

## **SQL Mini Project 1: Analyzing Unicorn Companies**

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### **Analysis Questions**

1. The Top 5 Countries by Number of Unicorn are: United States, China and Sweden. (the limited data can only show these three countries)
2. The Top 3 Sectors by Average Valuation are: Artificial Intelligence, Aerospace, and Fintech.
3. The only Unicorn Founded after 2010 is Bytedance.
4. The Total Valuation of Unicorns in the FinTech Sector is 141 Billion USD.
5. The Most Common Investors are Sequoia Capital which appears thrice, and Baillie Gifford, which appears twice.

### **Challenges**

1. Identify Trends: Explore trends in the data, such as the growth of unicorns in specific sectors or countries.

Three notable unicorns, SpaceX, Stripe, and UiPath, were founded in the United States, reflecting the country's dominant role in nurturing high-valuation startups across various sectors. Stripe and Klarna, are a part of the FinTech sector, showing the global increase in financial technology innovations. Meanwhile, ByteDance, a unicorn founded in China and operating in the Artificial Intelligence sector, stands out with the highest valuation of \$140 billion USD, emphasizing the explosive growth and potential within AI-driven companies.

2. Investor Analysis: Which investors have the most unicorns in their portfolio?

Sequoia Capital, an American venture capital firm, has 3 unicorns namely Stripe, UiPath, and Klarna in its portfolio. Baillie Gifford, a large-scale investment business, has 2 unicorns, SpaceX and Stripe in its portfolio. The rest of the investors in the dataset all have 1 unicorn in their portfolio.

3. Growth Analysis: Compare valuations of companies founded in different decades to understand growth trends

SpaceX, UiPath, Klarna are companies founded in the 2000 decade that have a total valuation of 60 Billion USD. Stripe and Bytedance, found in the 2010 decade, have a

total valuation of 118 Billion USD. Thus, emerging unicorns in the 2000s had a modest valuation compared to newer unicorns founded in the 2010s. This shows that unicorns are getting higher valuations at a quicker rate, as time progresses. This can be attributed to market expansion such as growth in the AI sector, more chances of networking due to social media and cloud computing, and investors having higher confidence in start-ups.