# NEXT GEN EMPLOYABILITY PROGRAM

## CREATING A FUTURE-READY WORKFORCE


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# CAPSTONE PROJECT SHOWCASE

Project Title

**Power BI Enabled Comprehensive Analysis on Unicorn Businesses**

Abstract | Problem Statement | Project Overview | Proposed Solution | Technology Used | Modelling & Results | Conclusion | Q&A

## Abstract


1. Analyze unicorn company’s geographical distribution and funding trends using Power BI, integrating data on company name, location, funding, industry, and key investors.
2. Visualize unicorn company’s growth trajectories over time, correlating valuation with funding amounts and industry sector using Power BI's dynamic dashboard features.
3. Explore the relationship between unicorn company’s founding years, valuation, and continent-wise presence through interactive Power BI charts and filters.
4. Conduct comparative analysis of unicorn companies across continents, examining funding sources, industry diversity, and valuation metrics leveraging Power BI's comprehensive data visualization capabilities.

## Problem Statement

- Determine the average number of years it takes for a company to transition into an unicorn.
- Determine the continent with the highest number of unicorns.
- Discovered which country hosts the highest number of unicorns.
- Determine the year that generated the highest number of unicorns.
- Identify the industry with the highest number of unicorns.
- Identify the company with the highest Return on Investment (ROI).
- Identify the investor who funded the majority of the unicorns.
- Discovered the year in which a unicorn company generated the highest valuation.
- Identify the industry with the highest amount of funding.

## Project Overview

- In the initial stage, data collection, cleaning, and pre-processing were conducted to ensure the reliability and integrity of the datasets.
- The second stage involved the application of DAX functions and basic visualization techniques to compute key metrics and visualize trends within the unicorn company data.
- The third stage focused on enhancing visualization techniques to present insights effectively, aiding stakeholders' understanding of critical patterns and trends.
- Finally, the fourth stage comprised formatting the visualizations for clarity and conducting rigorous testing to validate the accuracy and reliability of the analysis, ensuring its suitability for strategic decision-making.

## Proposed Solution

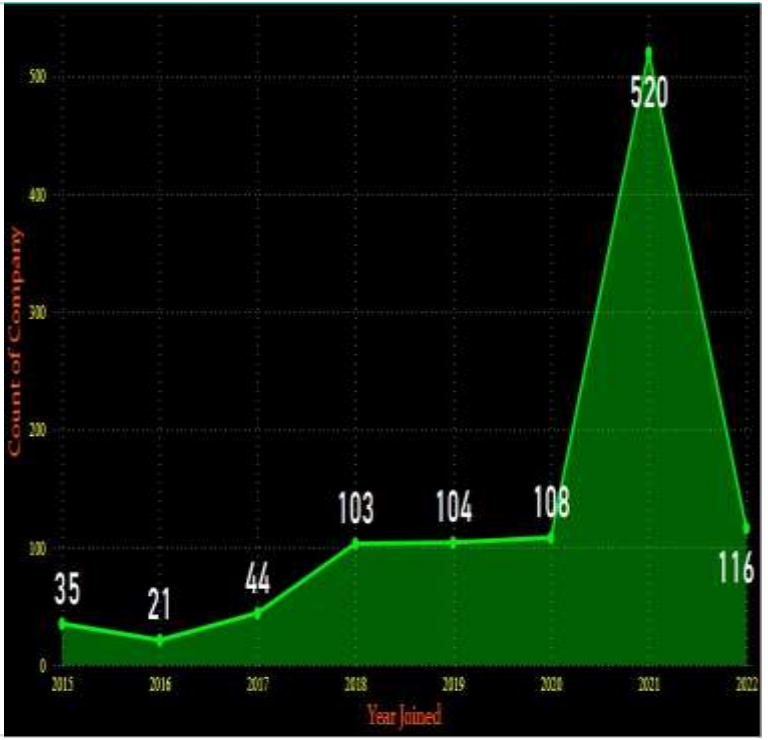
- I have utilized Power BI Dashboard to analyze the project.
- I have determined the average duration it takes for a company to transition into a unicorn using card visual.
- I have identified the continent boasting the highest number of unicorn using pie chart.
- I have discovered which country hosts the highest number of unicorns using map visual.
- I have determined the year that generated the highest number of unicorns using area chart.
- I have uncovered the industry with the highest number of unicorns using stacked bar chart.
- I have identified the company with the highest Return on Investment (ROI) using matrix chart.
- I have determined the investor who funded the majority of the unicorns using clustered column chart.
- I have identified the year in which a unicorn company achieved the highest valuation using line chart.
- I have discovered the industry with the highest amount of funding using treemap visual.

## Technology used

- Power BI

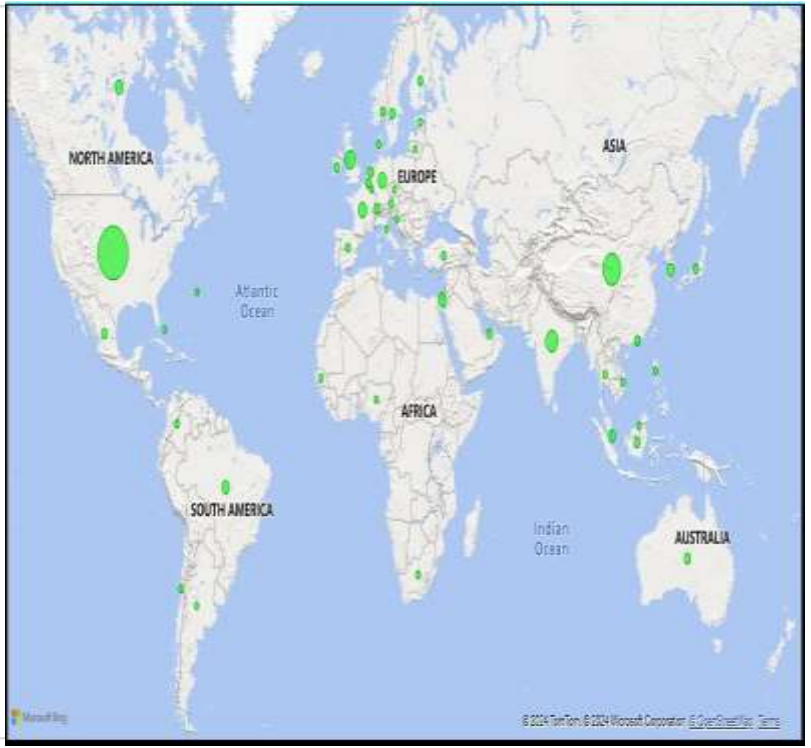
## Modelling & Result

- The stacked column chart visualizes the years when the maximum number of companies became unicorns, revealing that **2021** had the highest count.
- I applied advanced filtering, which includes years greater than or equal to 2015, for convenience.



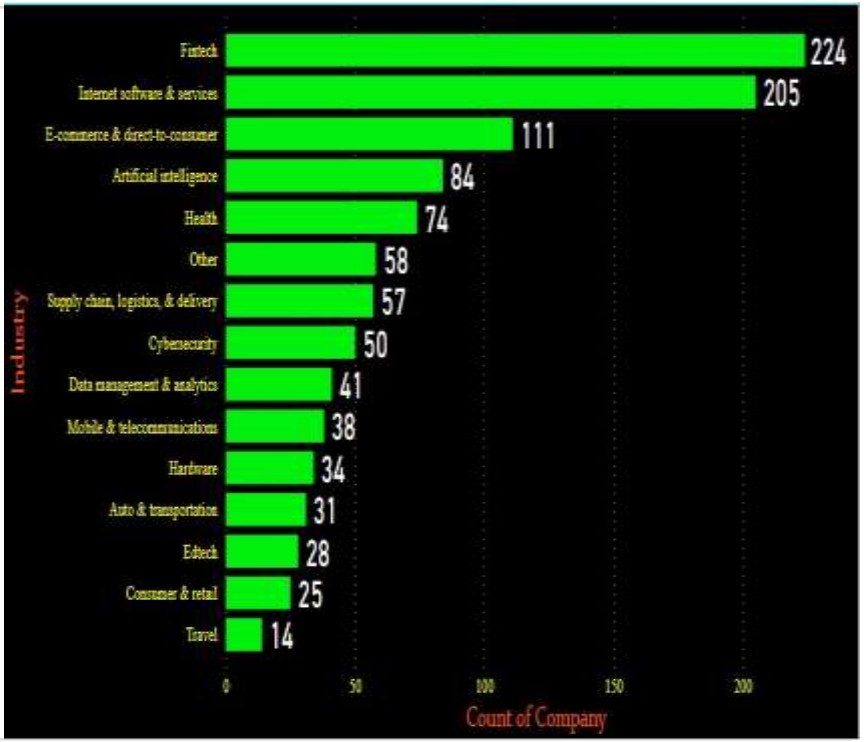
## Modelling & Result

- I utilized a map visual to ascertain the country with the highest number of unicorns.
- The visual indicates that the **United States** boasts the highest number of unicorns, while Senegal has the fewest.



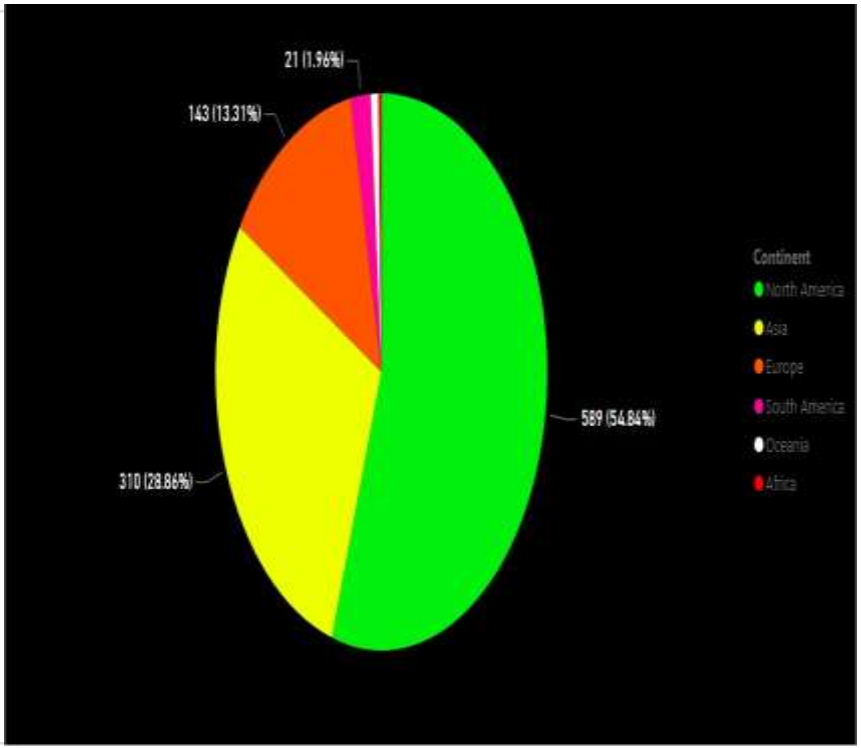
## Modelling & Result

- When creating a stacked bar chart for the count of companies by industry and enabling data labels, it's evident that the **Fintech** industry has the highest number of unicorns, while the Travel industry has the least number of unicorns.



## Modelling & Result

- I utilized a pie chart to ascertain the continent that accommodates the highest number of unicorns.
- This visual indicates that **North America** boasts the highest number of unicorns, while Africa has the fewest.



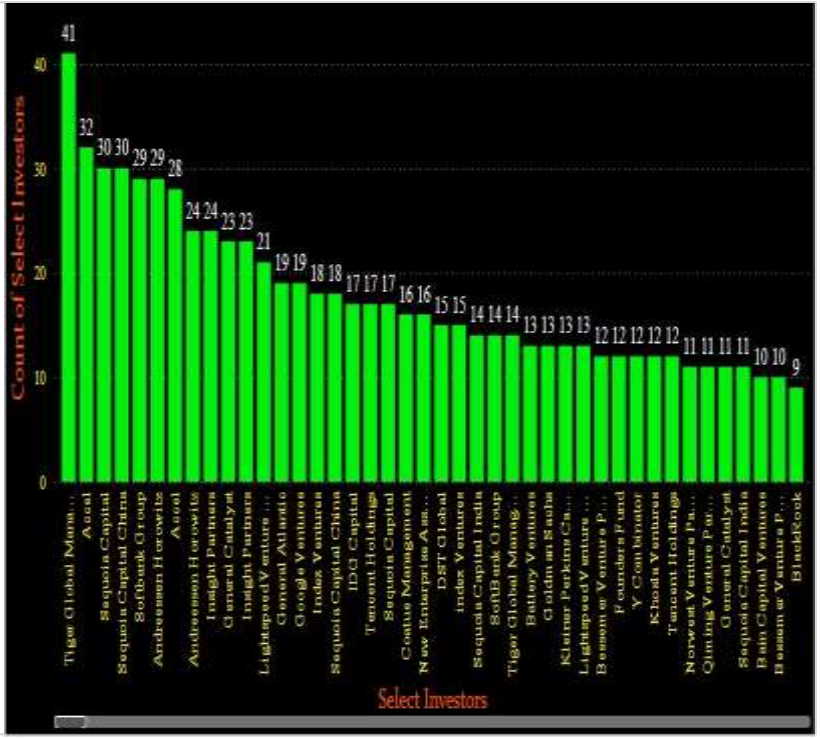
## Modelling & Result

- I created a matrix visual to analyze the Return on Investment (ROI) of each company, revealing that **Zapier** company holds the top position in terms of ROI.

| Company | valuation to funding |
|---|---|
| Zapier | 4,000.00 |
| Dunamu | 126.76 |
| Workhuman | 111.11 |
| CFGI | 105.26 |
| Manner | 100.00 |
| DJI Innovations | 76.19 |
| GalaxySpace | 71.43 |
| Canva | 69.93 |
| Il Makiage | 68.97 |
| Revolution Precrafted | 66.67 |
| Injective Protocol | 58.82 |
| Upstox | 55.56 |
| SHEIN | 50.00 |
| Stripe | 47.50 |
| Boba | 44.44 |
| Games24x7 | 40.00 |
| Miro | 37.82 |
| Clubhouse | 36.36 |
| Ripple | 34.01 |
| Kraken | 33.61 |
| Grammarly | 32.50 |
| Relativity | 32.00 |
| Turing | 31.25 |
| OpenSea | 30.44 |
| L&P Cosmetic | 30.30 |

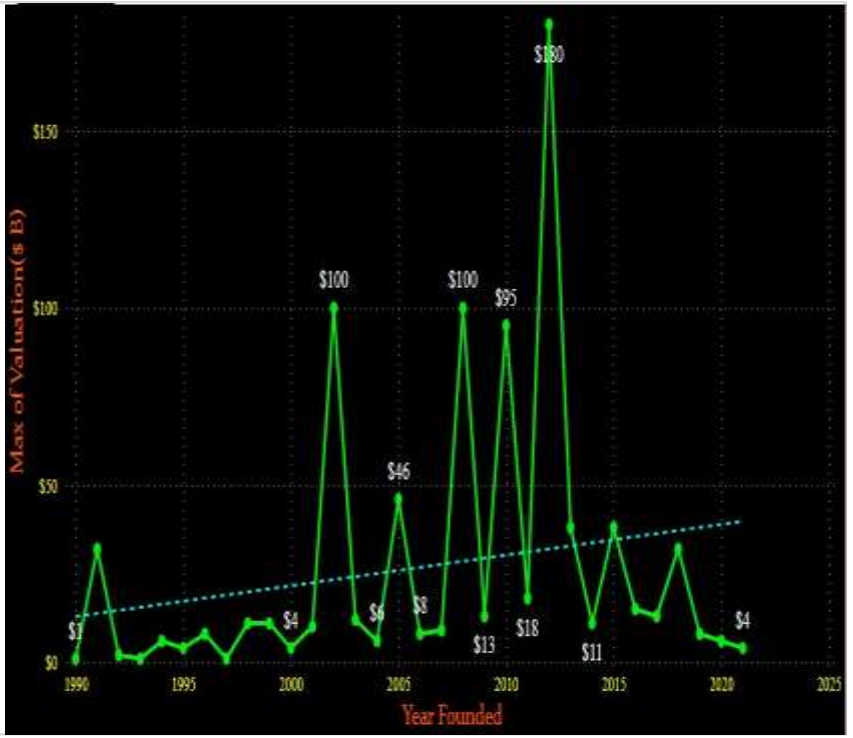
## Modelling & Result

- I used a clustered column chart to figure out which investor funded most of the unicorns.
- This visual reveals that **Tiger Global Management** is the primary investor behind the majority of the unicorns



## Modelling & Result

- I employed a line chart to identify the year when an unicorn company achieved its highest valuation.
- This visual indicates that **2012** was the year when an unicorn company achieved its highest valuation.



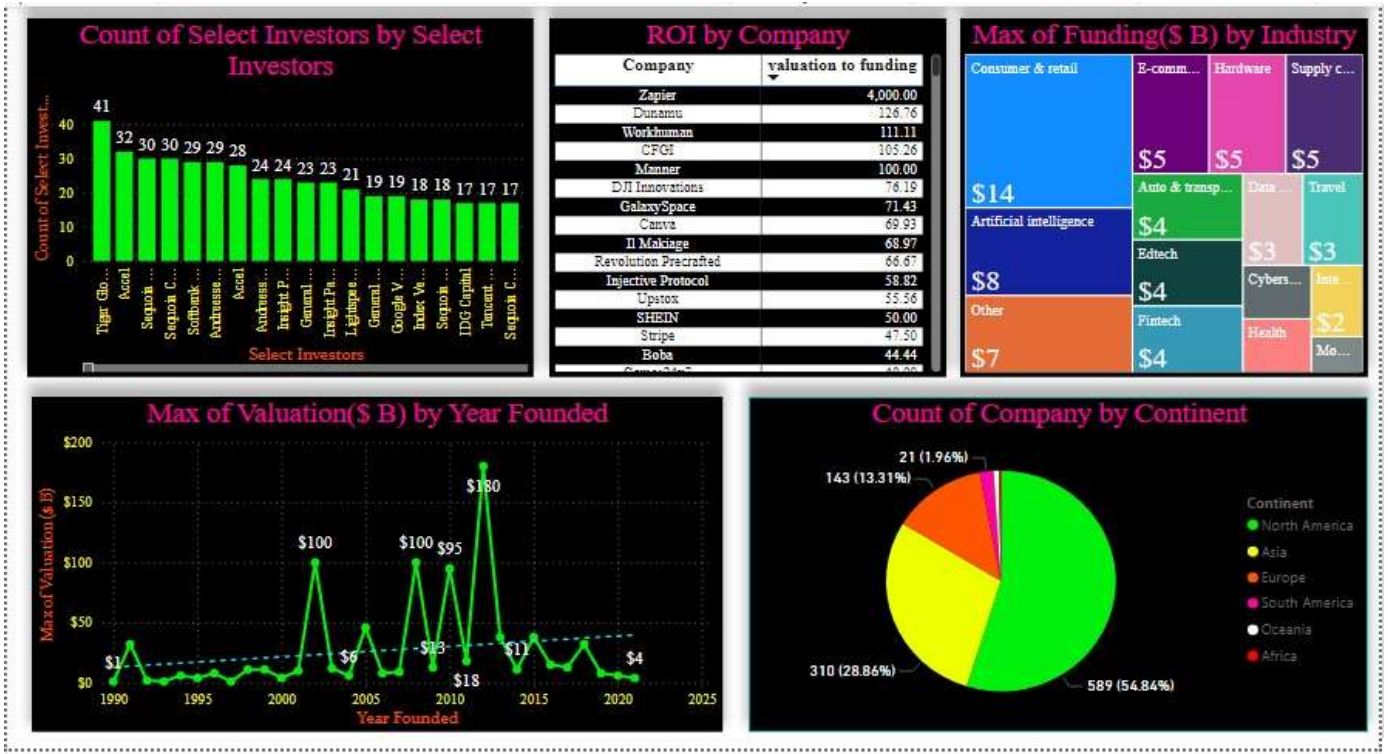
## Modelling & Result

- I utilized a treemap to ascertain which industry received the highest amount of funding.
- This visual reveals that the **consumer and retail** industry received the highest amount of funding.

## Dashboard 1


Year Selection
All
Continent
All
Country
All
Company
All
Industry
All
City
All
Analysis of Unicorn Companies
Avg. years to become Unicorn
7
Count of Company by Industry
Fintech
Internet software & services
E-commerce & direct-to-consumer
Artificial intelligence
Health
224
205
111
84
74
Industry
0
50
100
150
200
Count of Company
Count of Company by Year Joined
600
400
200
0
Count of Company
35
21
44
103
104
108
520
116
2016
2018
2020
2022
Year Joined
Count of Company by Country
NORTH AMERICA
EUROPE
ASIA
AFRICA
SOUTH AMERICA
AUSTRALIA
Pacific Ocean
Atlantic Ocean
Indian Ocean
Company #
1072
Continent #
6
Country #
46
City #
257
Industry #
15
Total Funding ($ B)
$592
Total Valuation($ B)
$4K

## Modelling & Result



## Conclusion

- The project aimed to analyze unicorn companies using Power BI, covering various attributes such as company details, funding, industry, and more.
- It progressed through four key stages: data collection and preprocessing, DAX functions and basic visualization, advanced visualization, and formatting/testing.
- Through these stages, the project successfully extracted insights and provided valuable information about unicorn companies, their funding, industry trends, and more.
- The project involved utilizing various visualization techniques such as stacked column charts, map visuals, line charts, treemaps, and clustered column charts to analyze different aspects of unicorn companies.
- The use of Power BI facilitated the creation of interactive and visually appealing dashboards, enabling stakeholders to explore and understand the data effectively.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