**Analysis Points to Cover: -**

* **Which unicorn companies have had the biggest return on investment?**
* **How long does it usually take for a company to become a unicorn? Has it always been this way?**
* **Which countries have the most unicorns? Are there any cities that appear to be industry hubs?**
* **Which investors have funded the most unicorns?**
* **Top 5/10 companies per country and continent**
* **Top 5/10 cities that has the greatest number of unicorns per country**
* **Top 5/10 country has the greatest number of unicorns per continent**
* **Top 5/10 continents that have most unicorns**
* **Top 5/10 investors per country/continent**
* **Top 5/10 industries per country/continent**
* **Average time taken to become unicorn**
* **Count of unicorns found over the years and Frequency of unicorns in the Time taken period like 0-25, 25-50, 50-75, 75-100**