

UNICORN COMPANIES ANALYSIS

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ABOUT THE PROJECT

This project provides insights into the characteristics of unicorn companies (companies whose values are over 1 billion dollars). In particular, it will find the answers to the following questions:

1. Which unicorn companies have had the biggest return on investment?
2. How long does it usually take for a company to become a unicorn?
3. Which industries have the most unicorns?
4. Which countries have the most unicorns?
5. Which investors have funded the most unicorns?

ABOUT THE DATA

- The dataset used in this analysis contains records of 1074 unicorn companies obtained from Maven Analytics' official website.
- The sample size reduces to 1060 due to the lack of funding and inaccurate information on the year companies are found.
- Microsoft Excel was used for the initial setup before importing to SQL server.

DATA CLEANING

- In this project, we mainly used SQL for both data cleaning and exploration.
- Data cleaning steps include:
 - Check for duplicates
 - Rename columns where necessary
 - Standardize date format
 - Drop rows with errors
 - Reformat currency values (e.g., \$2M => 2,000,000)
 - Generate new columns based on existing column values
 - Delete unused columns

DATA EXPLORATION

- SQL skills used:
 - Joins
 - Common Table Expressions (CTEs),
 - Windows Functions
 - Aggregate Functions
 - Data Types Conversion
 - Relational operators

DATA EXPLORATION

1. Which unicorn companies have had the biggest return on investment (ROI)?

⇒ This query output shows the top 10 companies with the biggest ROI. **Zapier** achieved the biggest ROI of **3999 percent**. **Dunamu** comes second with **125 percent** ROI, and **Workhuman** is third with **110 percent** ROI.

⇒ Zapier's ROI is significantly high compared to other companies.

Results			Messages		
	Company	Roi			
1	Zapier	3999			
2	Dunamu	125			
3	Workhuman	110			
4	CFGl	104			
5	Manner	99			
6	DJI Innovations	75			
7	GalaxySpace	70			
8	Canva	68			
9	Il Makiage	67			
10	Revolution Pr...	65			

DATA EXPLORATION

2. How long does it usually take for a company to become a unicorn?

⇒ On average, a company takes about 6 years to become a unicorn.

⇒ The majority of companies could become a unicorn within 4 to 7 years.

Results		Messages
	UnicomYear	Frequency
1	6	137
2	5	129
3	4	124
4	7	107
5	3	98
6	8	87
7	2	65
8	10	62
9	9	51
10	1	35

DATA EXPLORATION

3. Which industries have the most unicorns?

- ⇒ Fintech and Internet Software & Services have about **40 percent** of total unicorns.
- ⇒ The e-commerce industry also has a significant share of unicorns of **10 percent**.
- ⇒ These figures show the potential of Fintech, Internet software & services, and E-commerce industries.

Results		Messages	
	Industry	Frequency	Percentage
1	Fintech	222	20
2	Internet software & services	203	19
3	E-commerce & direct-to-consumer	109	10
4	Artificial intelligence	84	7
5	Health	73	6
6	Supply chain, logistics, & delivery	56	5
7	Other	56	5
8	Cybersecurity	50	4
9	Data management & analytics	40	3
10	Mobile & telecommunications	36	3
11	Hardware	34	3
12	Auto & transportation	31	2
13	Edtech	28	2
14	Consumer & retail	24	2
15	Travel	14	1

DATA EXPLORATION

4. Which countries have the most unicorns?

⇒ It is interesting (but not surprising) that **the United States has the largest share of unicorns.**

⇒ **China** and **India**, the countries with the largest share of the world population, have 15 and 6 percent share of unicorns, respectively.

Results		Messages	
	Country	Frequency	Percentage
1	United States	555	52
2	China	169	15
3	India	65	6
4	United Kingdom	43	4
5	Germany	25	2
6	France	23	2
7	Israel	20	1
8	Canada	18	1
9	Brazil	16	1
10	Singapore	12	1

DATA EXPLORATION

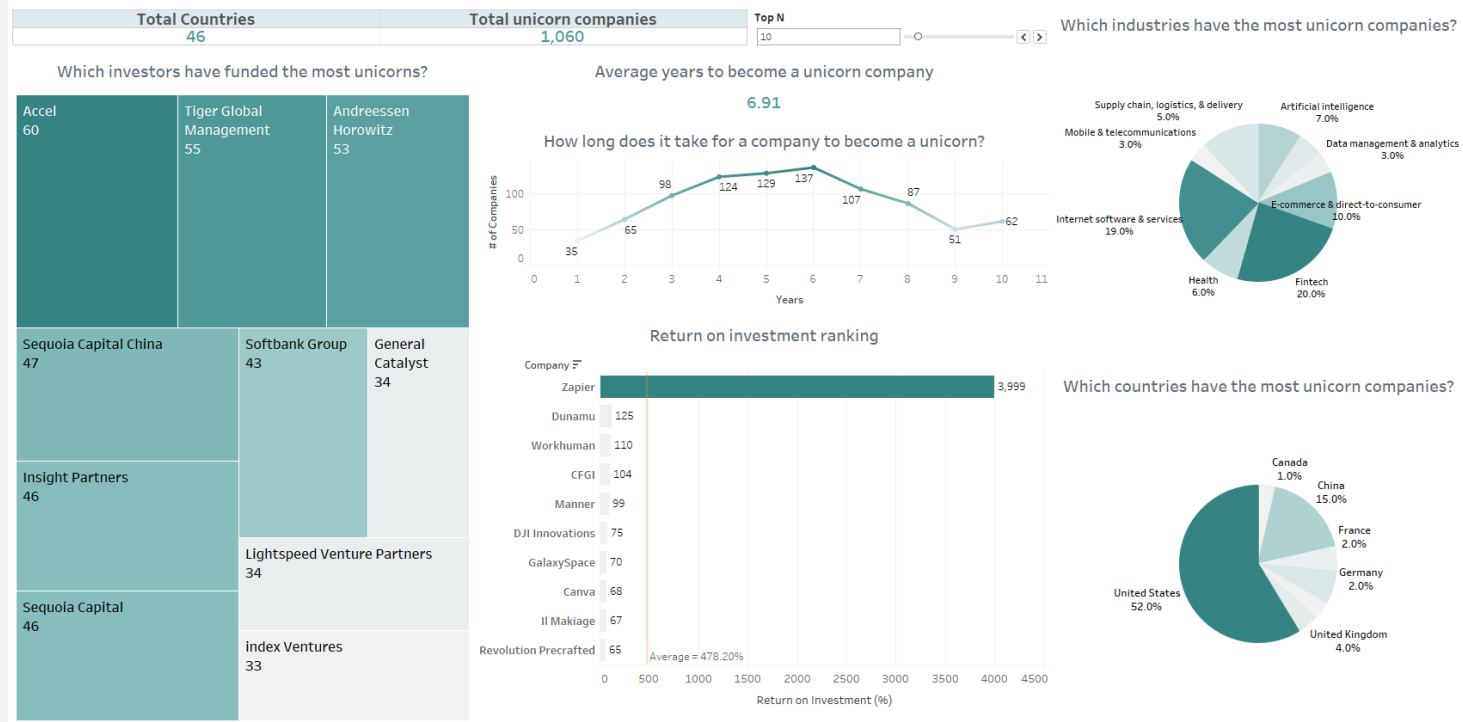
5. Which investors have funded the most unicorns?

- ⇒ This query output shows **Accel is the top investor who invests in 60 unicorns.**
- ⇒ Based on this project's scope, **Sequoia Capital** and **Sequoia Capital China** are treated as different investors since we will not dive deep into further details.

Results			Messages		
	Investors	UnicornsInvested			
1	Accel	60			
2	Tiger Global Management	55			
3	Andreessen Horowitz	53			
4	Sequoia Capital China	47			
5	Sequoia Capital	46			
6	Insight Partners	46			
7	Softbank Group	43			
8	General Catalyst	34			
9	Lightspeed Venture Partners	34			
10	index Ventures	33			

DATA VISUALIZATION (TABLEAU)

UNICORN COMPANIES ANALYSIS



Link: [Unicorn Companies Analysis | Tableau Public](#)

DATA VISUALIZATION (TABLEAU)

- Techniques that I utilized in this project are:
 - Parameters
 - Top N filters
 - Reference lines
 - Calculated fields

THANK YOU FOR VIEWING MY WORK!