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FinFluence

An Interactive Dashboard for Venture Capital Insights



Overview

Problem Statement

How can rookie investors, who lack the time and resources for in-depth financial analysis, identify high-potential investable sectors?

Motivation

Allow novice investors to glean valuable insights without needing to conduct complex, macro-level financial analysis themselves by using the track record of prominent VC firms as a proxy for potential.

Strategy

Visualize valuation data from unicorns to help investors answer critical questions about which sectors and regions are most promising for future investment

Dataset Attributes

- Company
- Valuation (\$B)
- Date Joined (Unicorn Club)
- Country
- City
- Industry
- Select Investors

Lit. Review

8+ Research Papers & Articles [[here](#)]

Research highlights how tools that model investor-business-market dynamics simplify decision-making for venture capitalists and angel investors.

From Gen AI to Industry 4.0, research consistently shows how historical funding trends can reveal the “next big thing.” offering a roadmap for informed investment planning.

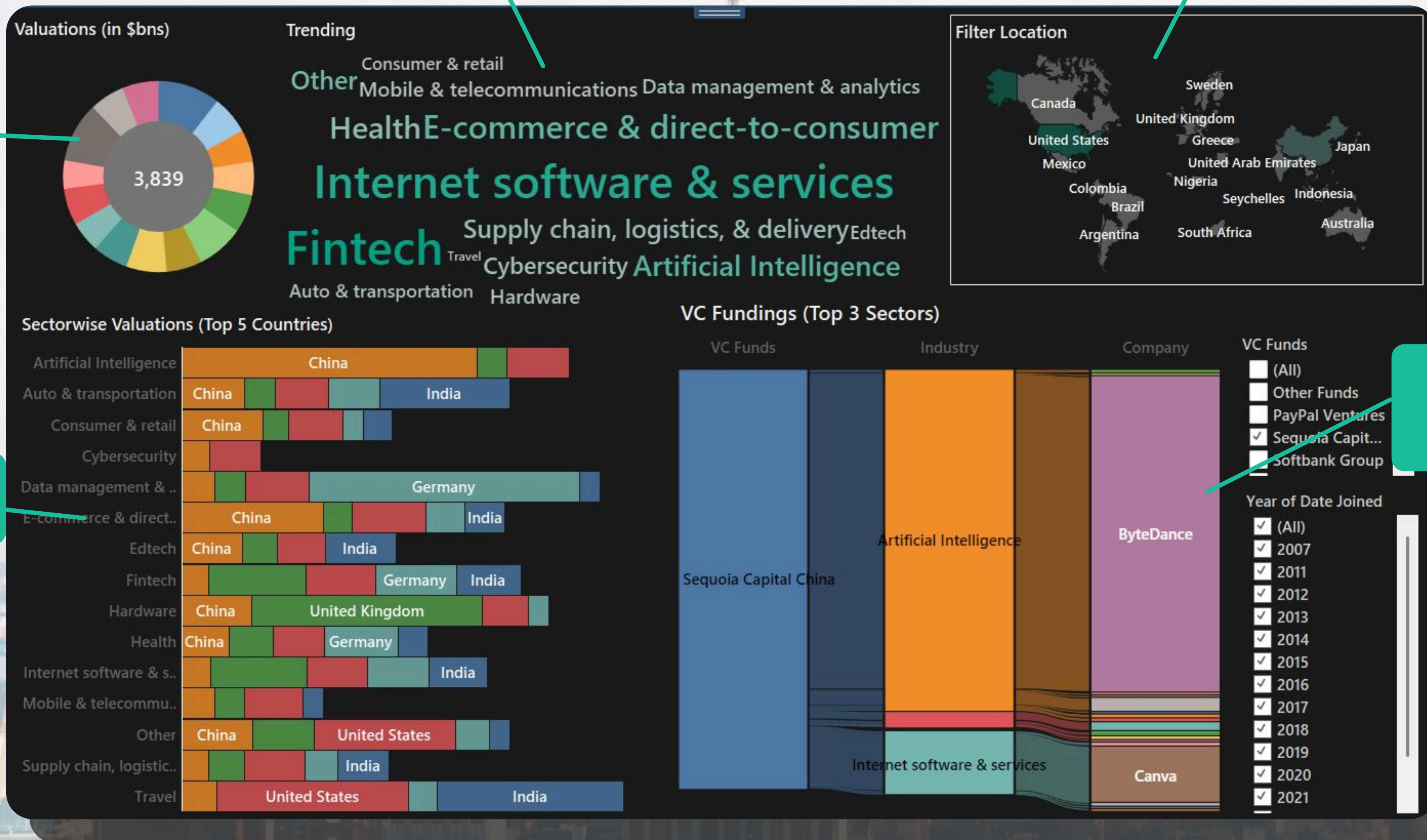
With inspiration from these studies, FinFluence bridges the gap between complex data and actionable insights, enabling investors to discover tomorrow’s opportunities today.

Tableau

Word Cloud

interactive Map

Valuation
Pie Chart



Sector wise
Bar Chart

VCs x Sectors x
Companies
Sankey Diagram

Usability Testing

8 Users

What worked

Clarity Rating
4/5

Effective Color
Contrast

Avg. Time:
31.5 seconds

Strong Decision
Making Support

What needed work

Light Theme
(Colors)

Time Period
Filtering

Stacked Bar Chart
Overwhelming

Impact



“Time Savior”
Top 10% Investors



Market Analysis
75% Less Screens



Avg. Interaction
32 seconds



Insights Recorded
85% Profitable