

# EXPLORATORY DATA ANALYSIS OF GLOBAL UNICORN COMPANIES



**A Python For Data Analytics Project**  
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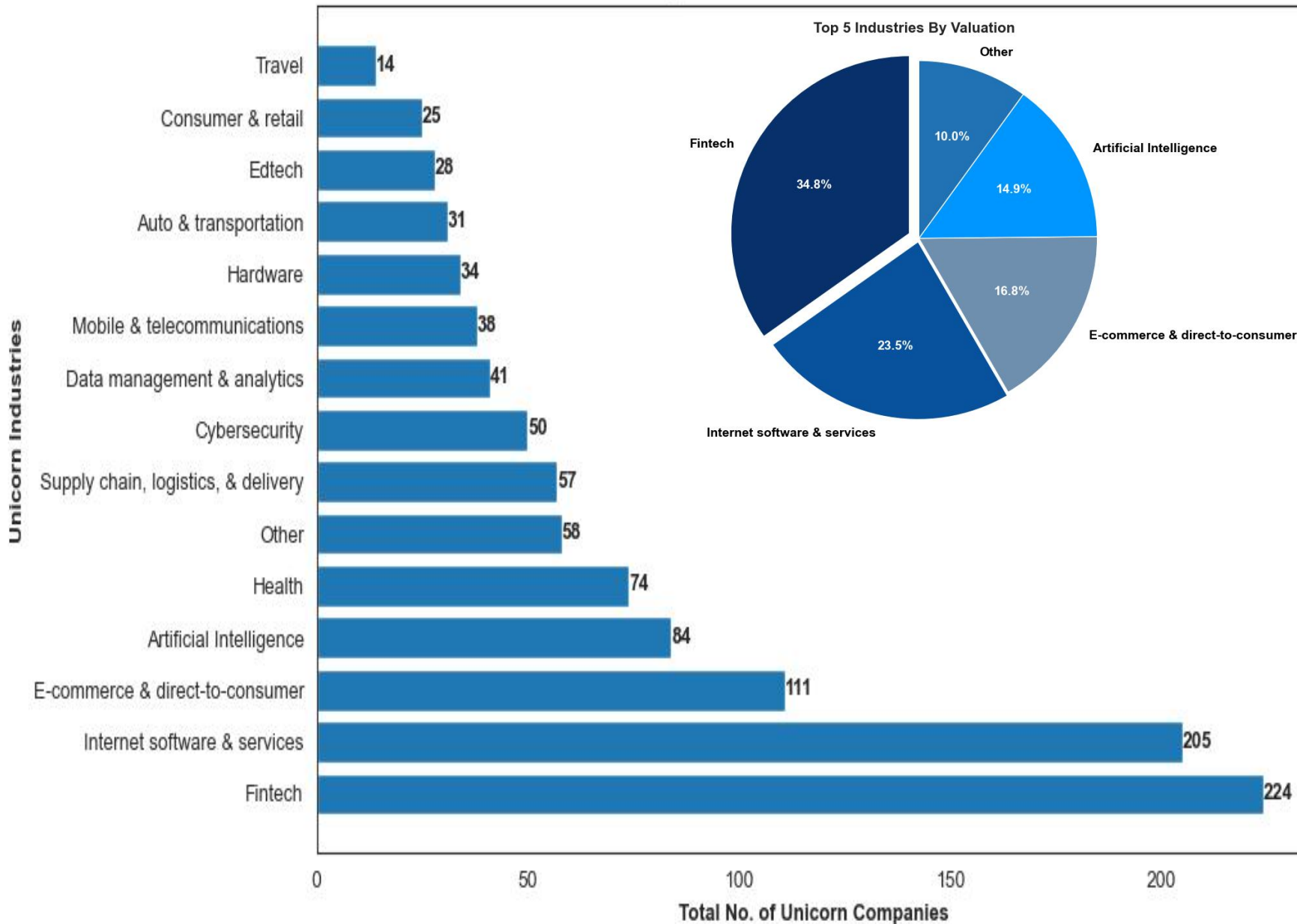
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# Key Performance Indicators (KPIs)

<b>Total Valuation of Unicorns</b>	<b>\$3.711T</b>
<b>Total No. of Unicorn Industries</b>	<b>15</b>
<b>Total No. of Unicorn Companies</b>	<b>1074</b>
<b>Total No. of Unicorn Countries</b>	<b>46</b>
<b>Total No. of Unicorn Cities</b>	<b>257</b>

# A Survey of Unicorn Industries Across the World

Unicorn Companies Distribution Across Industries



## Key Insights

The dominance of the technology sector stands tall. From the Fintech industry to Artificial Intelligence industry, technology remains the heartbeat of innovation.

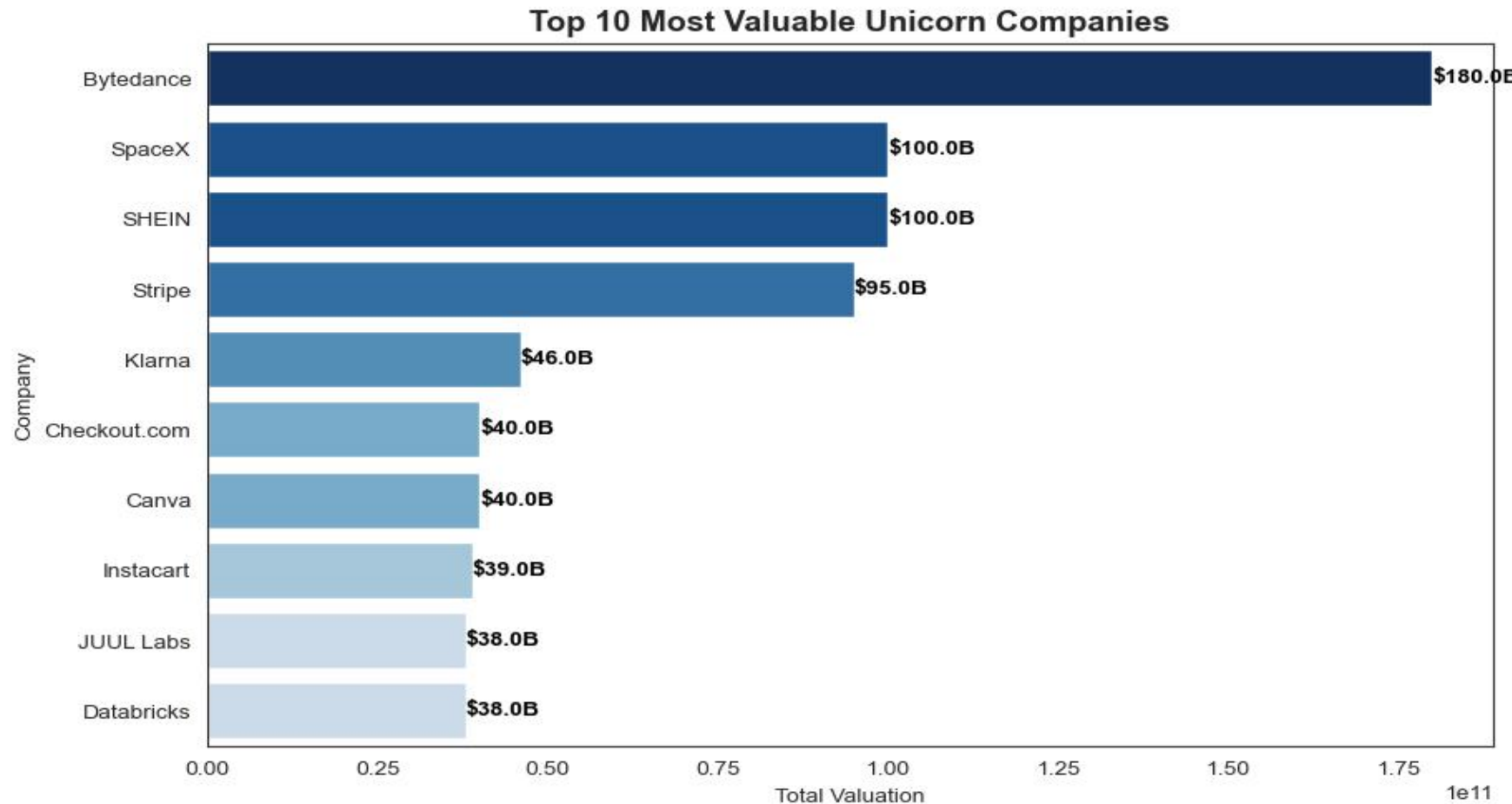
The Fintech Unicorns are at the forefront of the unicorn industries with 224 unicorn companies and a 34.3% share of the top 5 unicorn industries. This industry is revolutionizing traditional finance services.

The Internet Software & Services Industry with 205 unicorns and a 23.5% share of the top 5 industries comes just behind. This industry plays a vital role as the backbone of the digital age.

E-Commerce & Direct-to-Consumer(DTC) industry comes next with 111 unicorns and a 16.8% share of the top 5 industries. This industry dominates the online retail space.

The Artificial Intelligence industry follows with 84 unicorns and a 14.9% share of the top 5 industries by valuation. This industry represents the cutting edge technological advancement.

# A Survey of Unicorn Companies Globally & Their Valuation



## Key Insights

Topping the charts of unicorn companies with the most valuation is Bytedance, with a valuation of \$180B. This unicorn company has secured its place as the unrivaled leader among the unicorns.

The majority of the top 10 unicorns hail from the tech sector. SpaceX and SHEIN with both having a valuation of \$100B each, followed by Stripe with a valuation of \$95B. Klarna comes fifth with a valuation of \$46B. These unicorns are not only pioneers, but they are also key players in shaping the future of technology.

Checkout.com and Canva follows with both having a valuation of \$40B respectively. Instacart comes next with a valuation of \$39B. JUUL Labs and Databricks takes up the last 2 spots of the 10 most valuable unicorn companies with both having a \$38B valuation.

While Checkout.com and Canva share similar valuations, a close look at both reveals nuances in their respective industries and business models. Same applies to JUUL Labs and Databricks. The competition among these closely valued companies could shape industry dynamics in the coming years.

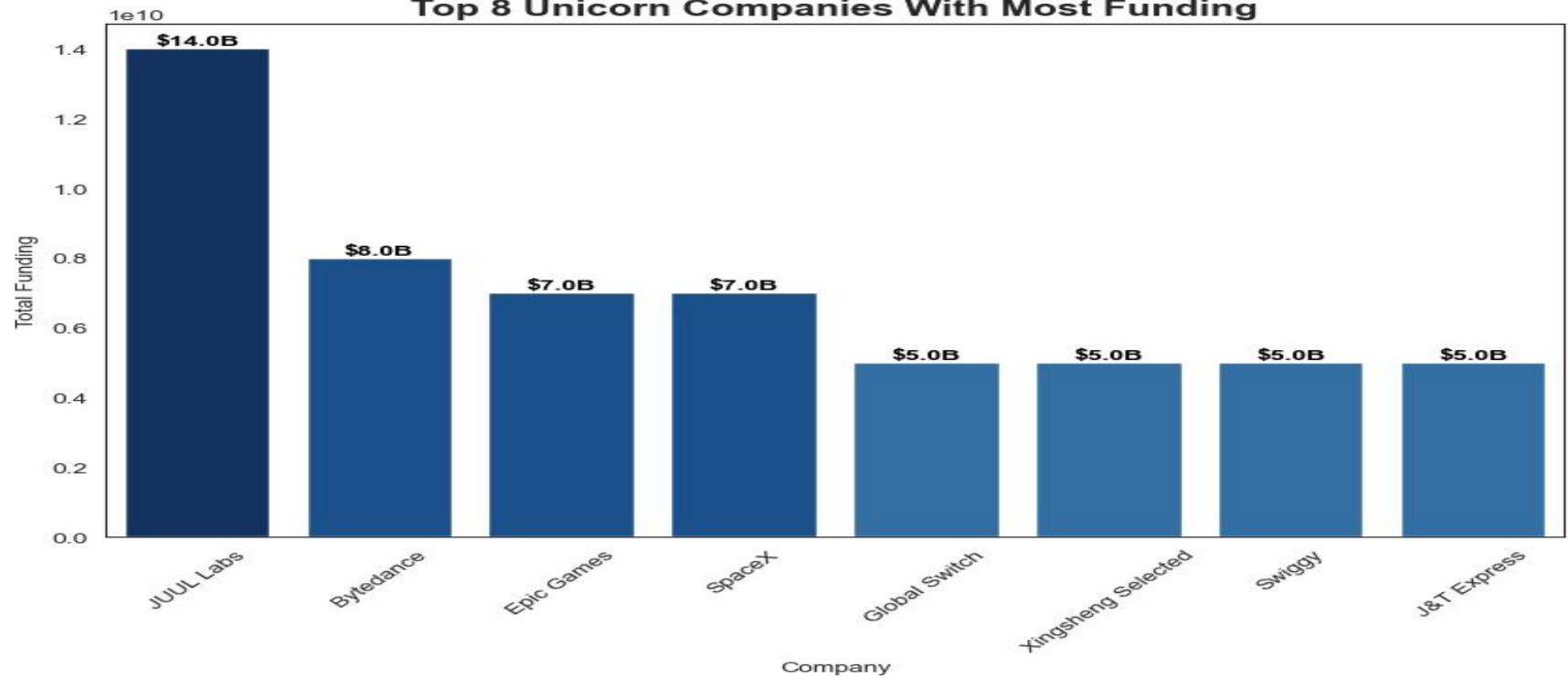
The top 10 unicorn companies not only represents financial success, but also symbolizes innovation, disruption, and the evolving nature of the business world. These companies will likely continue to influence and shape the global economic landscape.

The cumulative valuation of these top 10 unicorn companies transcends just mere financial metrics, rather, they signify a strong economic impact by contributing billions of dollars to the overall valuation of the unicorn ecosystem.



# An Overview of Unicorn Companies Funding Across Industries

Top 8 Unicorn Companies With Most Funding



Top 10 Select Investors by Funding

SELECT INVESTORS	FUNDING
Tiger Global Management	\$14.0B
Sequoia Capital China, SIG Asia Investments, Sina Weibo, Softbank Group	\$8.0B
Tencent Holdings, KKR, Smash Ventures	\$7.0B
Founders Fund, Draper Fisher Jurvetson, Rothenberg Ventures	\$7.0B
Aviation Industry Corporation of China, Essence Financial, Jiangsu Sha Steel Group	\$5.0B
Accel India, SAIF Partners, Norwest Venture Partners	\$5.0B
KKR, Tencent Holdings, Sequoia Capital China	\$5.0B
Hillhouse Capital Management, Boyu Capital, Sequoia Capital China	\$5.0B
Baidu Capital, Linear Venture, Tencent	\$4.0B
Tencent Holdings, Warbug Pincus, IDG Capital	\$4.0B

## Key Insights

At the top of the most funded unicorn companies stands JUUL Labs, a unicorn that has attracted the biggest investment worth \$14B and standing above its peers. Bytedance which happens to be the most valuable unicorn comes next with a total investment of \$8B. Epic Games from the tech industry as Bytedance and SpaceX has a total funding of \$7B each.

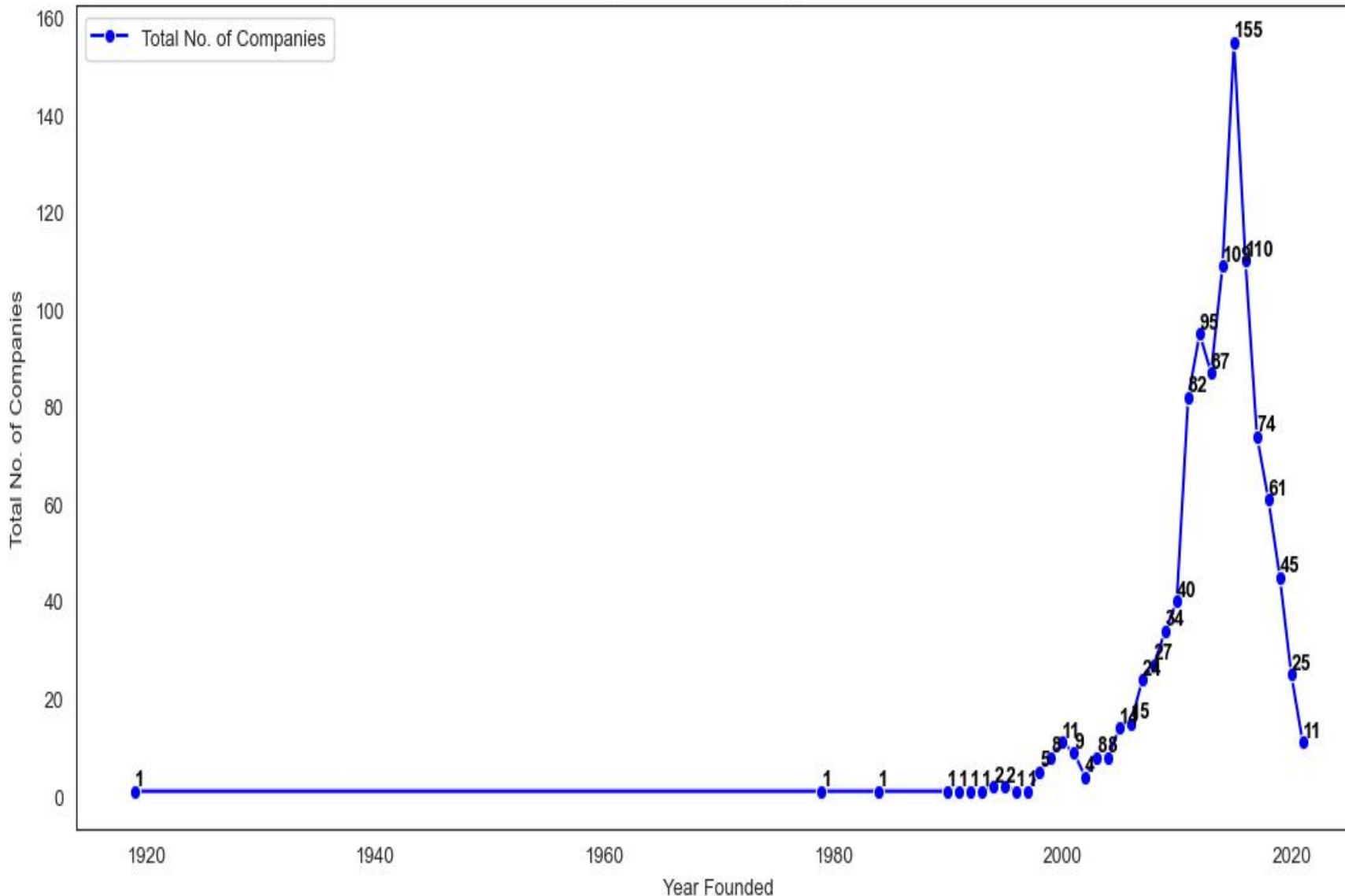
Global Switch, Xingsheng Selected, Swiggy and J&T Express are on the same level with a total funding of \$5B each. These diverse investor funding is a testament of the immense financial weight these companies carry and echoes the magnitude of the bets placed on their potentials by these investors.

At the top of the investors table is Tiger Global Management with a whopping investment of \$14B into JUUL Labs, followed by a combined investment by Sequoia Capital China, SIG Asia Investments, Accel India, and many other investors that have spread their investments on these promising unicorns.

With these investments, we are witnessing not just financial transactions, but a collaborative masterpiece of visionary support.

# A Survey of Unicorn Companies Foundational Trend

Unicorn Companies Trend By Year Founded



## Key Insights

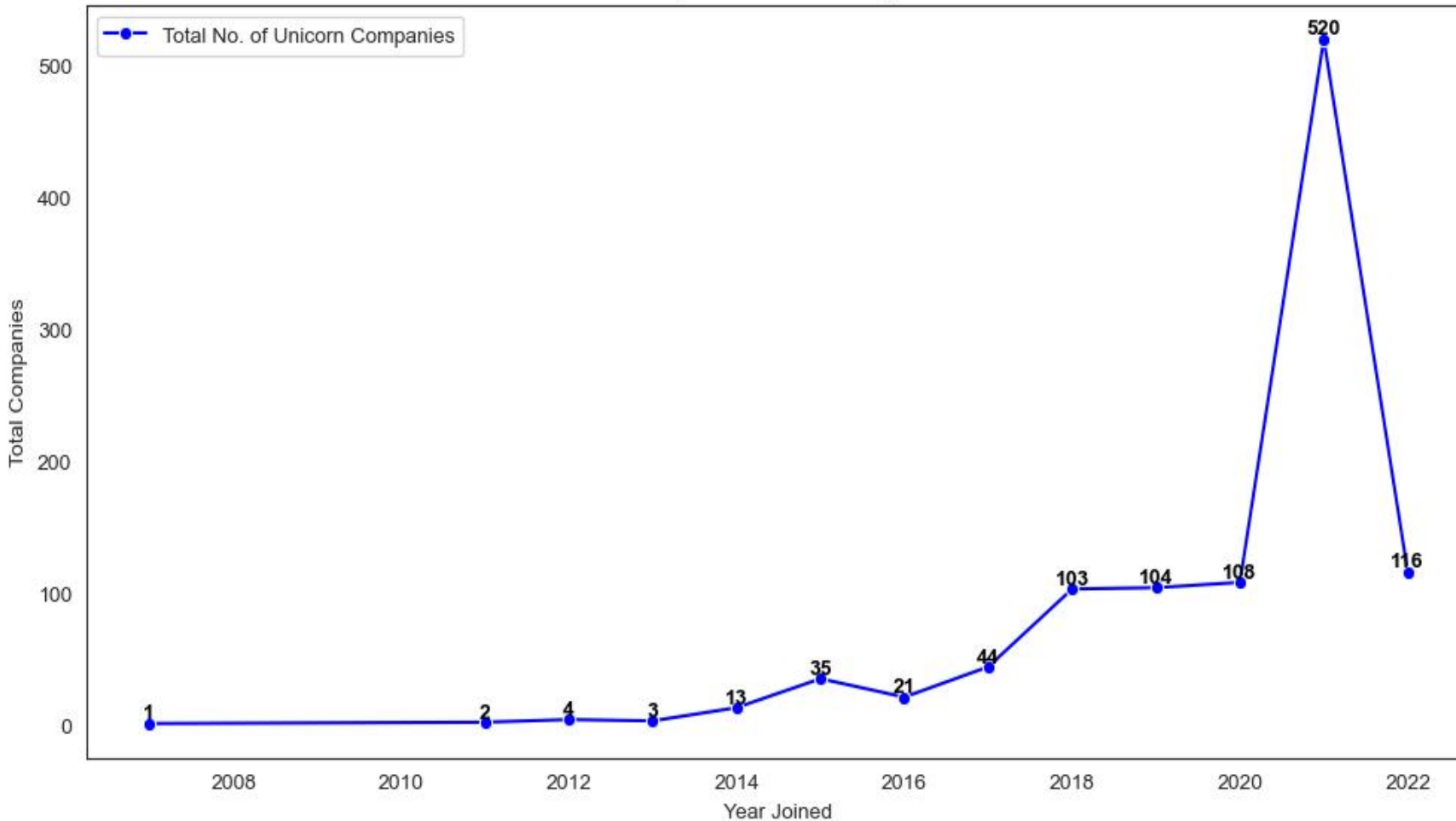
The first unicorn company was founded in the year 1919 and after decades, the second to the twelfth were all founded between 1979 and 1997 which depicts years of foundational growth and germination of visionary ideas.

1999 marked an increase of the founding of unicorns with 8 unicorns founded in the same year which had its early crescendo in the year 2000 when 11 unicorn companies were founded in the same year but had a mild slide to 8 unicorns in 2004. 2005 witnessed a comeback with an amazing 14 unicorn companies founded in the same year.

From 2007, there was a massive increase in the number of unicorns founded with 24 unicorns. An explosive increase was witnessed afterwards with 34 unicorns founded in 2009, 40 in 2010, a massive 82 in 2011 alone, and up to its peak with 155 unicorn companies founded in 2015. There was a downward slide to 110 in 2016, and down to 11 in 2021. This peak period signifies a period when entrepreneurial endeavors flourished as influenced by technological advancements, the ever evolving global business landscape and the increased adaptability of the startup ecosystem to innovative business initiatives.

# A Survey of Unicorn Companies Emergence as Unicorns

Unicorn Companies Trend By Year Joined



## Key Insights

The initial years when companies started becoming unicorns was preceded by a significant spark of innovation which birthed the first unicorn company, Veepee In 2007. Vice Media and Klarna became the second and third companies to become unicorns in 2011, followed by Trendy Group International, Space X, Fanatics and Avant all in 2012.

A sudden surge was witness between 2014 and 2015 when 48 companies became unicorn. A slight slide downwards was happened in 2016 when 21 companies joined the unicorns which dropped from 35 in 2015. A commendable growth was witnessed from 2017 when 44 companies joined the unicorns to 2018 when 103 companies also joined the billionaires club.

The explosive growth and emergence of unicorn companies continued its steady rise in 2020 with 108 companies joining the unicorns to 2021 when it peaked at a mind-blowing 520. A sudden decline downwards was happened in 2022 when 116 companies joined the unicorn. The negative impact of the pandemic had a significant impact on this trend which slowed down consumer spending and this resulted to decreased investment.

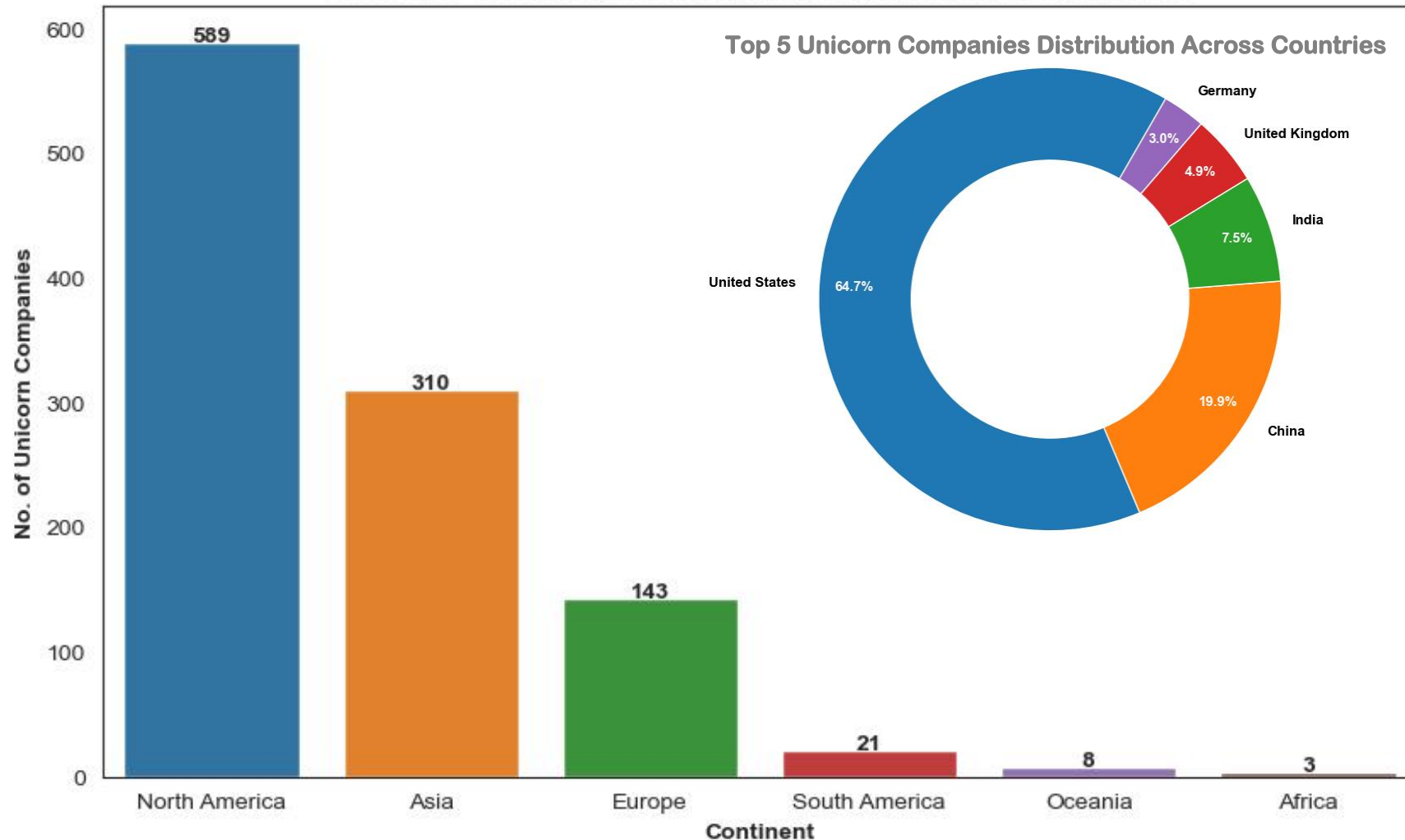
The effect of this decline came as a result of increased volatility in the financial markets which made it more difficult for startups to raise capital. This resulted to a decrease in valuation.

This massive surge in the emergence of unicorn companies across the globe can be attributed to technological advancement, favorable market conditions, and entrepreneurial zeal. This journey through the years of the emergence of unicorns is truly a testament to the unrelenting pursuit of transformative ideas shaping the future of businesses.



# A Survey of Unicorn Companies Distribution By Location Globally

Unicorn Companies Distribution Across Continents



The US dominates the 5 top countries with the most unicorns with a staggering 64.7% share with most of these unicorns situated in Silicon Valley. China follows with a share of 19.9% accenting to its meteoric rise in the global unicorn space. India with a 7.5% share comes next with its flourishing entrepreneurial scene. The UK has a share of 4.9% which shows their immense contribution to the entrepreneurial landscape. Germany, with a flourishing tech hub and innovative spirit stands tall among the top 5 countries with most unicorns.

## Key Insights

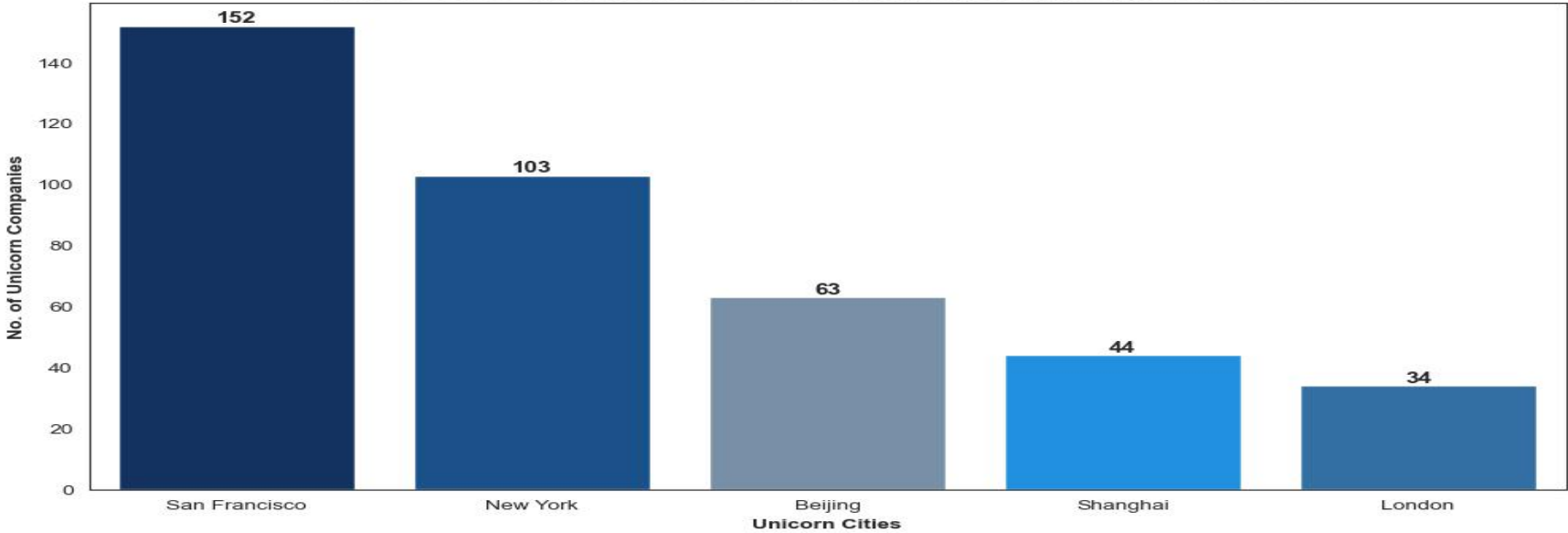
At the top of the bars is the Unicorn Companies continents is North America with massive total of 589 unicorn companies. This shows the continent's unrivaled position in nurturing unicorns. Silicon Valley's aura extends beyond borders. Asia with notable peaks in China and other tech hubs sits comfortably on the second position with 310 unicorns signifying the continent's ascent in the global innovation space.

Europe, a home for 143 unicorns comes next. From the financial district of London to Berlin's startup hubs, the continent asserts itself with technological advancement. South America with 21 unicorns has emerged as a vibrant entrepreneurial scene with cities like Sao Paulo and Mexico contributing to the regions growing presence in the global unicorn ecosystem.

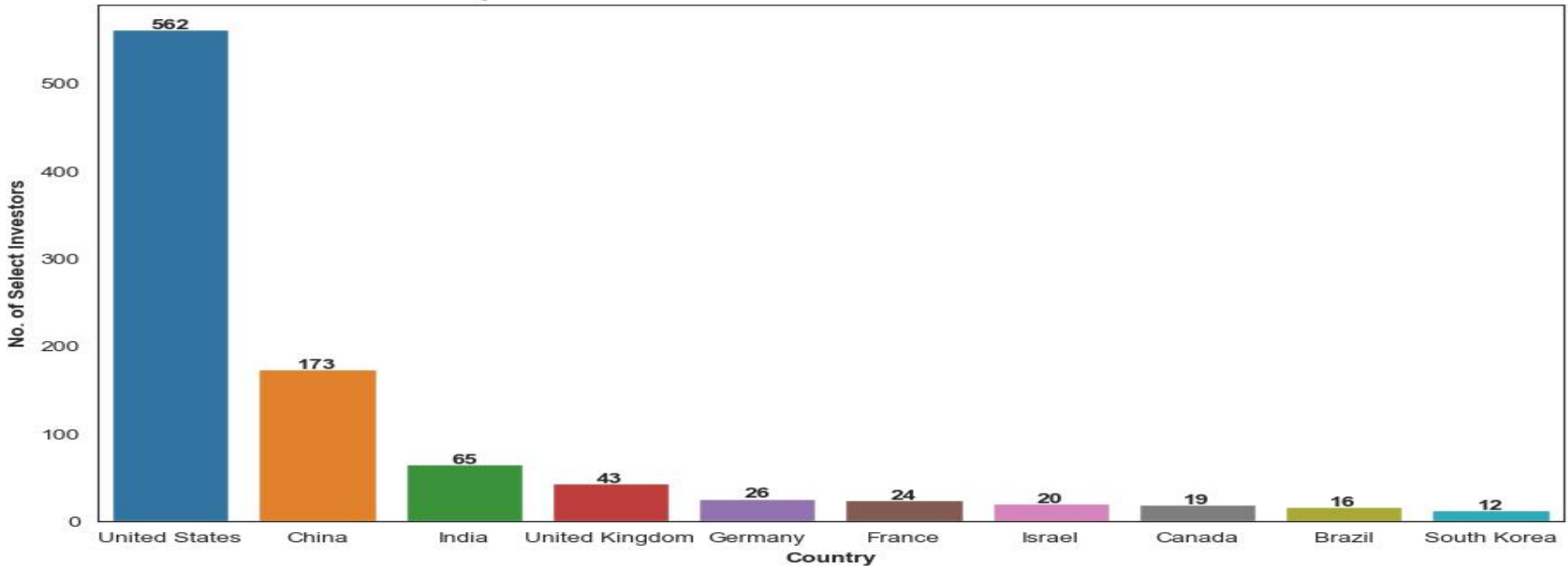
Oceania with 8 unicorns validates the region's significance in the global tech landscape with cities like Sydney and Auckland taking the lead. Africa with 3 unicorns showcases the region's increasing participation in the global innovative space. Tech hubs in Lagos and Nairobi are amplifying Africa's impact on the unicorns narrative.

# A Survey of Top Unicorn Cities and Top Select Investors Countries

Top 5 Cities with the Most Concentration of Unicorn Companies



Top 10 Countries With The Most Select Investors



## Key Insights

Towering above the rest in the top 5 Unicorn Cities is San Francisco with a massive number of 152 unicorn companies. This city, a home to the Silicon Valley is undeniably the unicorn capital of the world. New York city comes next with 103 unicorns showing the dominance of the US in the unicorn landscape globally.

The 2 cities of Beijing and Shanghai with 63 and 44 unicorns respectively comes next signifying the rise of China as a global innovation hub. The city of London makes it to the top 5 cities with 34 unicorn companies. The innovative city of London is carving a niche in the unicorn narrative.

The US with its 2 dominant unicorn cities of San Francisco and New York also houses the most number of Select Investors of 562, followed by China with its twin tech cities of Beijing and Shanghai having 173 Select Investors. India is next with 65 Select Investors indicating the rapid growth and emergence of India in the tech space. The UK comes next with 43 Select Investors, Germany 26, and down to South Korea that wraps up the top 10 Select Investors chart with 12 Select Investors.

# A Survey of Factors That Influences The Emergence of Unicorns

## **1.Timeline Variation:**

The emergence of a company into the league of unicorn companies can depend on factors such as their industry, their market conditions, their business model and the availability of funding.

## **2 The Technology Advantage:**

In recent years, the technology sector have witnessed a speedy growth. Areas such as software development, e-commerce, internet services, and artificial intelligence have witnessed a rapid revolution, disruption and rapid development. Investors are more likely to invest in the technology sector.

## **3 Innovative Startup Edge:**

The last decade have witnessed a surge in founding of a good number of innovative startups globally. This surge has also attracted a good number of investors into raising capital funding for these startups thereby helping many startups to hit and surpass the \$1 billion mark.

## **4 The Global Economy:**

With the rapid advancement of technology, the inter-connective nature of the global economy has been on a rapid rise and this have enhanced the growth of companies with the potential to emerge as unicorns. The ability to reach global audience, have access to international investors and take advantage of digital platforms for marketing and distribution has played a great role in making it possible for companies to achieve the unicorn status.

## **5 Prevailing Market Conditions:**

Market and economic conditions plays a vital role. Periods of economic growth and increased investor confidence may be advantageous to companies by having easier access to funding which can aid their rapid growth towards attaining the status of a unicorn company.

# Recommendations Towards The Growth of Unicorn Companies

## **1.Strategic Vision and Clarity:**

Maintain a clear and compelling vision for the company's future. This vision should guide strategic decisions, resonate with stakeholders, and inspire the team. Clearly define long-term goals and the path to achieving them

## **2 Strategic Partnerships and Alliances:**

Explore strategic partnerships and alliances that can accelerate growth. Collaborating with complementary businesses, alliances with industry leaders, or entering into joint ventures can provide access to new markets, technologies, or resources.

## **3 Scalability and Operational Efficiency:**

Ensure that the company's operations are scalable. Invest in technologies and processes that allow for efficient scaling without compromising quality. Operational excellence is vital for managing growth effectively.

## **4 Data-Driven Decision-Making:**

Embrace data-driven decision-making. Leverage data analytics to gain insights into customer behavior, market trends, and internal operations. Informed decision-making can lead to more effective strategies and resource allocation.

## **5 Financial Discipline:**

Maintain financial discipline and transparency. Implement robust financial management practices, monitor key performance indicators, and allocate resources strategically. Strong financial health is fundamental to sustaining growth.

## **6 Global Expansion and Internationalization:**

Consider opportunities for global expansion. Unicorn companies often have the potential to operate on a global scale. Expanding internationally can unlock new markets, customer bases, and revenue streams.



**LET'S BUILD  
THE NEXT  
UNICORN**