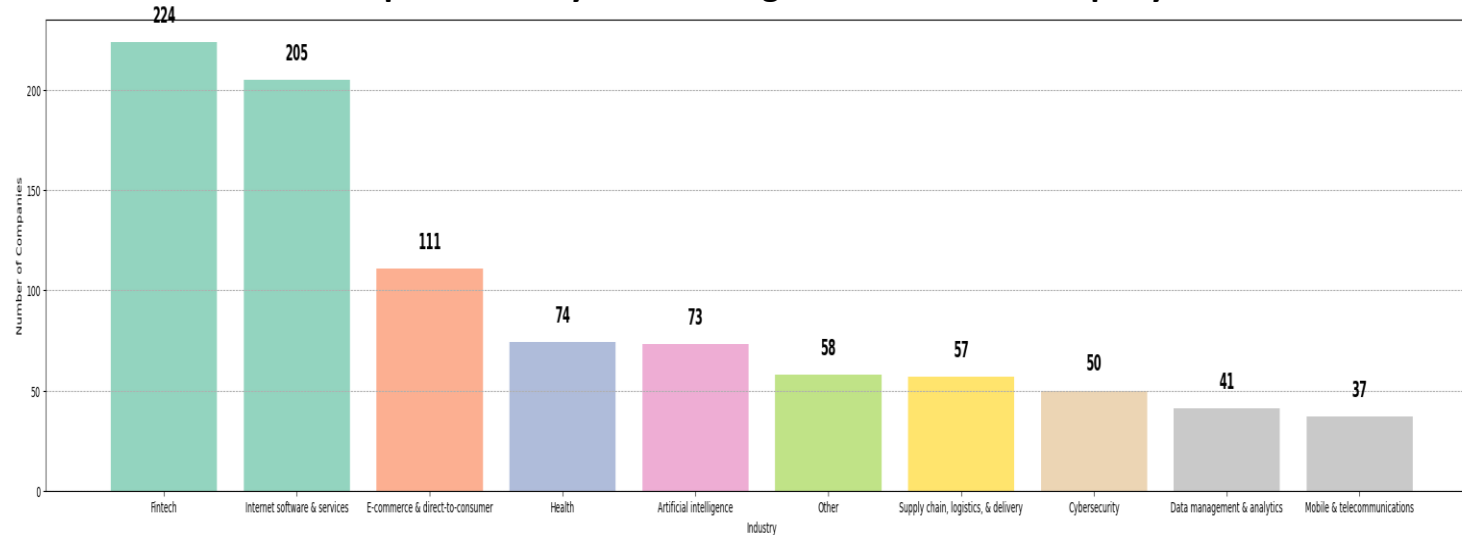


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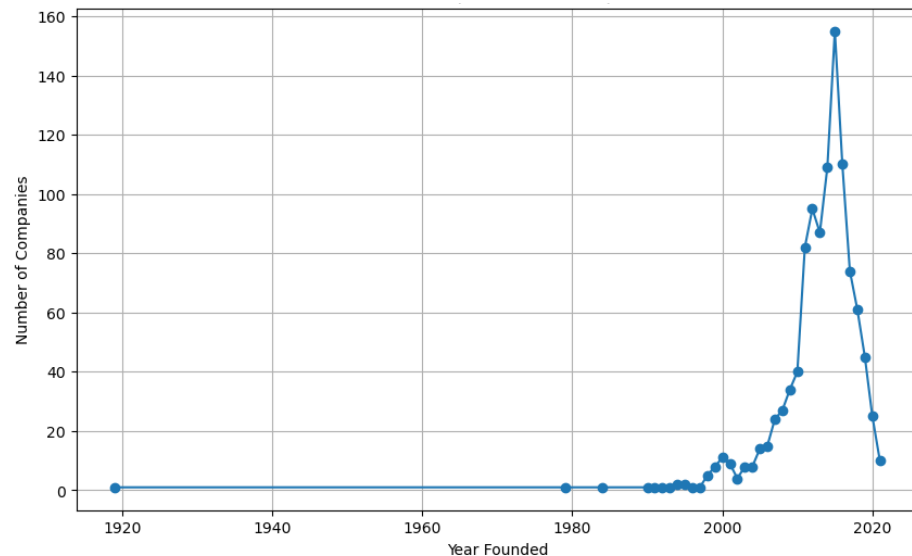
Industry Survey of Unicorn companies around the world

Top 10 industry with the highest number of company



- The top ten industries with the highest number of companies in the dataset are led by the Fintech sector, which boasts 224 companies.
- Following closely is the Internet software & services industry with 205 companies, and E-commerce & direct-to-consumer with 111 companies.
- These three sectors exhibit a strong presence in the dataset, indicating their prominence in the business landscape.
- The Health and Artificial intelligence sectors are also noteworthy, housing 74 and 73 companies, respectively.
- Other diverse industries like Supply chain, logistics, & delivery, Cybersecurity, Data management & analytics, and Mobile & telecommunications follow suit, contributing to the dataset's rich variety.
- This diversity in industries highlights the breadth of entrepreneurial ventures represented, with Fintech and Internet software & services being particularly prominent areas of innovation and investment.

Number of companies founded per year



- The data reveals a comprehensive picture of the distribution of company founding years within the dataset. It's evident that the most prolific year for company foundations was 2015, with a remarkable 155 companies established during that time.
- Following closely, 2016 and 2014 were also significant years for entrepreneurship, boasting 110 and 109 new businesses, respectively. These years appear to represent periods of substantial economic activity and entrepreneurial spirit.
- On the other end of the spectrum, we observe a more modest number of companies founded in earlier years, indicating that the pace of entrepreneurship has evolved over time.

Overview of insights into the unicorn companies around the world

The 'Valuation' and 'Funding' data provide invaluable insights into our dataset. Within the 'Valuation' column, we observe a significant variance in company valuations, spanning from a minimum of \$1 billion to an impressive maximum of \$180 billion. The dataset's average valuation hovers around \$3.46 billion, with a notable standard deviation of approximately \$8.55 billion, underscoring the wide spectrum of valuations present.

Likewise, the 'Funding' column demonstrates substantial diversity, encompassing the lowest funding at \$0 and reaching the highest at \$14 billion. On average, the companies in our dataset have secured approximately \$557.6 million in funding, accompanied by a standard deviation of roughly \$805.9 million, indicating the considerable variability in funding levels.

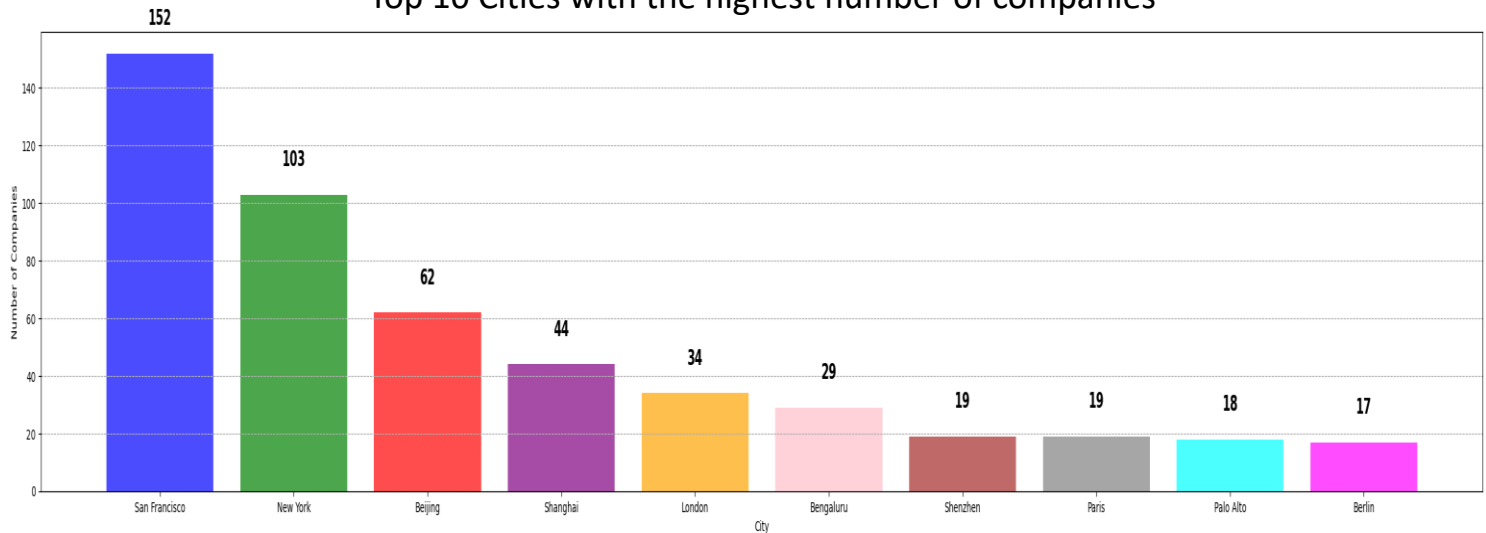
The journey to achieving unicorn status takes, on average, approximately 7.5 years, although this figure exhibits a significant variation, evident from the standard deviation of 5.3 years. We encounter remarkable instances of rapid success with the shortest duration to unicorn status being only 0.5 years. In contrast, more extended timelines, extending up to 98.6 years, highlight the diverse trajectories companies undertake on their path to unicorn status.

The data suggests an average ROI per year of 1.6, denoting a positive average return. The standard deviation of 12.3 indicates a wide dispersion in ROI figures, reflecting varying levels of profitability within the dataset. While some companies achieve an impressive maximum ROI of 398.3 per year, the minimum ROI can be negative at -0.2. Notably, our selected data showcases the top 10 companies with the highest ROI per year, a pivotal metric for assessing a business's financial performance. Among them, Zapier stands out with an impressive ROI of approximately 398.31%, demonstrating its capacity to yield substantial annual returns. Clubhouse follows closely in second place, boasting a noteworthy ROI of 33.05%. These high ROI figures signify robust financial health and promising prospects for sustained success and growth.

The dataset also unveils key players in the investment landscape. Tiger Global Management emerges as the foremost investor, backing 39 of the listed companies, closely trailed by Accel, which has invested in 32 companies. Sequoia Capital and Sequoia Capital China exert significant influence, each boasting 30 investments, while Andreessen Horowitz is another noteworthy participant, with investments in 29 companies.

Geographical trend of Unicorn companies around the world

Top 10 Cities with the highest number of companies



Observations

- The data reveals a diverse landscape of startup companies across various cities, with San Francisco emerging as the clear leader with 152 companies.
- New York follows closely behind with 103, reflecting the vibrant entrepreneurial ecosystem of these two major American cities.
- Notably, Beijing and Shanghai in China have also shown their prominence, boasting 62 and 44 startups, respectively, underlining China's robust presence in the startup arena.
- Other global hubs, like London with 34 companies, have maintained a significant presence, while an extensive list of cities worldwide hosts a varying number of startups.
- This diversity in entrepreneurial activity showcases the global appeal of different cities as destinations for innovative ventures.

Top 10 Countries with the most number of companies



Number of Companies

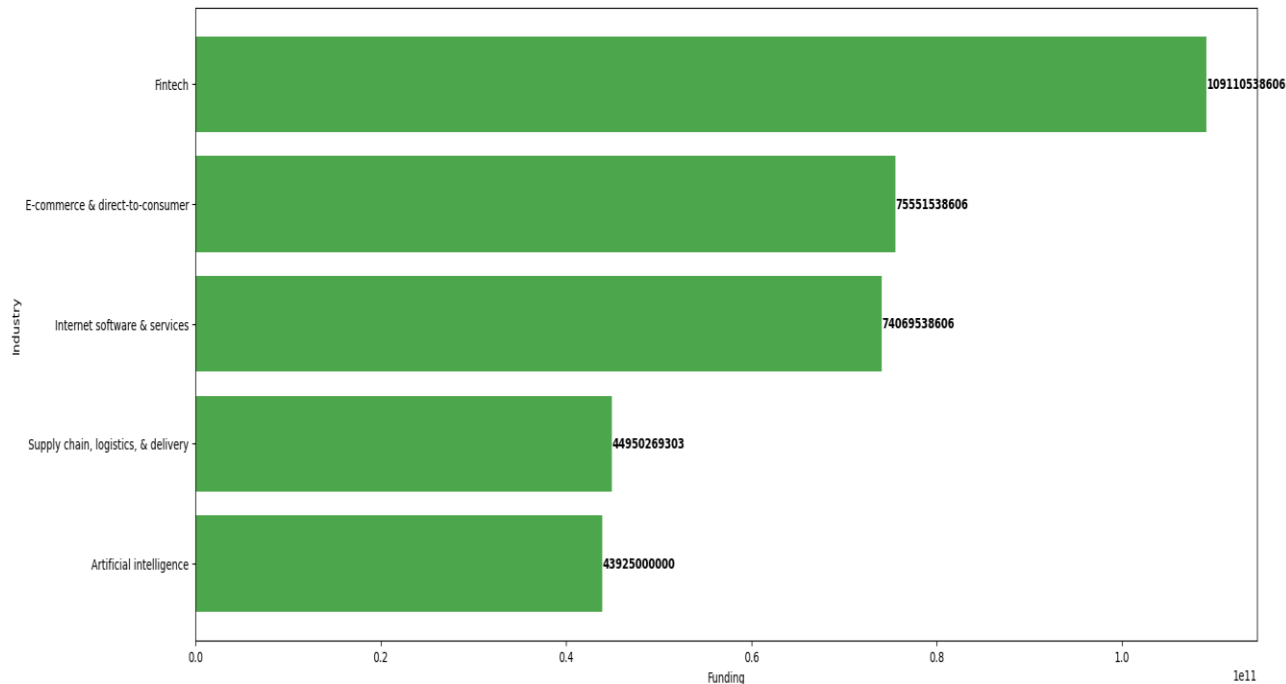


Observations

- The top ten countries with the greatest number of companies in the dataset are led by the United States, boasting a substantial 562 companies, illustrating its dominant presence in the global business landscape.
- China follows closely behind with 172 companies, underlining its rapid economic growth and entrepreneurial spirit.
- India takes the third spot with 65 companies, reflecting its emergence as a thriving hub for startups and innovation.
- The United Kingdom, Germany, France, Israel, Canada, Brazil, and Singapore complete the list, with each country contributing significantly to the diversity and vibrancy of the global business ecosystem.
- These findings highlight the international scope of business ventures, showcasing a rich tapestry of entrepreneurial endeavors across various countries.

Financial flow trend of Unicorn companies around the world

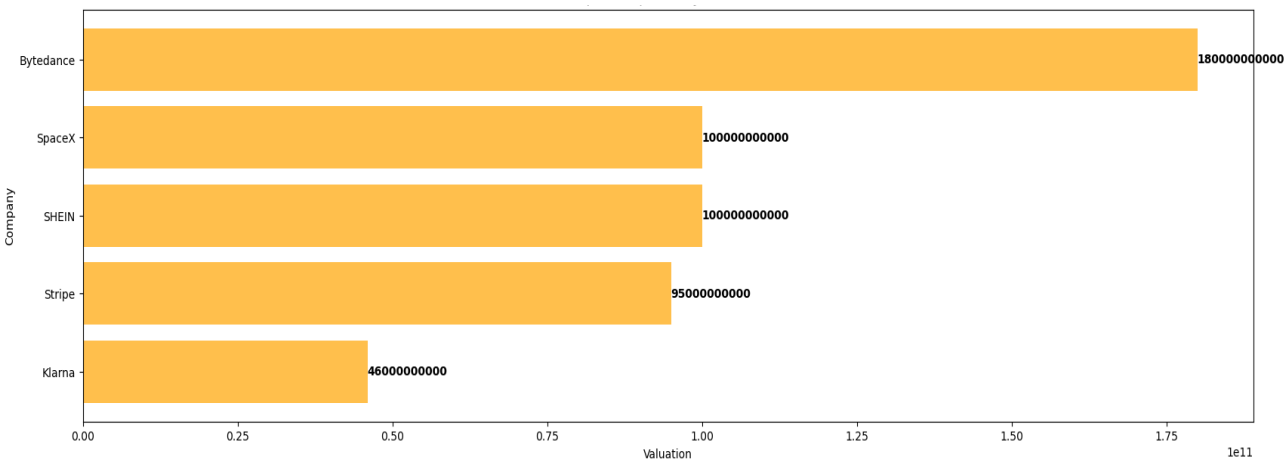
Top 5 industry by funding



The top five industries, ranked by total funding received, showcase the dynamic landscape of the business world.

- Fintech leads the pack with an impressive sum of \$109.11 billion in funding, reflecting the substantial investment and innovation in the financial technology sector.
- E-commerce and direct-to-consumer companies follow closely behind, with a total funding of \$75.55 billion, underlining the continued growth and transformation of online retail.
- The internet software and services sector secure the third position, with \$74.07 billion in funding, highlighting the ongoing demand for digital solutions and cloud-based services.
- Supply chain, logistics, and delivery companies are not far behind, amassing \$44.95 billion in funding, underscoring the significance of efficient logistics in today's global economy.
- Finally, the artificial intelligence industry captures the fifth spot, receiving a substantial \$43.93 billion in funding, emphasizing the pivotal role AI plays in various domains, from healthcare to autonomous vehicles.
- These top-funded industries exemplify the diverse areas of innovation and investment in the business world, shaping the future of technology and commerce.

Top 5 Companies by Valuation



- In the realm of business and innovation, the top five companies by valuation stand out prominently. Bytedance leads the pack with an astonishing valuation of 180 billion dollars, making it a formidable force in the tech world.
- Following closely are SpaceX and SHEIN, both valued at a remarkable 100 billion dollars, demonstrating their significant impact on their respective industries.
- Stripe, with a valuation of 95 billion dollars, and Klarna, valued at 46 billion dollars, round out the top five, showcasing their substantial presence in the financial and e-commerce sectors.
- These valuations reflect the exceptional growth, market influence, and potential of these companies in today's competitive global landscape.

OVERALL RECOMMENDATION TO THE STAKEHOLDERS

Based on the comprehensive insights into the dataset of unicorn companies, stakeholders can consider the following recommendations to enhance their business and revenue generation:

- 1. Diversify Investment Portfolios:** Stakeholders can diversify their investment portfolios to mitigate risk and potentially tap into high-growth opportunities across different sectors and regions.
- 2. Explore High ROI Companies:** Identifying and investing in companies with high Return on Investment (ROI) can lead to substantial returns. The top 10 companies with the highest ROI per year could serve as a valuable starting point for such investments.
- 3. Embrace Prominent Industries:** The Fintech, Internet software & services, and E-commerce sectors demonstrate significant presence in the dataset. Consider exploring these prominent industries for investment and business expansion.
- 4. Target Emerging Years:** Years like 2015, 2016, and 2014 witnessed a surge in company foundations. Stakeholders can focus on supporting startups from these prolific years, which may indicate periods of substantial economic activity and innovation.
- 5. Global Expansion:** San Francisco and New York are prominent startup hubs, but cities like Beijing, Shanghai, and London also showcase entrepreneurial vitality. Exploring opportunities in these diverse locations can lead to international expansion.
- 6. International Diversification:** While the United States dominates the dataset, countries like China and India, along with other countries in the top ten, can offer access to diverse markets and innovation hubs.
- 7. Funding Priority:** The Fintech, E-commerce, and Internet software and services sectors received the most funding. Prioritizing investments in these high-funded sectors can be a strategic move.
- 8. Valuation Potential:** Companies with exceptionally high valuations, such as Bytedance and SpaceX, indicate their strong market influence. Identifying and investing in such high-valuation companies can lead to substantial returns.
- 9. Stay Informed:** Continuously monitoring the evolving business landscape, emerging industries, and changing investor patterns is essential for making informed decisions.
- 10. Strategic Partnerships:** Collaborating with top investors, such as Tiger Global Management and Accel, can provide access to valuable networks and potential co-investment opportunities.