

# Unicorn Companies Analysis: Exploring Startup Valuations, Industries, and Global Growth

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# Understanding The Data



- Focused on startups valued at **\$1 billion+** (Unicorns) as of **March 2022**
  - Dataset includes details on **valuation, industry, country, funding, investors, and founding year, year turned to unicorn.**
  - **Objective:** Use Tableau to analyze and visualize patterns behind unicorn emergence
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# Project Summary

Key focus areas:

- Dominant **industries** and **regional hubs**
- Patterns in **investor activity**
- **Growth trends** over time

Relevance:

- Helps **investors** identify emerging opportunities
- Guides **entrepreneurs** on successful growth paths
- Informs **policy makers** shaping startup ecosystems

**Goal:** Reveal the  
**drivers of**  
**high-growth**  
**innovation** in a  
rapidly evolving  
global market

# Conclusion: Key Takeaways

- Interactive Tableau dashboards included:
  - Choropleth maps, Dynamic parameter filters, Layered tooltips and filters
- Notable Analyses:
  - valuation trends, top-funded sectors, most active investors, regional investment patterns, industry specialization, funding vs. valuation, ROI & growth over time
- The rise of unicorn companies reflects major shifts in innovation, investment, and global entrepreneurship.
  - What sectors are leading?
  - Where are unicorns emerging?
  - Which investors are shaping the landscape?
- High funding  $\neq$  high valuation

Thanks For Listening!

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