

# Unicorn Companies Dataset – Documentation

## Overview

This dataset contains information about global unicorn companies—privately held startups valued at over \$1 billion. It is designed for business analytics, market research, trend analysis, and investment-focused data exploration.

## Business Use Cases

Analyze unicorn growth by country or industry. Identify top sectors producing high-valuation startups. Track valuation trends across years. Compare investor participation across regions. Support market-entry or investment strategy analysis.

## Key Columns Explained

Company: Name of the unicorn company. Valuation: Estimated company valuation in USD. Industry: Primary business sector. Country: Country where the company is headquartered. City: City of headquarters. Founded Year: Year the company was founded. Investors: Major investors associated with the company.

## Metrics Supported

Total valuation by country or industry. Average valuation per sector. Count of unicorns by geography. Year-over-year unicorn growth. Investor concentration analysis.

## Data Notes

The dataset may contain missing or estimated values. Valuations are snapshots and may not reflect real-time market conditions. This dataset is suitable for analytical and educational purposes.