Analyzing Unicorn Companies

Overview

Unicorn companies are private companies that have reached a valuation of $1 billion or more. These companies are often considered to be the most promising and innovative in their respective industries. The analysis of unicorn companies can provide valuable insights into the trends and patterns that are driving the growth of these companies.

This project involves analyzing a dataset of unicorn companies, which are privately held companies valued at over $1 billion. The project includes data creation, analysis using SQL, and answering specific questions about the dataset.

Objective

> - To identify Global Trends in Unicorn Emergence
> - Determine Investor and Funding Analysis
> - To understand Industry Dynamics
> - To examine Return on Investment (ROI)

Dataset Description

The dataset contains 1060 records of unicorn companies. The detail features are as follows:

- Company : Company name
- Valuation : Company valuation in Billions (B) of dollars
- Date Joined : The date in which the company reached $1 Billion in valuation
- Industry : Company industry
- City : City the company was founded in
- Country : Country the company was founded in
- Continent : Continent the company was founded in
- Year Founded : Year the company was founded
- Funding : Total amount raised across all funding rounds in Billions (B) or Millions (M) of dollars
- Investors : Top 4 investing firms or individual investors (some have less than 4)

SQL Queries

1. What are the top 10 unicorns by valuation?

```
select company, industry, country, city, valuation as valuation_in_billions
from unicorn_companies
order by valuation_in_billions desc
limit 10;
```

	company	industry	country	city	valuation_in_billions
▶	Bytedance	Artificial Intelligence	China	Beijing	180
	SpaceX	Other	United States	Hawthorne	100
	SHEIN	E-commerce & direct-to-consumer	China	Shenzhen	100
	Stripe	Fintech	United States	San Francisco	95
	Klarna	Fintech	Sweden	Stockholm	46
	Canva	Internet software & services	Australia	Surry Hills	40
	Checkout.com	Fintech	United Kingdom	London	40
	Instacart	Supply chain, logistics, & delivery	United States	San Francisco	39
	JUUL Labs	Consumer & retail	United States	San Francisco	38
	Databricks	Data management & analytics	United States	San Francisco	38

2. What are the top 10 unicorns by funding?

```
select company, industry, country, funding as funding_in_billions
from unicorn_companies
order by funding_in_billions desc
limit 10;
```

	company	industry	country	funding_in_billions
▶	JUUL Labs	Consumer & retail	United States	14
	Bytedance	Artificial Intelligence	China	8
	SpaceX	Other	United States	7
	Epic Games	Other	United States	7
	J&T Express	Supply chain, logistics, & delivery	Indonesia	5
	Xingsheng Selected	E-commerce & direct-to-consumer	China	5
	Swiggy	Supply chain, logistics, & delivery	India	5
	Global Switch	Hardware	United Kingdom	5
	Fanatics	E-commerce & direct-to-consumer	United States	4
	Klarna	Fintech	Sweden	4

3. What are the top industries by funding?

```
select industry, sum(funding) as total_funding
from unicorn_companies
group by industry
order by total_funding desc
limit 5;
```

industry	total_funding
Fintech	87
E-commerce & direct-to-consumer	68
Internet software & services	45
Supply chain, logistics, & delivery	40
Artificial Intelligence	37

4. What are the top industries by valuation?

```
select industry, sum(valuation) as total_valuation
from unicorn_companies
group by industry
order by total_valuation desc
limit 5;
```

industry	total_valuation
Fintech	880
Internet software & services	593
E-commerce & direct-to-consumer	421
Artificial Intelligence	377
Other	249

5. What are the top 10 cities by valuation?

```
select city, sum(valuation) as total_valuation
from unicorn_companies
group by city
order by total_valuation desc
limit 10;
```

city	total_valuation
San Francisco	724
Beijing	347
New York	231
London	178
Shenzhen	141
Bengaluru	107
Hawthorne	101
Shanghai	98
Boston	69
Stockholm	63

6. What are the top 5 countries by number of unicorns?

```
select country, count(*) as unicorns_count
from unicorn_companies
group by country
order by unicorns_count desc
limit 5;
```

country	unicorns_count
United States	554
China	170
India	65
United Kingdom	43
Germany	25

7. What are the most valuable unicorns by country?

```
select company, country, valuation
from unicorn_companies
where (country, valuation) in (select country, max(valuation)
                               from unicorn_companies
                               group by country)
limit 7;
```

company	country	valuation
Bytedance	China	180
SpaceX	United States	100
Klarna	Sweden	46
Canva	Australia	40
Checkout.com	United Kingdom	40
FTX	Bahamas	32
BYJU's	India	22

8. What are the top 5 investors with largest funding?

```
select investors, max(funding) as funding_in_billions
from unicorn_companies
group by investors
order by funding_in_billions desc
limit 5;
```

investors	funding_in_billions
Tiger Global Management	14
Sequoia Capital China	8
Founders Fund	7
Tencent Holdings	7
KKR	5

9. What are the top 5 investors with largest valuation?

```
select investors, valuation as valuation_in_billions
from unicorn_companies
order by valuation_in_billions desc
limit 5;
```

investors	valuation_in_billions
Sequoia Capital China	180
Founders Fund	100
Tiger Global Management	100
Khosla Ventures	95
Institutional Venture Partners	46

10. Unicorns per continent

```
select continent, count(*) as unicorn_count
from unicorn_companies
group by continent
order by unicorn_count desc;
```

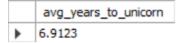| continent	unicorn_count
North America	580
Asia	307
Europe	141
South America	21
Oceania	8
Africa	3

11. Unicorns Founded After 2010

```
select company, industry, valuation, funding, year_founded
from unicorn_companies
where year_founded > 2010
order by year_founded asc;
```

company	industry	valuation	funding	year_founded
Miro	Internet software & services	18	0	2011
Blockchain.com	Fintech	14	0	2011
Celonis	Data management & analytics	11	1	2011
Gusto	Fintech	10	1	2011
Talkdesk	Internet software & services	10	1	2011
Impossible Foods	Consumer & retail	7	2	2011
Ziroom	E-commerce & direct-to-consumer	7	2	2011
Mambu	Fintech	6	0	2011
Moon Active	Mobile & telecommunications	5	0	2011
United Imaging Healthcare	Health	5	1	2011
Greensill	Fintech	4	2	2011
Kraken	Fintech	4	0	2011
ChargeBee Technologies	Fintech	4	0	2011

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

```
select avg(year_joined - year_founded) as avg_years_to_unicorn
from unicorn_companies;
```

avg_years_to_unicorn
6.9123

13. Which unicorn companies have had the biggest return on investment?

```
select country, industry, company, max(roi) as maximum_roi
from unicorn_companies
group by country, industry, company
order by maximum_roi desc
limit 5;
```

country	industry	company	maximum_roi
United States	Internet software & services	Zapier	3999
South Korea	Fintech	Dunamu	125.7605634
Ireland	Internet software & services	Workhuman	110.1111111
United States	Fintech	CFGI	104.2631579
China	Other	Manner	99

14. Which unicorn company is the oldest? And how many years did it take for it to become a unicorn?

```
select company, year_founded, year_joined, (year_joined - year_founded) as oldest_unicorn
from unicorn_companies
order by oldest_unicorn desc
limit 2;
```

	company	year_founded	year_joined	oldest_unicorn
▶	Five Star Business Finance	1984	2021	37
	Promasidor Holdings	1979	2016	37

15. What are the most funded companies?

```
select company, max(funding) as most_funded
from unicorn_companies
group by company
order by most_funded desc
limit 5;
```

	company	most_funded
▶	JUUL Labs	14
	Bytedance	8
	SpaceX	7
	Epic Games	7
	J&T Express	5

16. What is the total valuation of Unicorns in the FinTech Sector?

```
select industry, sum(valuation) as total_valuation
from unicorn_companies
where industry = 'fintech';
```

	industry	total_valuation
▶	Fintech	880

17. What is the average valuation per industry?

```
with industry_avg as (
select industry, avg(valuation) as avg_valuation
```

```
from unicorn_companies
group by industry
)
select *
from industry_avg
order by avg_valuation desc;
```

industry	avg_valuation
▶ Artificial Intelligence	4.4881
Other	4.4464
Consumer & retail	4.3750
Fintech	3.9640
E-commerce & direct-to-consumer	3.8624
Edtech	3.5714
Data management & analytics	3.3750
Travel	3.2857
Auto & transportation	3.1935

18. What is industry valuation rankings?

```
select company, industry, valuation,
       rank() over (partition by industry order by valuation desc) as valuation_rank,
       dense_rank() over (partition by industry order by valuation desc) as
valuation_dense_rank
from unicorn_companies;
```

company	industry	valuation	valuation_rank	valuation_dense_rank
▶ Bytedance	Artificial Intelligence	180	1	1
Argo AI	Artificial Intelligence	12	2	2
Faire	Artificial Intelligence	12	2	2
Pony.ai	Artificial Intelligence	9	4	3
Automation Anywhere	Artificial Intelligence	7	5	4
Gong	Artificial Intelligence	7	5	4
Scale AI	Artificial Intelligence	7	5	4
DataRobot	Artificial Intelligence	6	8	5
Anduril	Artificial Intelligence	5	9	6
Icertis	Artificial Intelligence	5	9	6
CloudWalk Technology	Artificial Intelligence	5	9	6

Insights

Top Unicorns by Valuation and Funding

- Most valuable unicorns have valuations above $90 billion.
- JUUL Company in United States has $14 billion funding.

Leading Industries by Valuation and Funding

- Fintech, E-commerce and Internet Software services are consistently top industries by both valuation and funding.

Geographical Trends

- United States and China dominates the unicorn landscape, in terms of valuation.
- Cities like San Francisco, Beijing and New York are major unicorn hubs.
- North America and Asia dominate the unicorn count, while Europe follows at a distance.

Leading Investors by Valuation and Funding

- Tiger Global Management leads in both valuation and funding.

Time to Unicorn Status

- On average, it takes almost 7 years for companies to reach unicorn status.

Return on Investment (ROI)

- Some unicorns show significantly high ROI, indicating efficient use of capital and strong market positioning.