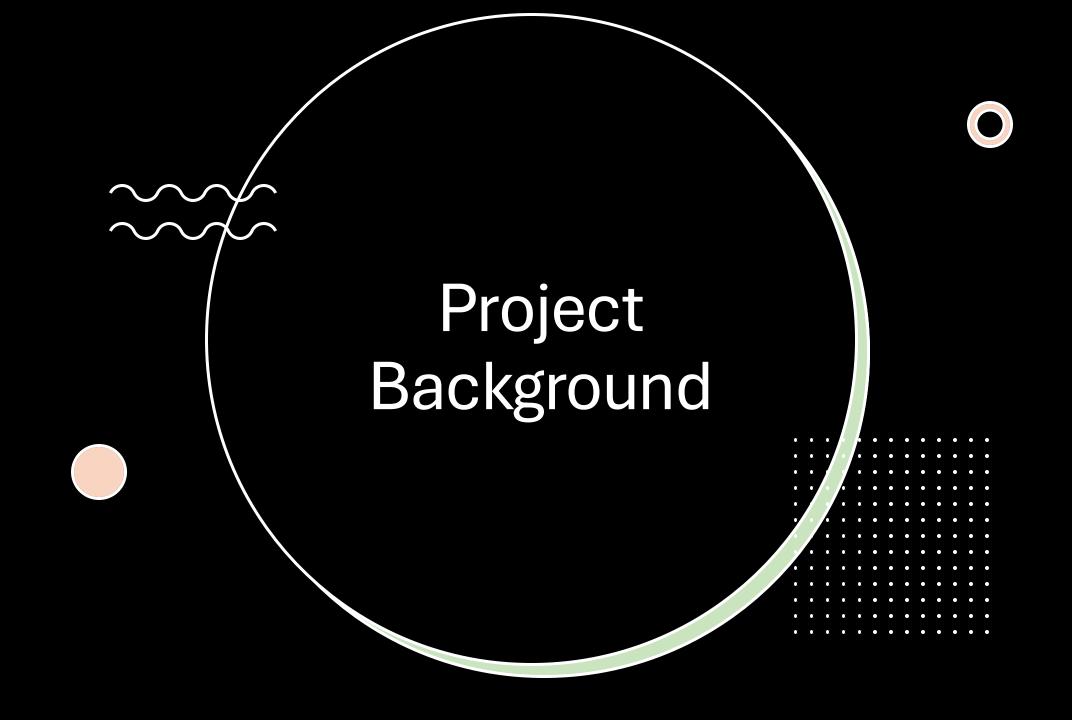
HORUNE

Insights from Fortune 500 Companies from 2000-2023



What is the US Fortune 500?

- Annual list published by Fortune
 Magazine that ranks the 500 largest
 companies based on their total
 revenue.
- Provides an insight about the economic landscape in the US and provides insight about potential investment opportunities.



Nature of the Project

- Objective:
 - Analyze the Top 500
 Companies from the
 years between 2000
 and 2023 to determine
 patterns.

- Why it Matters:
 - Insights will be useful for investors to determine where to allocate their funds as well as entrepreneurs.

Background about the US Economy

Top 9 Industries

- Technology and Telecommunications
- Healthcare
- Manufacturing
- Transportation and Logistics

- Retail and Consumer Goods
- Non-Durable Manufacturing
- Finance and Investment
- Utilities and Energy
- Service Industry

Deep Dive into the Fortune 500

Data Preprocessing

- Issues with gathering of data:
 - No public Glassdoor API for reviews
 - Collected data from the Kaggle Dataset
- What was done:
 - Due to null values in the dataset, I have used the average values from the dataset



Datasets

- https://www.kaggle.com/datasets/rm1 000/fortune-500-companies
- https://www.kaggle.com/datasets/joys hil0599/glassdoor-companyinsightsscraped-data-collection



Stack

Technical Stack Used

Data Collection

Data Analysis Data Visualization

- Web Scrapping –
 BeautifulSoup4,
 requests, get
- ChatGPT

- Python pandas
- Excel Cross Validation, vlookup

- Tableau
- Matplotlib
- Seaborn

Data Processing and Data Cleaning

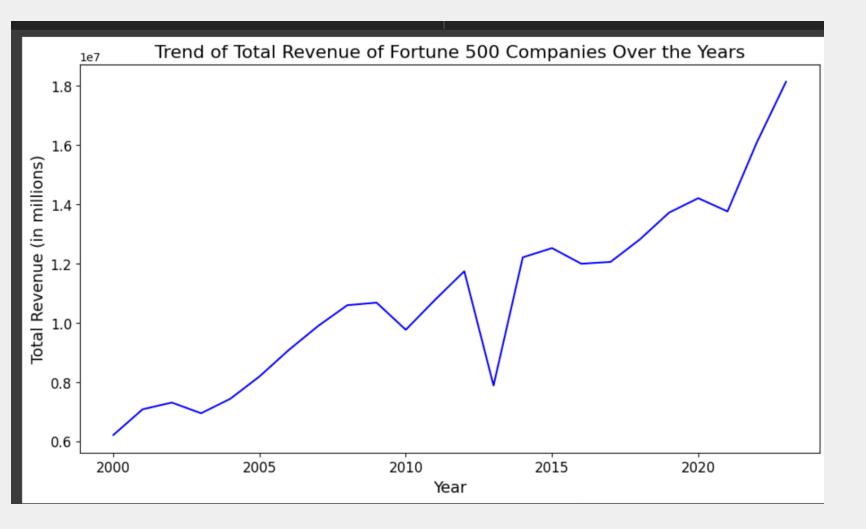
Data Processing

 Standardizing the columns names and deleting irrelevant columns.

Data Cleaning

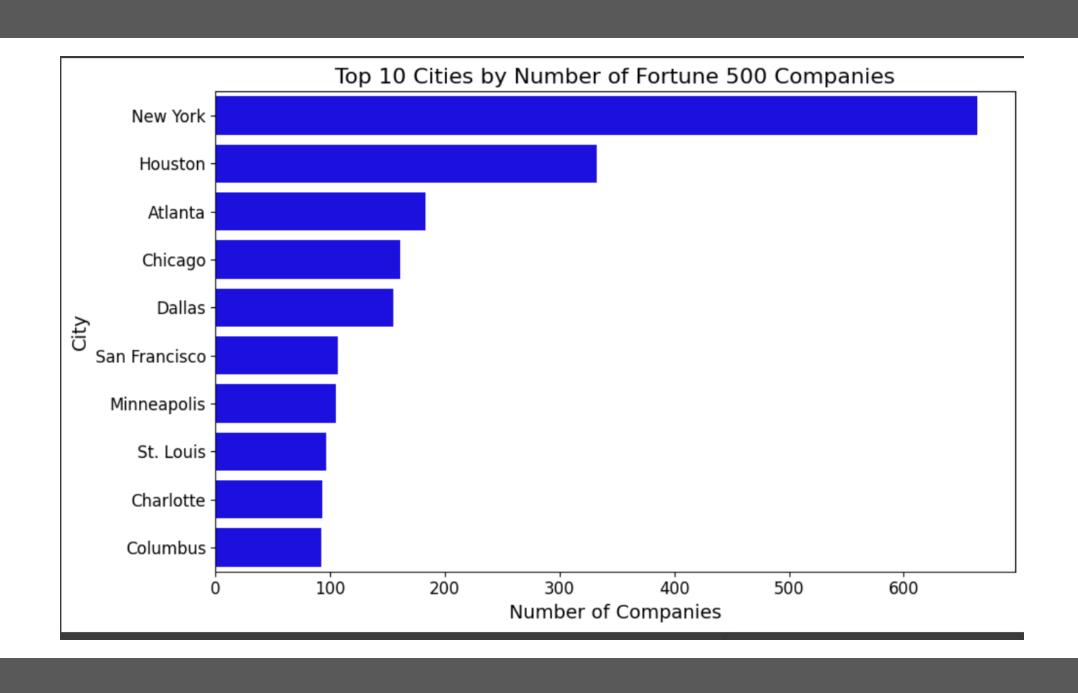
 Renamed Columns for organizational purposes

Insights

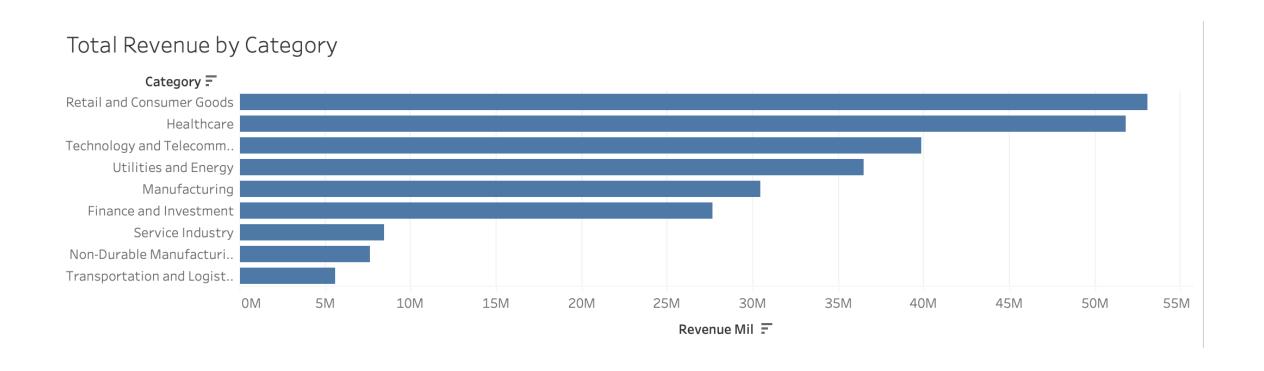


Actionable Insights:

- The economy went down in 2012 and bounced back in 2014.
- Economy dipped in 2020 because of Covid but it jumped back up due to adaptation.



Top Revenues by Category



Employee Satisfaction and the Company Rank

Actionable insight:

- Moderate correlation between Revenue and Rank
 - Nurturing company breeds a successful company
 - Ex: Time Off, PTO, Marital Leave

Avg. Revenue Mil = 40390.4*Avg. Glassdoor Review + -134882

R-Squared: 0.517696

P-value: 0.0288721

Average Glassdoor review vs average Revenue by Category

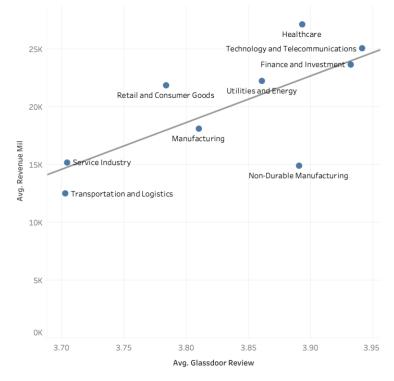


Tableau Presentation

Final Thoughts

Review



Retail and Consumer Goods have been a stable option for long-term investments.



Race for technological advancements.

Top Companies for Investors

- Walmart
- Amazon
- Johnson & Johnson
- Apple
- Google
- US Bank Corp

Final Thoughts (Pt.2)

Insights for Entrepreneurs

- Looking to network in?
 - Check out New York, Houston or Atlanta if you want to look for connections into



Future Research

Specific Technological trends?

Specific Trends per decade?

Predictions about the future of Fortune 500?

Al initiatives

Research and Development allocation

