

# An Analysis of Unicorn Companies

A Complete Project using SQL  
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# Introduction

**This project dives into the world of billion-dollar companies, also known as unicorns. It aims to uncover:**

- **The most profitable unicorns:** Which companies have seen the biggest return on investment?
- **The unicorn timeline:** How long does it typically take for a company to reach unicorn status?
- **Unicorn hotspots:** In which industries and countries are unicorns most commonly found?
- **Unicorn kingmakers:** Which investors have the most successful track record of backing unicorns?

# About the Dataset

The Dataset contains private companies with a valuation over \$1 billion as of March 2022, including each company's current valuation, funding, country of origin, industry, select investors, and the years they were founded and became unicorns.





# 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)
- Window Functions
- Aggregate Functions
- Data Types Conversion
- Relational operators






# 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

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



## 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**.

	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

### 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.

	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





## 4. Which countries have the most unicorns?

### United States

- Has the most unicorns with 555 companies

### China

- Has 169 unicorns

### India

- Has 65 unicorns

	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



## 5. Which investors have funded the most unicorns?

The table shows that Accel is the top investor with 60 unicorns invested in.

	Investors	Unicorns Invested
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