[**README.md**](https://github.com/Yashodatta15/Maven_Unicorn_Company_Challenge#readme)

**🦄 Maven Unicorn Challenge**

**📚 About Data**

Private companies with a valuation over $1 billion as of March 2022, including each company's current valuation, funding, country of origin, industry, select investors, and the years they were founded and became unicorns.

The dataset used in this analysis contains records of 1,074 unicorn companies obtained from [data playground](https://www.mavenanalytics.io/data-playground) of Maven Analytics.  
Information on the dataset include:

* Company : Company name
* Valuation : Company valuation in billions of dollars
* Date Joined : The date in which the company reached $1 billion in valuation
* Industry : Company industry
* City : City the company was founded in
* Country : Country the company was founded in
* Continent : Continent the company was founded in
* Year Founded : Year the company was founded
* Funding : Total amount raised across all funding rounds in billions (B) or millions (M) of dollars
* Select Investors : Top 4 investing firms or individual investors (some have less than 4)

**📝 Recommended Analysis**

* Which unicorn companies have had the biggest return on investment?
* How long does it usually take for a company to become a unicorn? Has it always been this way?
* Which countries have the most unicorns? Are there any cities that appear to be industry hubs?
* Which investors have funded the most unicorns?

**💡 Highlights**

* Yuga Labs Company with Maximum ROI
* A unicorn takes an average of 7 years to attain valuation of $1billion and become a unicorn.
* Country with the maximum number of unicorns is the USA(562), and the city with the maximum number of unicorns is San Francisco(152).
* Accel and Tiger global management funded the most unicorns.
* Unicorns in United States and China outperformed the rest of the world with 72% overall valuations.
* Bytedance, SpaceX, SHEIN and Stripe are the most successful unicorns which performed better than an average unicorn at $71 billion.
* Unicorns in AI, E-Commerce, Fintech and Edtech industries are valued higher than the average unicorn at $3.5 billion.

**✏️ Data Wrangling**

Conducted simple data wrangling and data cleaning:

* Removed rows with missing values
* Cleaned Valuation and Funding columns and cast as float
* Exclude rows with "Unknown" Funding values
* Explode Select Investors column into individual rows for categorical analysis

**📊 Visualization**

Produced a 2-pager dashboard using PowerBi.