

# Overview

In this project, you will analyze a dataset of unicorn companies (companies with valuations exceeding \$1 billion) to uncover key insights and trends. Your analysis will focus on various aspects such as industry, geographic distribution, valuation, funding, and investor activity. By answering the following business questions, you will develop a comprehensive understanding of the factors contributing to the success of unicorn startups and provide valuable insights for potential investors.

## Business Questions:

1. **Industry Analysis:**
  - Which industries have the highest number of unicorns?
  - How has the number of unicorns in each industry changed over the years?
2. **Geographic Distribution:**
  - Which countries have the most unicorns?
  - Which continents have the highest concentration of unicorns?
3. **Valuation Insights:**
  - What are the different valuation ranges of unicorn companies?
  - What is the average valuation for unicorns in different industries?
4. **Funding Analysis:**
  - What is the total funding raised by unicorn companies?
  - How has the total funding raised by unicorns changed over the years?
5. **Investor Analysis:**
  - Who are the top investors across the dataset?
  - Which investors are most active in specific industries or countries?
6. **Temporal Trends:**
  - In which year did each company reach unicorn status, and what are the trends or patterns?
  - How many funding rounds has each company gone through before reaching unicorn status?
7. **Regional Comparisons:**
  - Which cities have the highest number of unicorns?
  - How do the average funding amounts, valuation, and number of unicorns compare across different continents?