

IDENTIFYING UNICORN COMPANIES






INTRODUCTION

A unicorn company refers to a privately held business with a valuation exceeding \$1 billion USD. In this dataset, we'll examine unicorn companies and startups worldwide as of November 2021. The data includes information on each company's country of origin, sector, key investors, and valuation. Notably, companies that have exited through IPOs or acquisitions are excluded from this list.



PROBLEM STATEMENT

This code snippet is cleaning and analyzing data on unicorn companies. The goal seems to be to identify the number of unicorns within each industry category.



GOALS



```
graph TD; GOALS[GOALS] --- H1[ ]; H1 --- G1[ ]; H1 --- G2[ ]; H1 --- G3[ ]
```

#1

Clean the dataset by fixing typos and inconsistencies in the "Category" column (e.g., "Artificial Intelligence" vs "artificial intelligence").

#2

Count the number of unicorns within each industry category.

#3

Visualize the distribution of unicorns across different categories using a bar chart.

DATASET & SOURCE

The dataset likely contains information about unicorn companies, including:

- **Category:** The industry sector the company operates in (may have inconsistencies).
- **Other potential fields** (not shown in this code snippet) might include country of origin, investors, and valuation.

The source of this data is not explicitly mentioned in the code, but the instructions claim it's from November 2021 (Source : <https://www.cbinsights.com/research-unicorn-companies>). This suggests the data might be from a similar source but is not guaranteed.

OUTPUTS

1.

**Analyzing the Number of Unicorn
Companies by Category**

ANALYZING THE NUMBER OF UNICORN COMPANIES BY CATEGORY

This table provides a breakdown of the number of unicorn companies across different industry categories. The columns are:

- **Category:** The specific industry category.
- **size:** The number of unicorn companies within that category.

Key Insights:

- **Fintech Dominance:** Fintech is the leading category with the highest number of unicorns, indicating significant growth and innovation in the financial technology sector.
- **Internet Software & Services:** This category also has a substantial number of unicorns, highlighting the importance of software and internet-based services in the tech industry.
- **E-commerce & Direct-to-Consumer:** This category has experienced significant growth, with a considerable number of unicorns emerging in recent years.
- **Diverse Categories:** The table shows a diverse range of industries with unicorn companies, including healthcare, supply chain, cybersecurity, and more.

Category	size
Fintech	185
Internet software & services	164
E-commerce & direct-to-consumer	97
Artificial intelligence	72
Health	62
Other	51
Supply chain, logistics, & delivery	51
Cybersecurity	38
Mobile & telecommunications	36
Data management & analytics	35
Hardware	32
Auto & transportation	30
Edtech	27
Consumer & retail	23
Travel	14

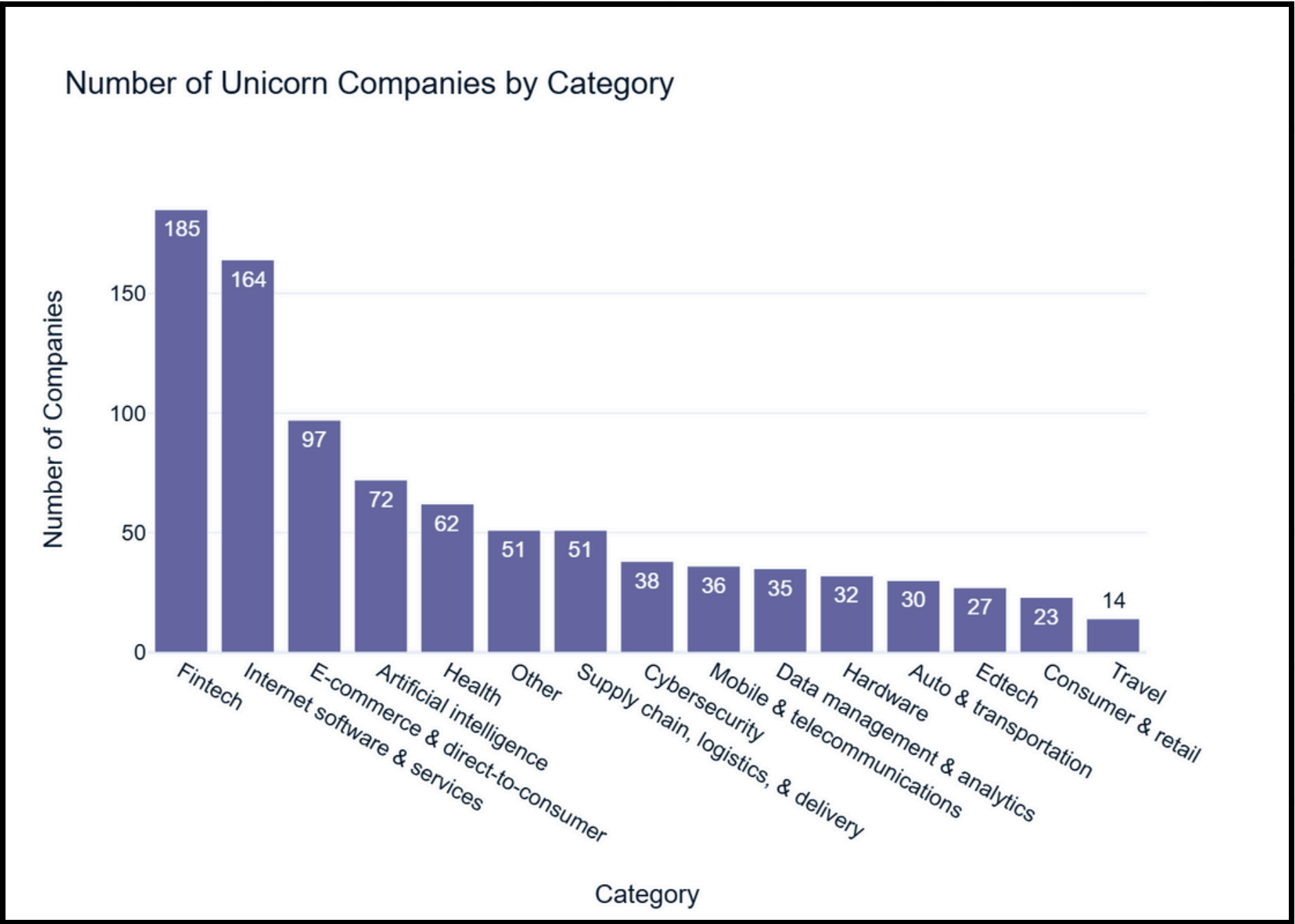
ANALYZING THE DISTRIBUTION OF UNICORN COMPANIES BY CATEGORY



This bar chart visualizes the distribution of unicorn companies across different industry categories. Each bar represents a category, and the height of the bar corresponds to the number of unicorn companies within that category.

Key Insights:

- **Fintech Dominance:** The "Fintech" category has the highest number of unicorns, indicating significant growth and innovation in the financial technology sector.
- **Internet Software & Services:** This category also has a substantial number of unicorns, highlighting the importance of software and internet-based services in the tech industry.
- **E-commerce & Direct-to-Consumer:** This category has experienced significant growth, with a considerable number of unicorns emerging in recent years.
- **Other Categories:** Categories like "Artificial Intelligence," "Health," and "Supply Chain, Logistics, & Delivery" also have a notable presence, indicating the diversity of industries where unicorn companies are emerging.



INSIGHTS

01.

The code provides a preliminary view of how the data might be used to analyze unicorn companies by industry.

02.

This code snippet focuses on cleaning and preparing the data for further analysis. By cleaning inconsistencies and creating a chart, it allows for better exploration of unicorn company distribution across different industries.