

The Dataset

The dataset contains **1,074 data entries** (or rows) and **10 attributes** (or columns) which represent unicorn companies (privately held companies valued at \$1 billion or more).

Here is a breakdown of the columns:

1. **Company:** Name of the unicorn company
2. **Valuation:** The company's valuation in USD (as a string initially)
3. **Date Joined:** The date the company achieved its unicorn status
4. **Industry:** The classification based on the field the company operates in or the primary business activity the company engages in
5. **City:** The city of origin where the company is headquartered
6. **Country/Region:** The country or region of origin where the company is headquartered
7. **Continent:** The continent the company belongs to
8. **Year Founded:** The year the company was established (stored as an integer)
9. **Funding:** The total funding raised by the company in USD (as a string initially)
10. **Select Investors:** Key investors of the company

Application of DIKW Framework

The **Data, Information, Knowledge, and Wisdom or “DIKW” Framework**, also known as the DIKW Pyramid, will help us to systematically process the dataset of unicorn companies to generate actionable insights. In this project, we have conducted a detailed **Exploratory Data Analysis** and generated the required visuals. Now, we will use our structured approach to turn raw data into meaningful insights for our stakeholders, benefiting and empowering both startups and investors to make informed decisions and effective strategies.

For this specific **EDA** report, we have applied the DIKW Framework.

The application of DIKW would be as follows:

1. **Data**
2. **Analysis = Information + Knowledge**
3. **Recommendations = Wisdom, data-driven decisions based on thorough analysis**

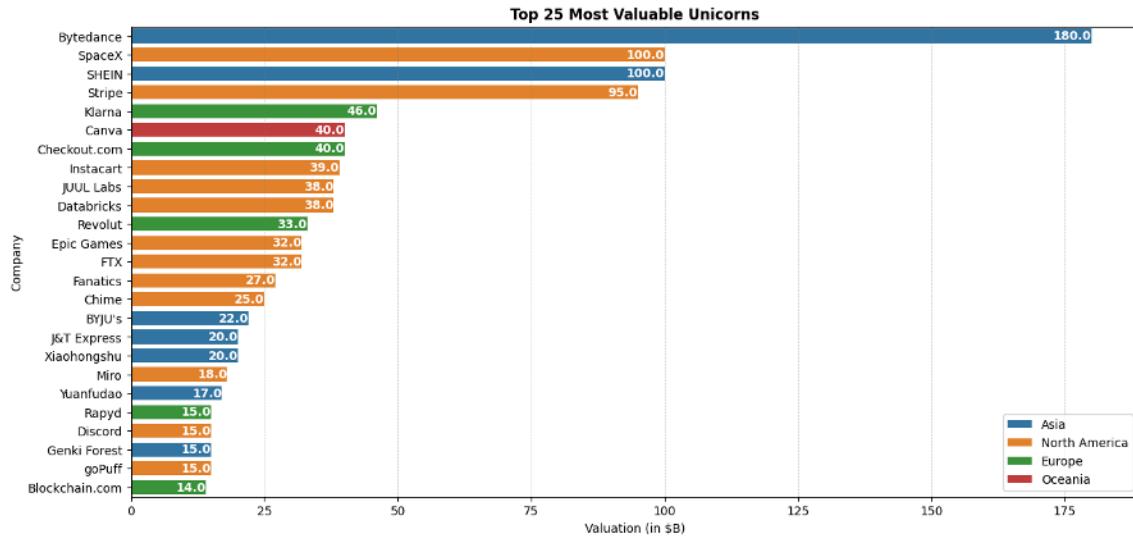
Exploratory Data Analysis

This section is divided into the following types of analysis:

- a) **Univariate Analysis:** To examine one variable at a time
- b) **Bivariate Analysis:** To examine the relationship between two variables
- c) **Multivariate Analysis:** To examine the relationships between three or more variables

Univariate Analysis

Insight 1: Top 25 Most Valuable Unicorns



1. Data:

- This bar chart shows the top 25 unicorn companies ranked by valuation (in billions of USD) across different continents.
- Each bar represents a company.
- The length of each bar represents the company's valuation.
- The bars are color-coded based on the company's continental origin.

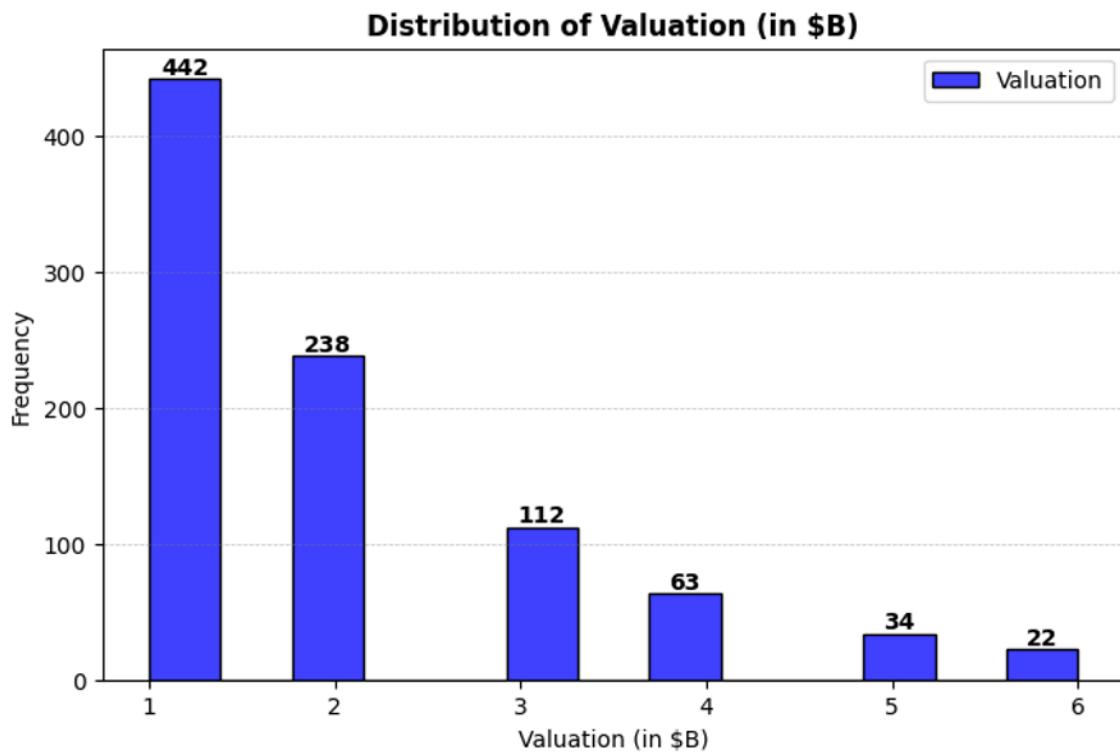
2. Analysis (Information + Knowledge):

- The distribution of the top 25 most valuable unicorns is concentrated across four continents, with a significant presence in Asia and North America.
- ByteDance, a Chinese internet technology company, is leading with a valuation of \$180 billion, which shows its strong financial performance, market perception, and growth potential.
- SpaceX, a US private aerospace company, and SHEIN, a Chinese online retailer, come next with a valuation of \$100 billion. These companies must be driven by disruptive innovation and rapid growth.
- A high concentration of unicorns in North America reflects a strong startup ecosystem and a dominant force in the global unicorn landscape.
- Other high-valued unicorns, distributed across Asia (7), Europe (5), and Oceania (1), are making strides toward fostering their own startup ecosystems.

3. Recommendations:

- In continents such as Asia, Europe, and Oceania, policymakers should create supportive environments to encourage entrepreneurship, innovation, investment, and economic development, which will allow unicorns and startups to thrive.
- When searching for promising startups, investors can focus on North America and Asia but also look for up-and-coming unicorns in Europe and Oceania.

Insight 2: Distribution of Valuation (in \$B)



1. Data:

- This histogram represents the frequency of unicorn companies within specific valuation ranges (in billions of USD).
- Most unicorn companies are valued at around \$1 billion, and very few are higher in valuation.

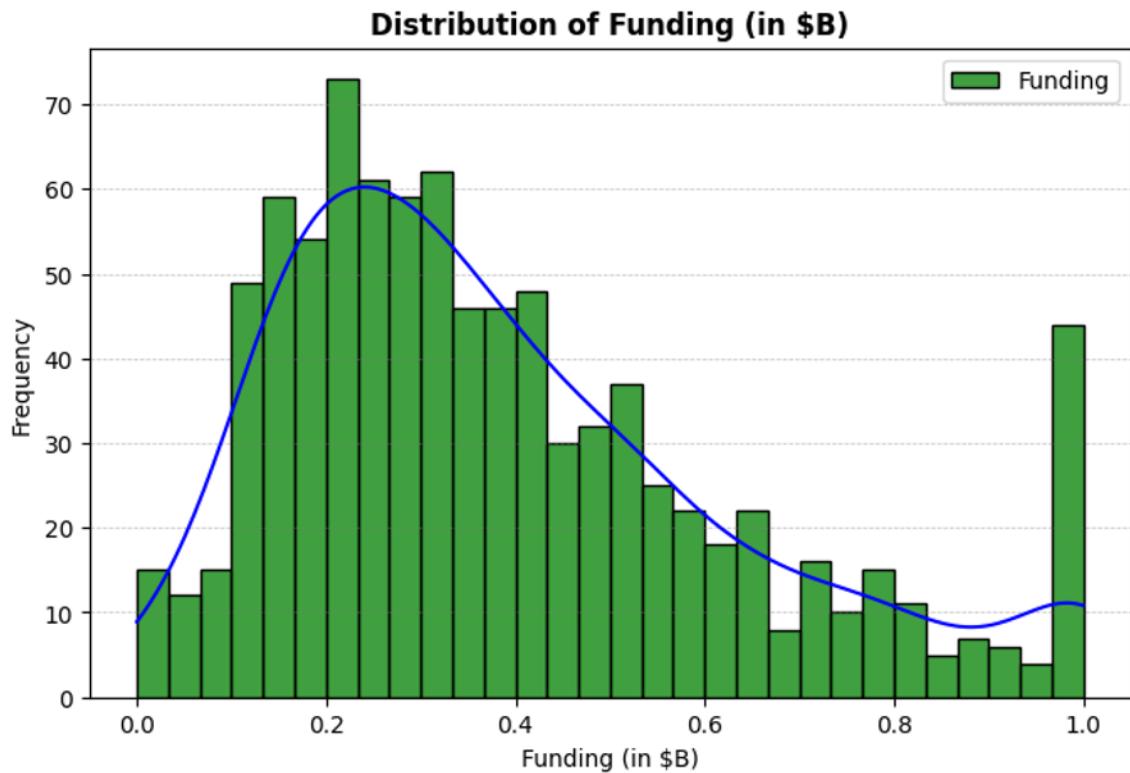
2. Analysis (Information + Knowledge):

- Most unicorns fall within the range of \$1 - \$3 billion.
- Most unicorns have crossed the \$1 billion threshold, indicating that they are new or smaller in scale.
- The number of unicorn companies decreases as valuations increase, with very few companies exceeding the \$4 billion threshold.
- Only a few unicorns are valued higher, and this likely includes globally recognized names.

3. Recommendations:

- To help startups grow and achieve unicorn status, we should focus on what helps them move beyond the \$1 billion mark.
- We could examine other variables (e.g., industries, countries, regions, or investors) and further investigate internal and external factors to determine what drives higher valuations.

Insight 3: Distribution of Funding (in \$B)



1. Data:

- This histogram shows the distribution of total funding (in billions of USD) for unicorn companies. It uses a Kernel Density Estimation (KDE) line to provide a visual of funding distribution using a smooth and continuous curve.
- The data has been cleaned and standardized for analysis.

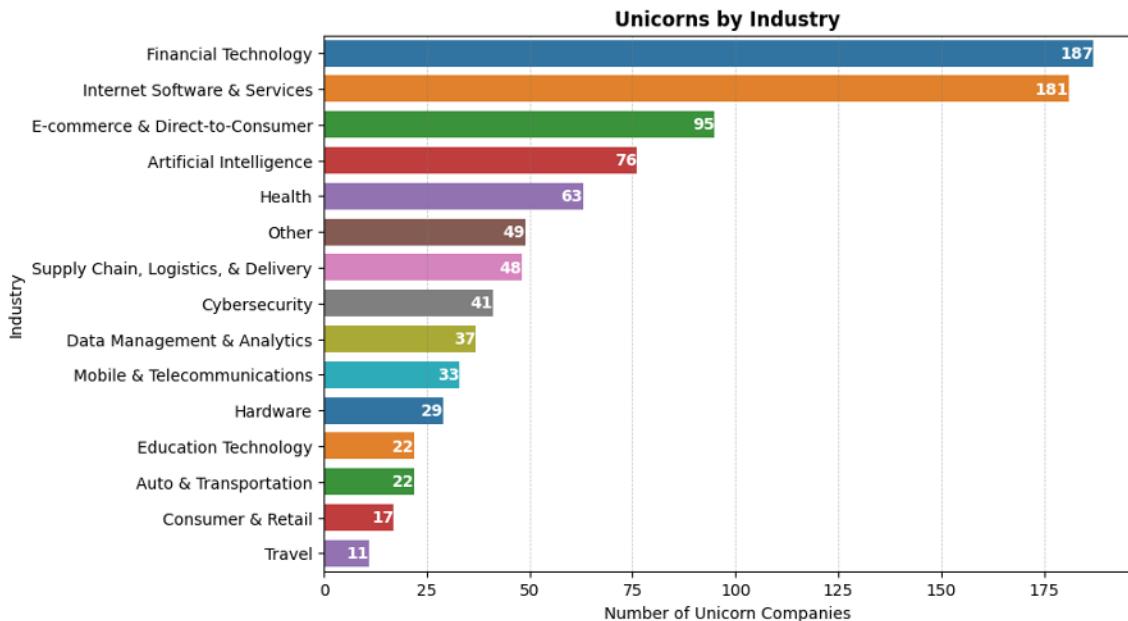
2. Analysis (Information + Knowledge):

- Most unicorns have raised funding in the range of \$0.1B to \$0.5B with the highest number of companies falling around \$0.2B.
- The number of unicorn companies significantly declines after the \$0.5B mark, showing a smaller pool of unicorns with higher funding levels.
- There is a noticeable jump to \$1B, which may be attributed to data rounding or a tendency for company valuations to cluster around that mark.
- The sudden spike at \$1B could mean a group of companies have secured exceptionally high funding rounds or may warrant further investigation to know why it stands out.
- Most unicorns have moderate funding levels relative to their valuations.

3. Recommendations:

- Startups looking to hit unicorn status should aim for funding within the range of \$0.1B to \$0.5B, as that is where most unicorns fall.
- Companies that have secured funding exceeding \$0.5B could reveal patterns or strategies contributing to faster growth or higher valuations.

Insight 4: Unicorns by Industry



1. Data:

- This bar chart shows the number of unicorn companies in different industries.

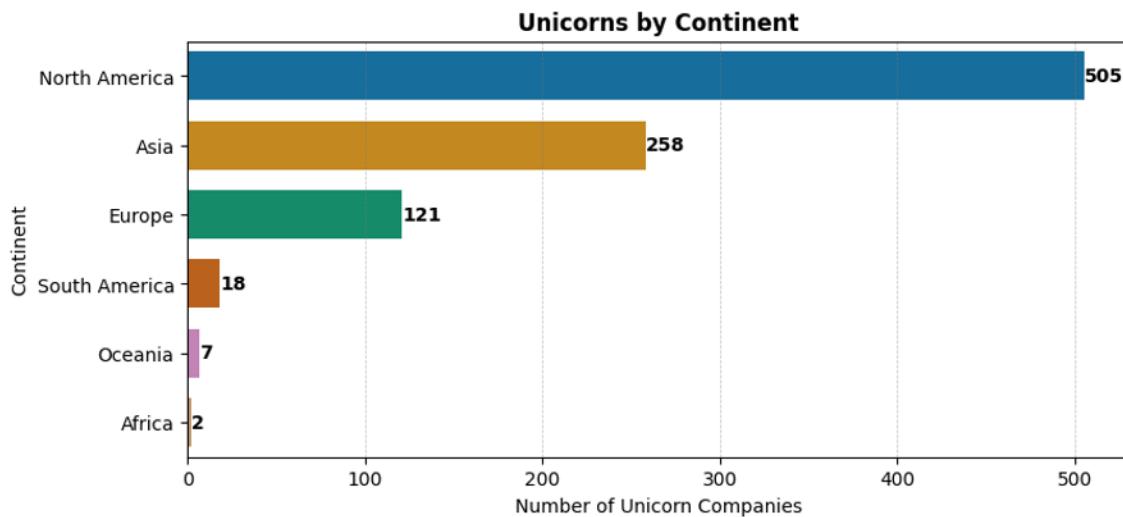
2. Analysis (Information + Knowledge):

- Financial Technology and Internet Software & Services are the dominant sectors, with 187 and 181 unicorns, respectively. This shows an increasing demand for innovation related to financial tools, digital platforms, and technologies.
- E-commerce & Direct-to-Consumer (95), Artificial Intelligence (76), and Health (63) have also emerged as prominent industries which indicates their growing significance in the global market.
- Industries like Travel (17) and Consumer & Retail (11) have far fewer unicorns, and they are falling behind the others.

3. Recommendations:

- Investors should focus on startups that provide digital and technological solutions to people for better growth opportunities, as these industries have the greatest number of unicorns.
- If given more support, emerging sectors like E-commerce, AI, and Health could grow faster and be more represented in the market.
- For industries such as Travel and Consumer & Retail that are falling behind, innovative solutions involving the use of digital technologies might be the key to helping them catch up and compete better.

Insight 5: Unicorns by Continent



1. Data:

- This bar chart shows the number of unicorn companies on different continents.

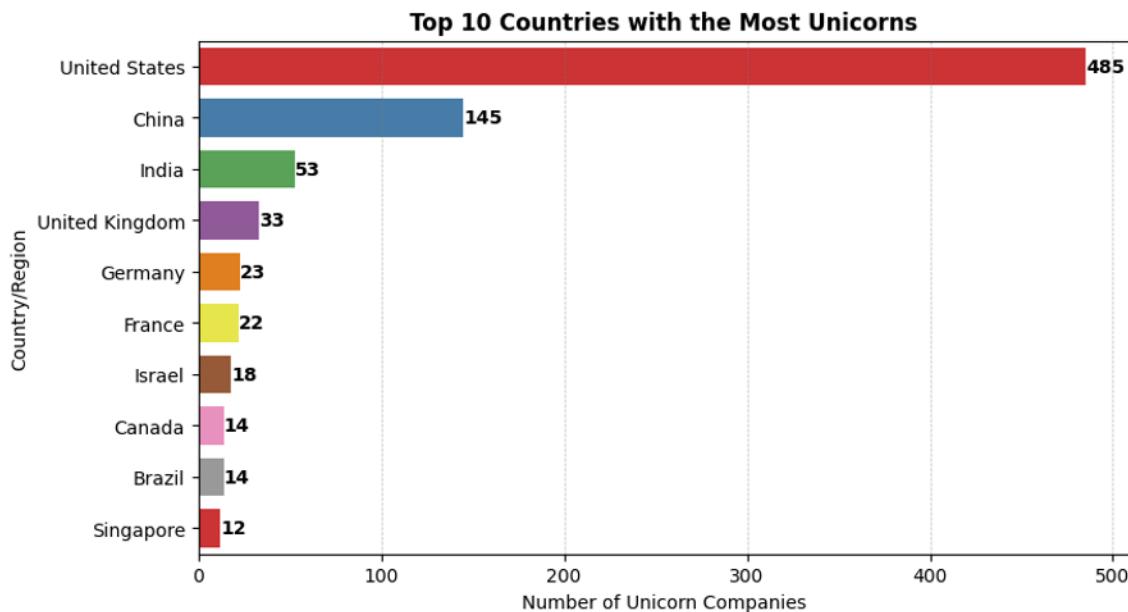
2. Analysis (Information + Knowledge):

- North America dominates the unicorn landscape with 505 unicorns, nearly double Asia's 258. This can be attributed to solid startup incubators, more mature and robust venture capital networks, technology hubs (e.g., Silicon Valley), and a conducive business environment.
- Asia, driven by fast-growing economies like China, Singapore, and India, emerges as a notable player in the global unicorn landscape. It is characterized by its increasing focus on innovation and digital transformation.
- Europe shows 121 unicorns, nearly half as Asia, focusing on technology.
- Other continents, such as South America (18), Oceania (7), and Africa (2), are far behind, which reflects challenges in building startup ecosystems.

3. Recommendations:

- Startups in South America, Oceania, and Africa need better access to funding and immense support to boost their unicorn numbers. They could foster collaboration with those in North America, Asia, and Europe to build better startup ecosystems.
- Investors must conduct more research and seek partnerships in continents with fewer unicorns, as these might present untapped potential and unique opportunities.
- Diversifying investment and business activities across Europe could offer growth opportunities and increase the number of unicorns. Policymakers should implement policies that stimulate innovation, attract venture capital, and create a business-friendly environment to better compete with North America and Asia.

Insight 6: Top 10 Countries with the Most Unicorns



1. Data:

- This bar chart displays the top 10 countries with the most unicorns.

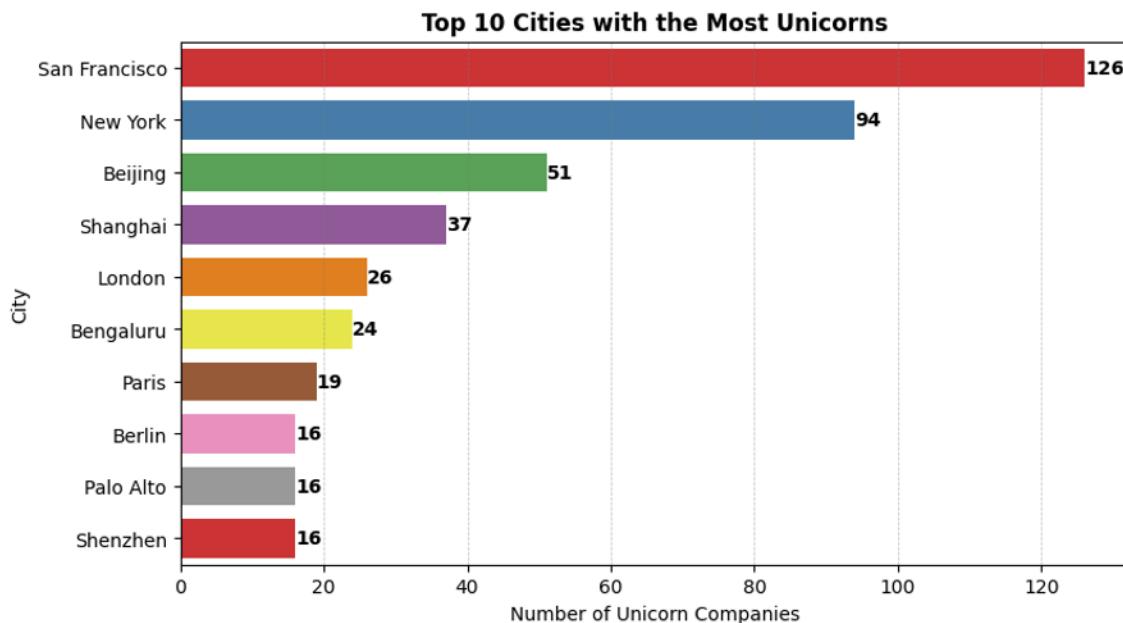
2. Analysis (Information + Knowledge):

- The United States (485) maintains a dominant position in the global unicorn landscape, reflecting a strong startup culture, a well-developed funding ecosystem, and an emphasis on technological innovation.
- The significant contributions of China (145) and India (53) have propelled Asia to become a key player in the global unicorn ecosystem, driven by the expansion of large consumer markets and the rapid adoption of digital technologies.
- European nations (United Kingdom: 33, Germany: 23, France: 22) have smaller yet steadily developing startup ecosystems than the United States and China.
- Other emerging players show significant potential for future growth, provided they receive adequate investment and ecosystem support.

3. Recommendations:

- Emerging Asian and European markets can adopt strategies employed by the United States and China to scale their startup ecosystems and attract more unicorns.
- Investors should monitor smaller but promising markets, such as Canada, Brazil, and Singapore, for potential growth opportunities.
- Countries with fewer unicorns (e.g., Canada, Brazil, and Singapore) could significantly benefit from focused investment and policy support to stimulate innovation and foster a thriving startup ecosystem.

Insight 7: Top 10 Cities with the Most Unicorns



1. Data:

- This bar chart displays the top 10 cities with the most unicorns.

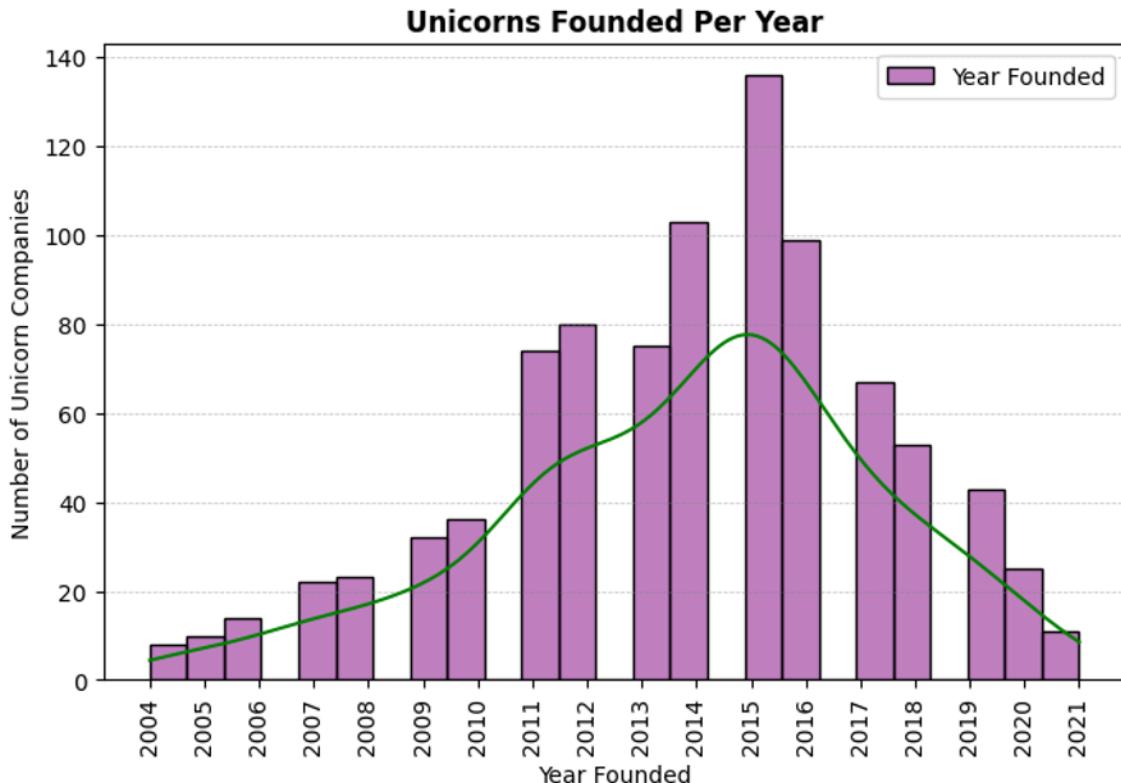
2. Analysis (Information + Knowledge):

- United States cities continue to lead the global unicorn scene, with San Francisco and New York emerging as the top-performing cities, producing 126 and 94 unicorns, respectively.
- The State of California leads as the world's hub for unicorns, driven by San Francisco (126) and Palo Alto (16). This can be attributed to its strong technology scene, which houses multiple major technology, software, and internet companies.
- Cities in China (Beijing, Shanghai, Shenzhen) and India (Bengaluru) continue to be significant contributors to Asia's increasing presence in the global unicorn landscape, demonstrating the region's growing entrepreneurial spirit and technological prowess.
- European cities (i.e., London, Paris, and Berlin) are growing in the global unicorn landscape.

3. Recommendations:

- Analyzing which industries are thriving in each city to maximize investment and growth opportunities is essential.
- While the two cities dominate the chart, investors should explore opportunities in emerging unicorn hubs, particularly those in Asia and Europe.

Insight 8: Unicorns Founded Per Year



1. Data:

- The histogram illustrates the distribution of company founding years, with a significant concentration observed between 2004 and 2021.

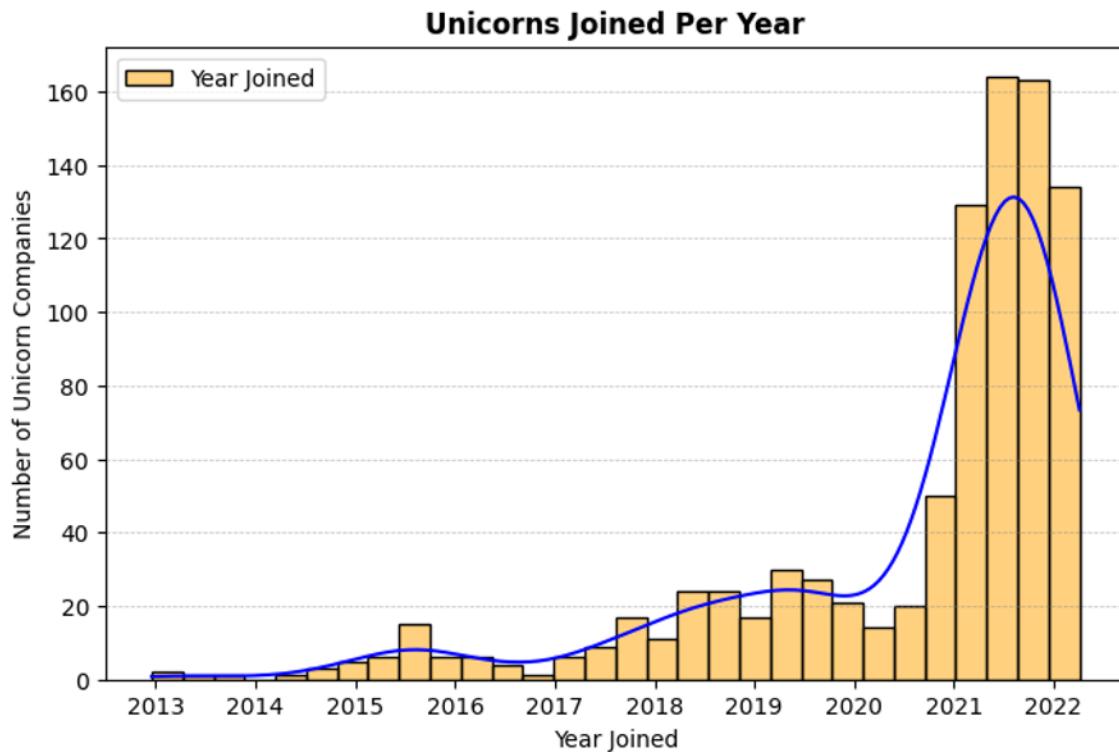
2. Analysis (Information + Knowledge):

- Fewer unicorns were founded from 2007 to 2009, which can be linked to the adverse effects of the Global Financial Crisis that significantly impacted investment and economic activities during that period.
- 2015 marked a peak in the number of unicorn companies being established, highlighting a period of significant growth and innovation.
- The significant decline in unicorn companies established between 2020 and 2021 can be due to the disruptive impact of the global pandemic.

3. Recommendations:

- Stakeholders should conduct a detailed analysis of the economic, technological, and investment trends prevalent during 2015 to gain insights into the specific factors that contributed to the rapid growth of unicorn companies.
- By analyzing industry-specific trends in unicorn formation, investors can identify sectors that have experienced significant growth in recent years and emerging industries with high unicorn potential.

Insight 9: Unicorns Joined Per Year



1. Data:

- The histogram illustrates the distribution of years in which companies attained unicorn status, ranging from 2013 to 2022.

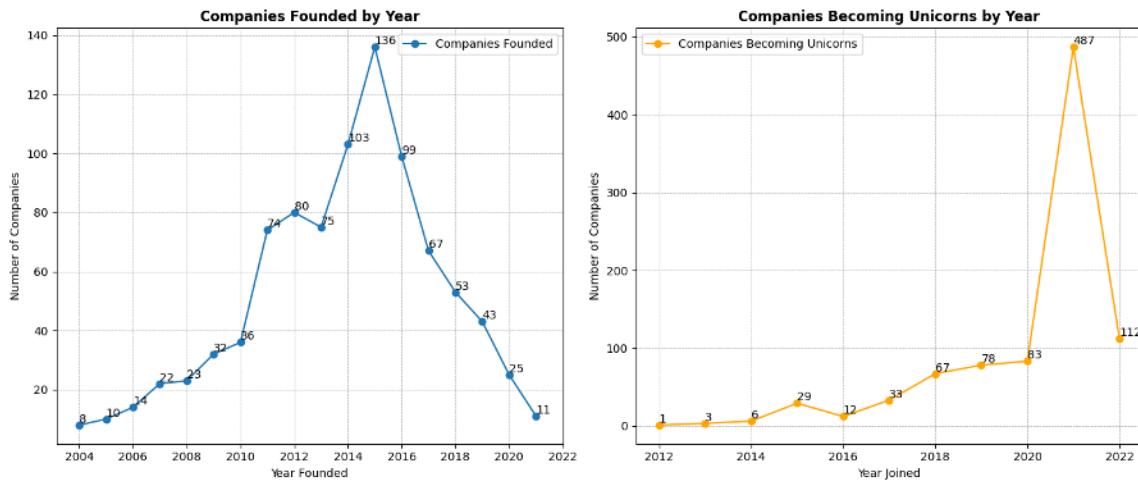
2. Analysis (Information + Knowledge):

- The number of companies achieving unicorn status remained low until 2018, after which it experienced significant growth, culminating in a peak in 2021 when the highest number of unicorns occurred.
- The post-2019 boom can be attributed to increased investment and economic activities, pandemic-driven digital adoption and transformation, and a heightened focus on technology startups.
- The minor dip observed in 2022 may be attributed to incomplete data for the year or potential market corrections and saturation in specific sectors.

3. Recommendations:

- The surge of unicorns post-2019 highlights the transformative power of economic and technological shifts on startup success.
- Future research and studies could delve deeper into how the pandemic impacted growth in industries such as Financial Technology, Internet Software & Services, E-commerce & Direct-to-Consumer and Artificial Intelligence.
- Investors should consider emerging sectors as some industries may decelerate post-2022.

Insight 10: Subplots



1. Data:

- These subplots show the trends from the histograms in **Insight #8: Unicorns Founded Per Year** and **Insight #9: Unicorns Joined Per Year**.
- These line charts visualize the year-over-year increase in unicorn companies, both newly founded and those achieving unicorn status.

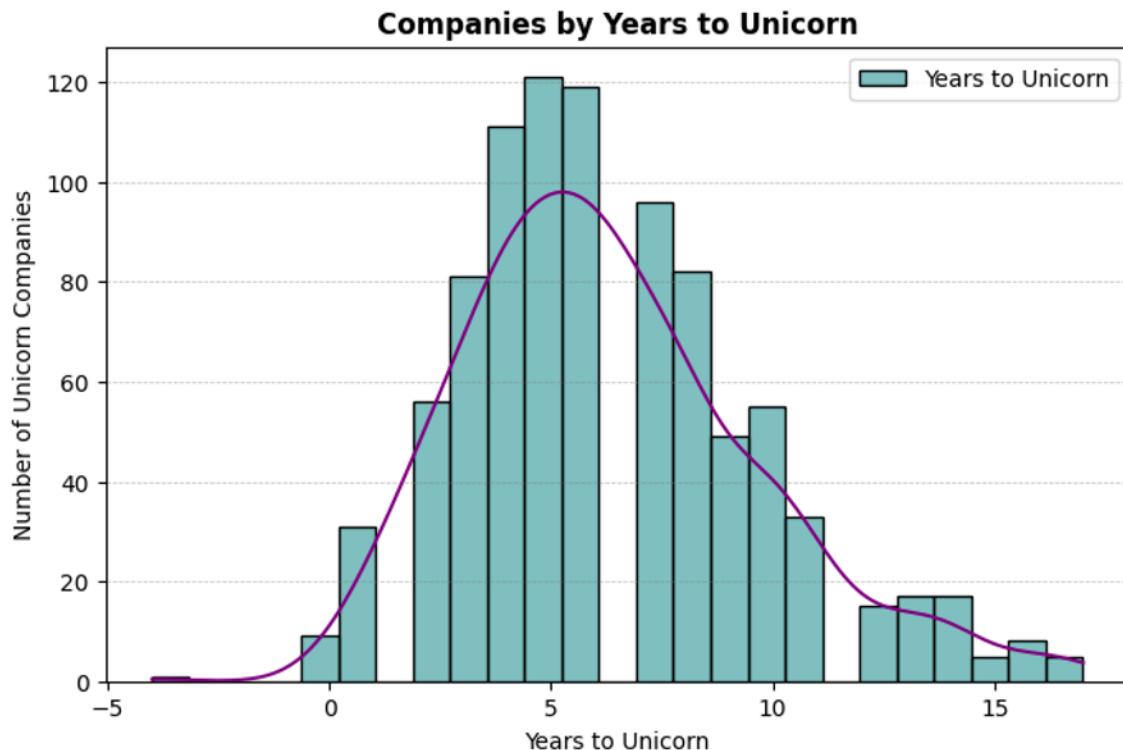
2. Analysis (Information + Knowledge):

- Consistent with the findings of **Insight #8: Unicorns Founded Per Year**, 2015 witnessed the highest number of unicorn formations, with 136 new unicorns emerging that year. Motivated by alternative investments, many founders and entrepreneurs recognized the opportunity to establish their companies and secure capital from investment banks and hedge funds, which had developed a keen interest in unicorns' capital efficiency and growth rates in that year.
- 2021 was a record-breaking year for the unicorn club, spawning 487 unicorns, more than the past five years combined, as detailed in **Insight #9: Unicorns Joined Per Year**. This surge was driven by two primary factors: (1) the availability of interest-free capital in the early 2020s and (2) heightened venture capital investment in technology companies during the COVID-19 pandemic as the global population was placed in subsequent lockdowns for safety measures.

3. Recommendations:

- For recommendations, please refer to **Insight #8: Unicorns Founded Per Year** and **Insight #9: Unicorns Joined Per Year**.

Insight 11: Companies by Years to Unicorn



1. Data:

- This histogram displays the distribution of the number of years it takes for companies to become unicorns.

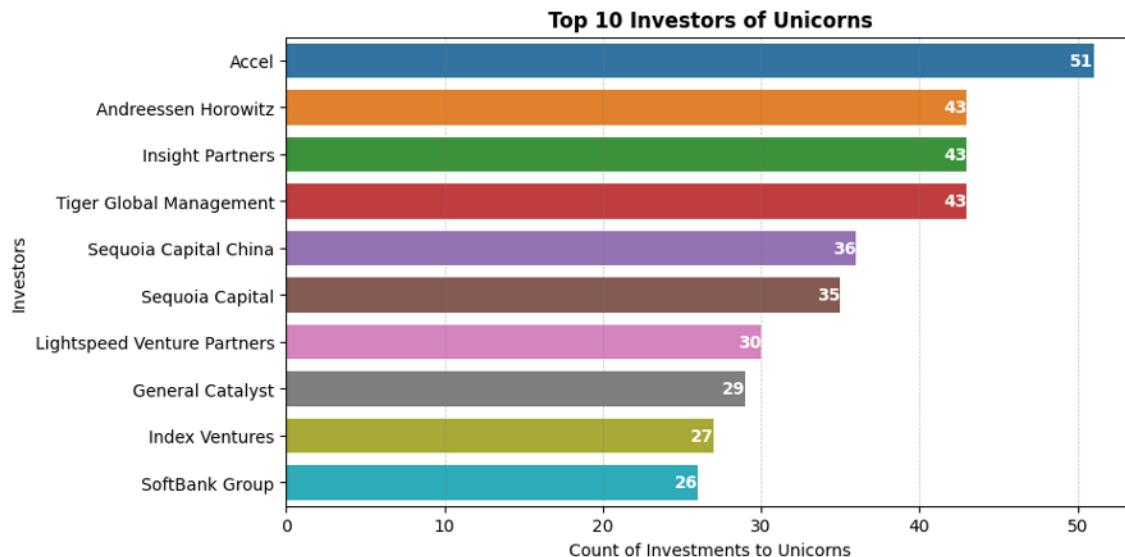
2. Analysis (Information + Knowledge):

- The tallest bars in the histogram indicate that companies most frequently achieve unicorn status within the 5–7-year range.
- While most companies achieve unicorn status within a reasonable time, a significant number of companies require a substantially longer time, as evidenced by the rightward skew of the distribution.
- Few companies took more than 15 years to become unicorns.

3. Recommendations:

- Given the complex nature of building a unicorn company, aspiring entrepreneurs, founders, investors, and other stakeholders in the global market should set realistic timelines and expectations regarding the time it takes to achieve significant growth and valuation for a company to hit unicorn status.
- As the business landscape evolves, companies must learn to adapt and adjust their strategies in response to emerging trends and changing market conditions.
- By prioritizing sustainable growth and scaling strategies, existing and potential startups can increase their chances of achieving long-term success and eventually attaining unicorn status.

Insight 12: Top 10 Investors of Unicorns



1. Data:

- This bar chart ranks the top 10 investors based on the number of unicorn companies they have backed.

2. Analysis (Information + Knowledge):

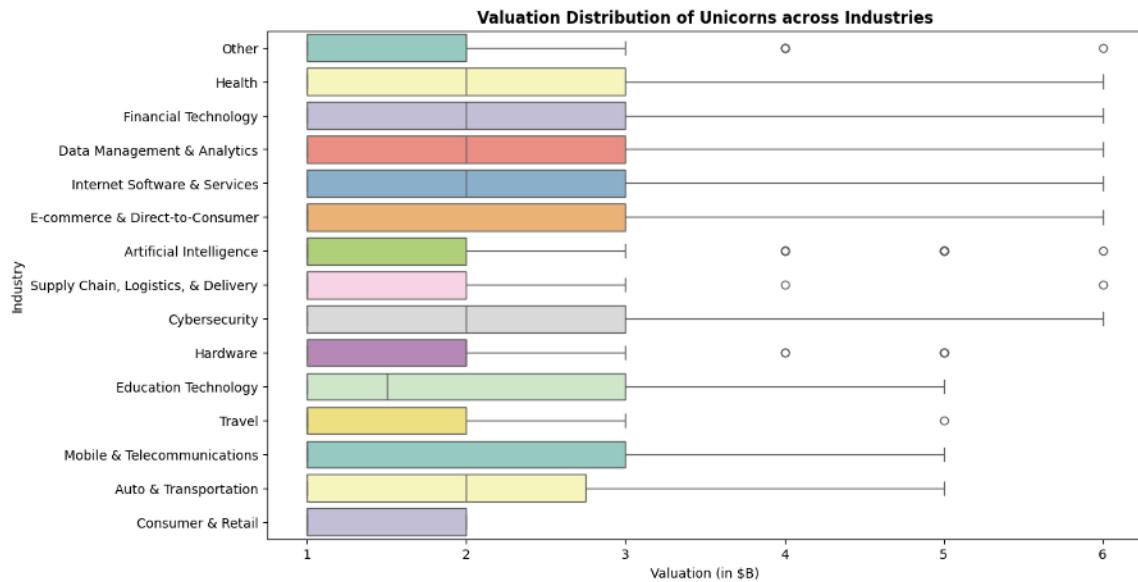
- Accel, a global venture capital firm that invests in early-stage and growth-stage technology companies, leads the pack with 51 investments in unicorn companies, showing its strong ability to consistently spot and fund startups with high unicorn potential.
- Andreessen Horowitz, Insight Partners, and Tiger Global Management are tied for second place, each having backed 43 unicorn companies.
- Big players like Sequoia Capital China (36) and Sequoia Capital (35) are making their mark with strategic investments across diverse markets.
- Other notable investors, including Lightspeed Venture Partners, General Catalyst, Index Ventures, and SoftBank Group, have backed between 26 and 30 unicorn companies.
- SoftBank is particularly renowned for investing in startups that require substantial capital to scale quickly and expand into global markets.

3. Recommendations:

- To maximize their chances of achieving unicorn status, startups should target the top-tier investors highlighted in the chart. These investors can provide not only capital but also invaluable industry expertise and strategic guidance.
- Existing and emerging investors should learn and analyze the strategies of these top firms to identify opportunities to improve their portfolio performance and increase their success rates.
- Other stakeholders, such as startup ecosystem builders and policymakers, can use and leverage this information to encourage global collaboration between leading investors and promising startups so they can thrive on a bigger scale.

Bivariate Analysis

Insight 13: Valuation Distribution of Unicorns across Industries



1. Data:

- This boxplot presents the distribution of company valuations (in billions of USD) of unicorns across different industries.

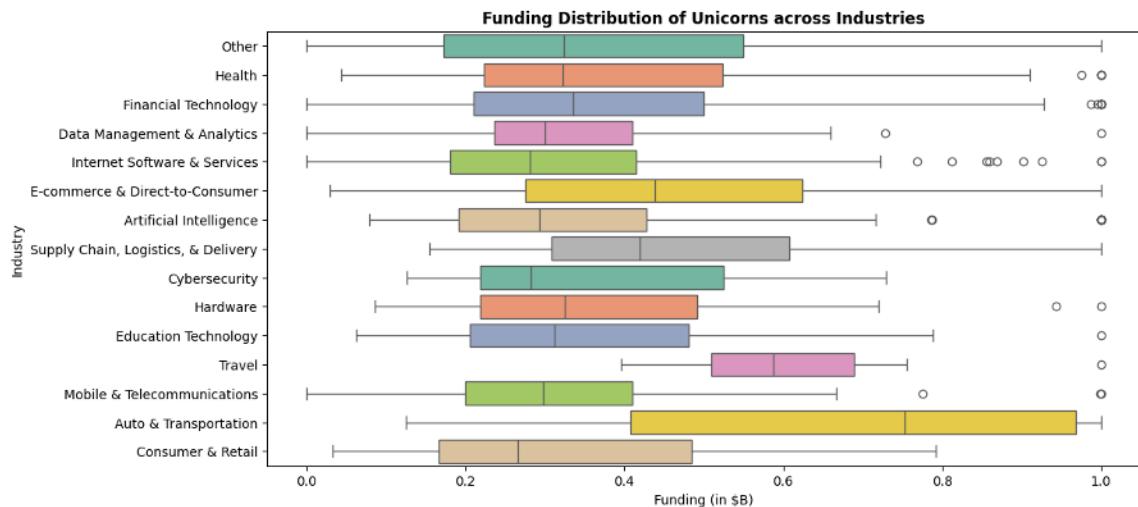
2. Analysis (Information + Knowledge):

- IT-related sectors such as Health, Financial Technology, Data Management & Analytics, Internet Software & Services, E-commerce & Direct-to-Consumer, and Cybersecurity have the widest valuation range, followed by Education Technology, Mobile & Telecommunications, and Auto & Transportation which also heavily relies on digital innovation. This can be attributed to our rapid pivot to an information-based, technology-centric economy.
- Artificial Intelligence dominates the next set with notable outliers, highlighting its growing interest and enthusiasm.
- Other industries, Supply Chain, Logistics, & Delivery, Hardware, and Travel have relatively moderate valuations which emphasizes the need for improvement.
- Consumer & Retail remains the lowest-valued segment, which can be attributed to its reliance on traditional business models.

3. Recommendations:

- Investors can focus on high-growth industries and prioritize investment allocation in such areas, as they offer significant potential for higher returns.
- Stakeholders in the global market should explore the untapped potential of niche markets such as AI, Supply Chain, Logistics, & Delivery, Hardware, Travel, and other industries with moderate to high valuations and potential for further growth.
- Consumer & Retail unicorns can leverage digital solutions to bridge the valuation gap and compete better.

Insight 14: Funding Distribution of Unicorns across Industries



1. Data:

- This boxplot shows the distribution of total funding (in billions of USD) received by unicorn companies across different industries.

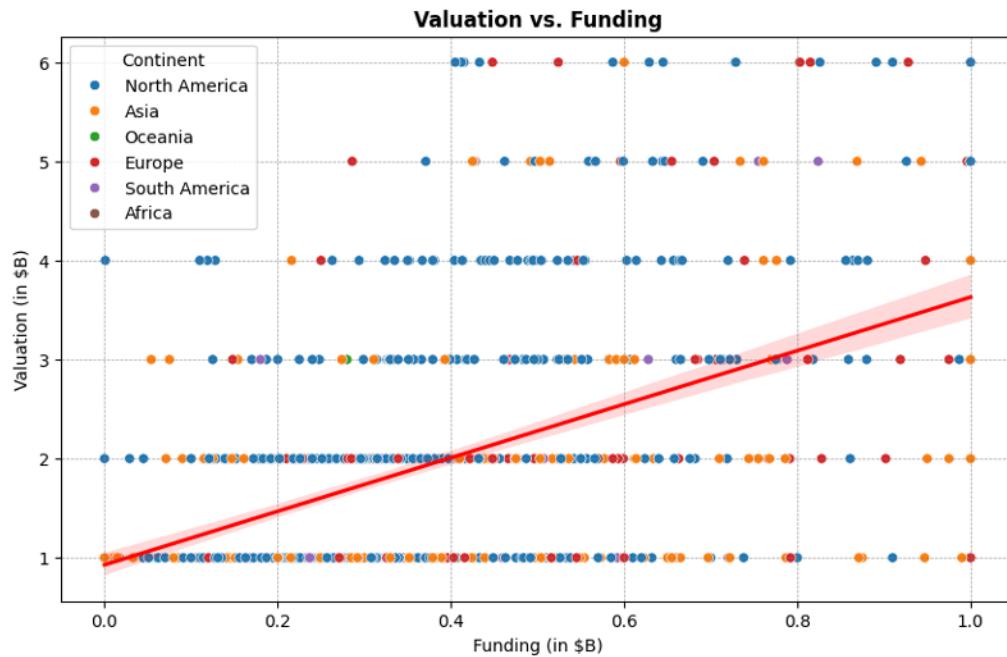
2. Analysis (Information + Knowledge):

- There are significant variations in funding distributions across different industries. Some industries (i.e., Internet Software & Services, Financial Technology, E-commerce & Direct-to-Consumer, Artificial Intelligence, and Supply Chain, Logistics, & Delivery) exhibiting a wider range of funding amounts, while the others (i.e., Consumer & Retail, Travel, and Others) have a more concentrated distribution. This shows the diversity of investor interest in funding startups.
- Industries with wider and higher funding distributions present steady and reliable investor interest, possibly due to perceived value and growth potential.
- Auto & Transportation emerges as a capital-intensive industry, requiring higher upfront capital costs to invest in equipment, facilities, and infrastructure.
- E-commerce & Direct-to-Consumer has the widest funding range, with much variation in the amount of capital companies raise. This is probably because of the sector's different business models and funding needs.
- Health and Education Technology often have lower median funding, likely due to their smaller, niche markets. However, some companies in these sectors still attract significant investments.
- Consumer & Retail and Travel have higher median funding due to upfront capital needs for scaling and infrastructure.

3. Recommendations:

- Investors may prioritize industries with high funding variability while exploring diversification among those industries to capitalize on growth opportunities. Alternatively, sectors with more stable funding trends may require a more conservative approach suitable for risk-averse investment strategies.
- Ecosystem builders and policymakers/leaders should pay attention to the low-funding industries, work on creating opportunities, and implement strategies to stimulate growth and enhance their competitiveness.

Insight 15: Valuation vs. Funding



1. Data:

- This scatterplot shows the relationship between valuation (in billions of USD) and funding (in billions of USD) for unicorn companies, with points color-coded based on the continent to which each unicorn company belongs.

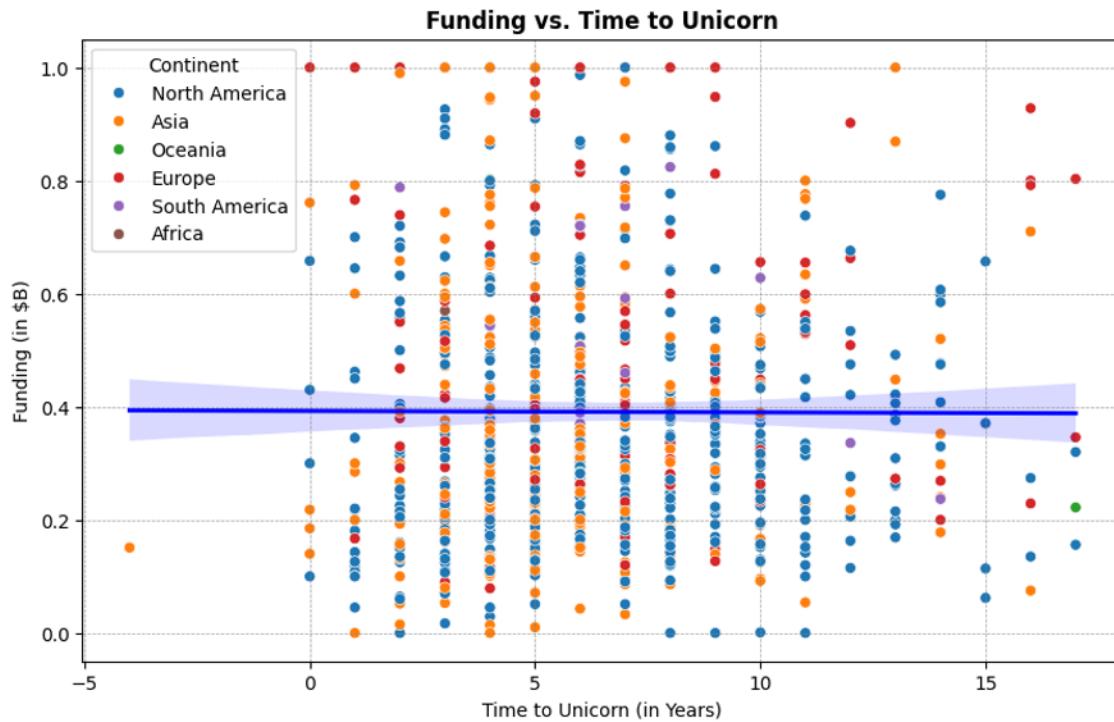
2. Analysis (Information + Knowledge):

- The regression line depicts a positive correlation between valuation and funding; unicorns with higher funding generally tend to have higher valuations.
- North America and Asia dominate the global unicorn landscape in valuation and funding, with many companies clustering near the \$1B unicorn threshold. This reflects their vital funding ecosystems and fast-growing markets.
- Few outliers show exceptionally high valuations with relatively low funding, mainly from North America and Asia. This can be attributed to unique strategies like innovative business models or efficient operations.
- Many European companies require higher funding to achieve higher valuations, showing the challenges that startups face in the region. These might involve stricter regulations driving compliance costs, market fragmentation making it difficult to scale quickly and efficiently, or other economic factors (e.g., higher taxes).

3. Recommendations:

- To achieve the best valuation, startups aiming to become unicorns should focus on balancing funding needs with efficient resource management.
- Investors should examine companies with lower funding but high valuations to learn their scaling strategies and uncover business models with growth potential.
- Leaders and policymakers in regions with fewer unicorns should work on strengthening funding environments to help more startups close the gap between funding and valuation.

Insight 16: Funding vs. Time to Unicorn



1. Data:

- This scatterplot shows the relationship between funding (in billions of USD) and time to unicorn—the time it took to achieve unicorn status (valuation of \$1 billion or more)—for companies, with points color-coded based on the continent that each unicorn company belongs to.

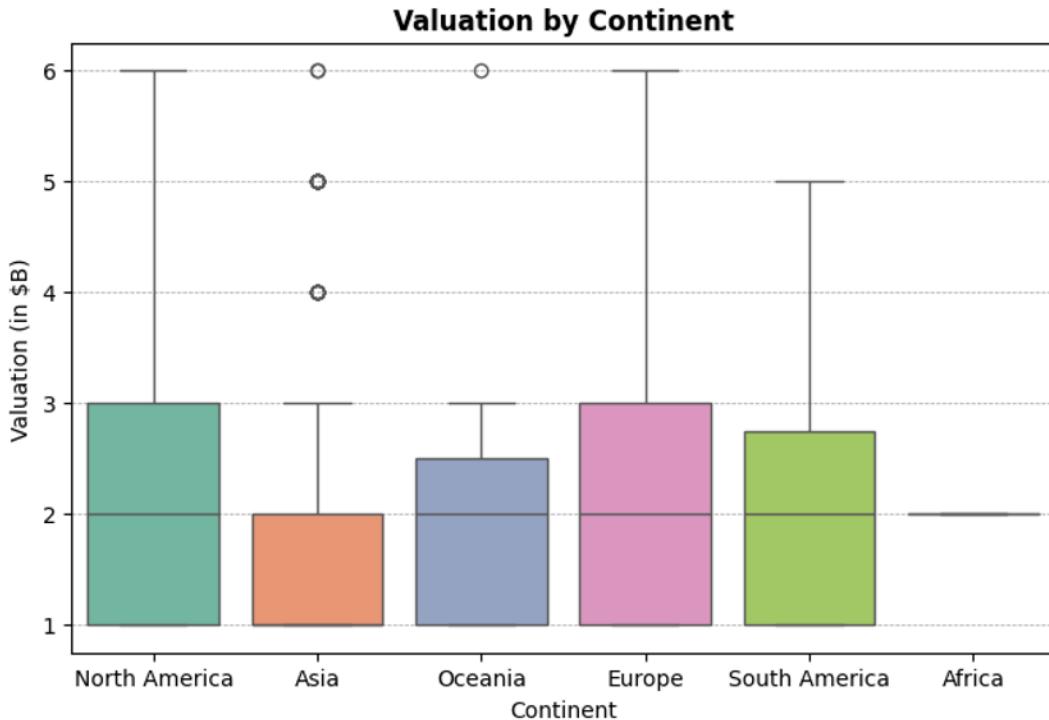
2. Analysis (Information + Knowledge):

- The regression line shows a subtle negative correlation, as seen in the slight downward trend. This indicates that companies tend to achieve unicorn status faster when they have received a higher amount of funding.

3. Recommendations:

- While the plot suggests that funding plays a significant role in accelerating a company's journey to unicorn status, stakeholders should note that it is not the only factor. Other internal and external variables, such as strategic execution, effective leadership, business models, etc., must also be considered.
- Startups aspiring to attain unicorn status should prioritize securing substantial funding, cultivating operational efficiency, strategic resource management, and robust scalability.

Insight 17: Valuation by Continent



1. Data:

- This boxplot presents the distribution of company valuations (in billions of USD) of unicorns across different continents.

2. Analysis (Information + Knowledge):

- North America has the highest median valuation, followed by Asia and Europe. This can be attributed to their dominance in the global unicorn landscape due to the mature venture capital ecosystem, large market size, and increased access to worldwide talent.
- Asia's growing unicorn scene is evident in its high valuations, driven by rapid technological advancements and increasing investor interest.
- Other continents, such as Oceania, South America, and Africa, are gradually catching up but still have a long way to go, as indicated by lower valuations.

3. Recommendations:

- North America and Asia present attractive investment opportunities with high potential for growth and returns. However, investors should be careful as these regions have an extremely competitive landscape.
- Early and potential investors should explore emerging markets in other regions to seek untapped potential.
- To maximize their chances of success, entrepreneurs can either navigate the competitive landscapes of North America and Asia, gain better access to capital and strong markets, or seize the disruptive opportunities in emerging markets, where the competition is less fierce, but the challenges are significant.

Insight 18: Industry vs. Continent: Number of Unicorns

		Industry vs. Continent: Number of Unicorns					
		Africa	Asia	Europe	North America	Oceania	South America
Industry	Artificial Intelligence	0	24	6	43	0	3
	Auto & Transportation	0	14	6	2	0	0
	Consumer & Retail	0	7	2	8	0	0
	Cybersecurity	0	7	0	34	0	0
	Data Management & Analytics	0	3	5	29	0	0
	E-commerce & Direct-to-Consumer	0	45	16	28	1	5
	Education Technology	0	14	1	7	0	0
	Financial Technology	2	31	37	110	2	5
	Hardware	0	15	4	10	0	0
	Health	0	12	7	44	0	0
	Internet Software & Services	0	29	13	135	4	0
	Mobile & Telecommunications	0	18	5	10	0	0
	Other	0	12	8	27	0	2
	Supply Chain, Logistics, & Delivery	0	22	6	17	0	3
	Travel	0	5	5	1	0	0

1. Data:

- This matrix illustrates the distribution of unicorn companies across various industries and continents.

2. Analysis (Information + Knowledge):

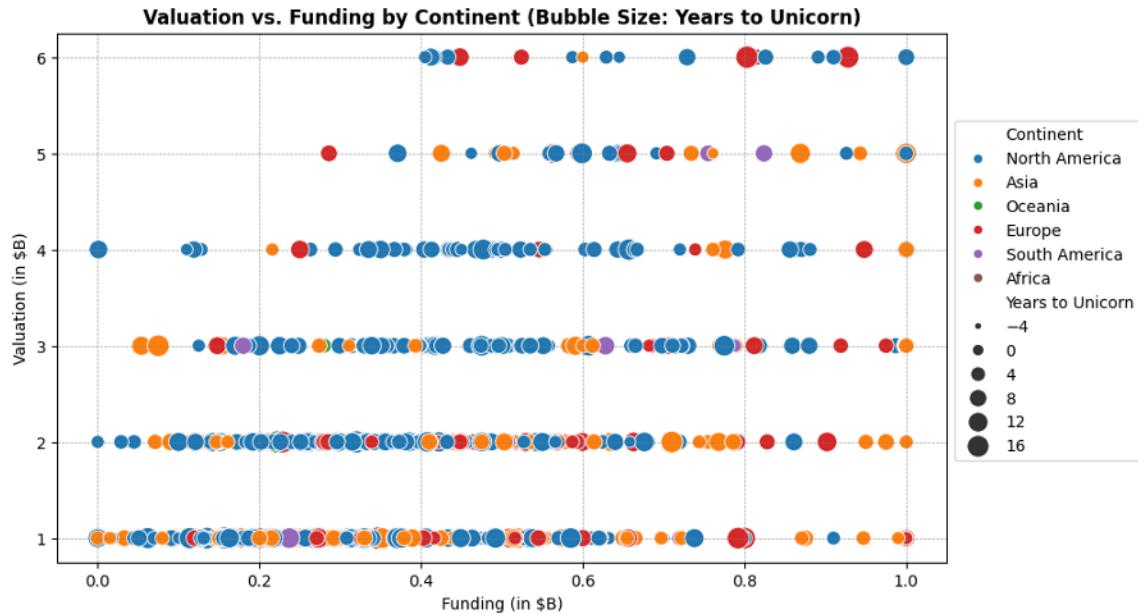
- North America leads in most industries, with Internet Software & Services (135) and Financial Technology (110) at the top. This is motivated by their robust entrepreneurship ecosystem, strong venture capital networks, and innovation and technology hubs like Silicon Valley.
- Asia excels in E-commerce & Direct-to-Consumer (45), Financial Technology (31), Internet Software & Services (29), and Artificial Intelligence (24). A solid consumer base and the accelerated digitalization of economies like China, India, and Singapore drive this success.
- While Europe has fewer unicorns, it performs well in Financial Technology (37), E-commerce & Direct-to-Consumer (16), and Internet Software & Services (13). It has existing unicorns in industries except Cybersecurity, proving its focus on startups related to technology and diversification across industries.
- Other continents, such as South America, Oceania, and Africa, are currently underrepresented. These emerging regions could grow by addressing funding gaps, strengthening startup ecosystems, increasing targeted investments, and creating supportive policies.

3. Recommendations:

- Asian startups may prioritize strong industries for future growth and expansion.
- European policymakers and investors can concentrate on niche industries to boost their competitive edge globally.
- South America, Oceania, and Africa need better ecosystem development to empower startups and build more unicorns.

Multivariate Analysis

Insight 19: Valuation vs. Funding by Continent



1. Data:

- This scatterplot shows the relationship between valuation (in billions of USD) and funding (in billions of USD) for unicorn companies. Points are color-coded based on the continent that each unicorn company belongs to, and the bubble size is based on time to unicorn—the time it took to achieve unicorn status.

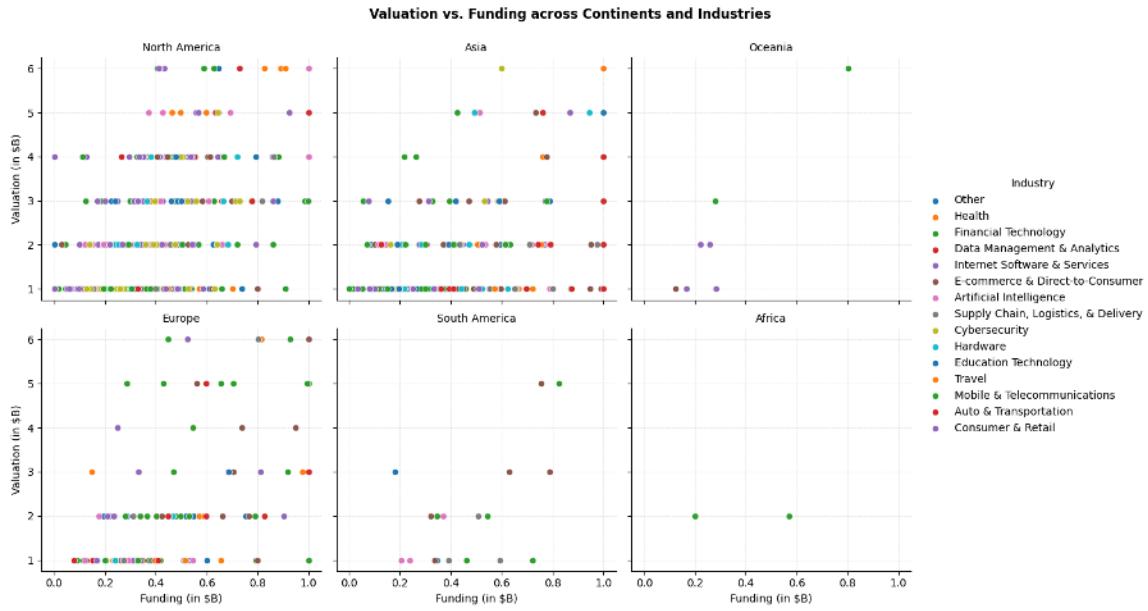
2. Analysis (Information + Knowledge):

- While no strong patterns readily emerge from the plot, it is worth noting that there are variations in time to unicorn within each continent.
- For more analysis, refer to [Insight 15: Valuation vs. Funding](#).

3. Recommendations:

- For recommendations, refer to [Insight 15: Valuation vs. Funding](#).

Insight 20: [FacetGrid] Valuation and Funding across Continents and Industries



1. Data:

- This Facet Grid shows the relationship between valuation (in billions of USD) and funding (in billions of USD) for unicorn companies across different continents and industries.
- Each continent from the dataset of unicorn companies gets its respective subplot.

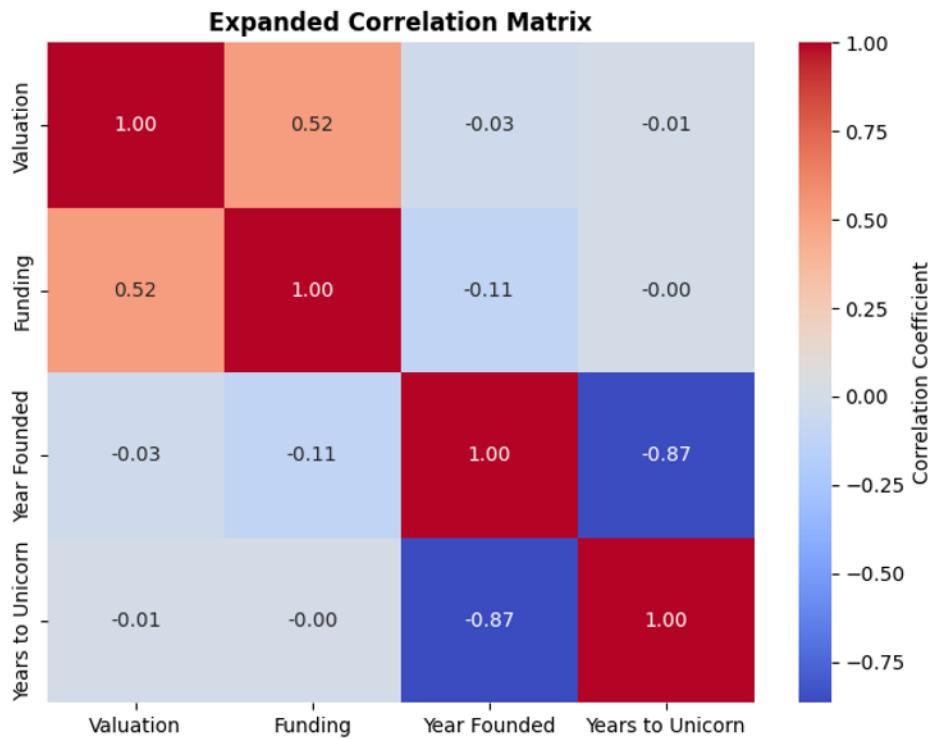
2. Analysis (Information + Knowledge):

- This proves North America has a higher density of unicorns and high funding and valuations.
- Industries that rely on innovative solutions, such as Health, Financial Technology, Data Management & Analytics, Internet Software & Service, E-commerce & Direct-to-Consumer, and Artificial Intelligence tend to have higher funding and valuations than others.

3. Recommendations:

- This information can be used by (a) investors to identify promising industries for unicorn investments across various continents, (b) aspiring entrepreneurs to comprehend funding ecosystems and develop strategies to scale their startups and attain unicorn status, and (c) policymakers to formulate policies and strategies that stimulate innovation and entrepreneurship across various industries within their respective regions.

Insight 21: Expanded Correlation Matrix



1. Data:

- This matrix shows the correlation analysis of companies in valuation (in billions of USD), funding (in billions of USD), founding year, and the time to unicorn.

2. Analysis (Information + Knowledge):

- There is a moderate positive correlation (0.52) between Valuation and Funding, which means a direct relationship between the two variables suggests that when funding increases, valuation also increases.
- The Year Founded and Years to Unicorn indicate a strong negative correlation (-0.87), which means that newer companies become unicorns faster than older ones. This could be due to several factors, such as faster technological advancements, rapid digital adoption, increased venture capital networks, and changing market dynamics.
- The very weak negative correlation observed between Funding and Year Founded (-0.11), Valuation and Year Founded (-0.03), and Valuation and Years to Unicorn (-0.01) means that there is little to no relationship between each pair.

3. Recommendations:

- While higher funding often leads to higher valuations, other factors should be considered.
- Established companies should embrace digital transformation and develop strategies for scaling their operations to keep up and remain competitive.