**Funnel with Source**

Let’s assume we have a requirement of reporting a sales lead journey. Here we have to showcase various stages of sales life cycle and associated leads data while simultaneously showcasing some leads related data such as country wise leads contribution in sales in funnel. Over here we can see the contributions from Brazil, Canada, Australia etc. Instead of country we can display the channel used by leads for sales initiation like cold calling, online, social media etc. While there are many existing visuals in Power BI which showcases multiple stages, but there is no way to showcase how they entered the funnel in the first place. So, for such type of reporting there are two key requirements:

• Ability to showcase journey (count of data per stage) through a funnel

• Ability to display the source of entry for the metric of interest

Funnel with Source visual not only showcases the journey or count of metric over various stages or parts of the funnel but also showcases additional information of the channel using which the metric reaches the funnel or the initial stage of the whole path.

Let’s see how it works. Here we have taken sales data and we can see the entry source at the extreme left which showcases the channel being used to enter the funnel and its corresponding funnel journey together in one visual. We can also filter data based on the selection of channel and on the selection of any of the funnel Stage. Cross visual filter is also supported by this visual.

Let’s look at formatting options. In data color option we can choose a color for respective for funnel stages.

In “Primary data labels” we can change the font color, display unit and decimal value for primary data labels. Similar settings are available for “Secondary data label”.

The visual also provide an option to change color gradient of source or channel to represent which channel contributed most. So over here we can see the Market as the darkest one and contribute most while Account Planning is least contributing as it is light.

Thanks for watching our video. If you have any questions about this visual or need a similar business solution, feel free to contact MAQ Software at sales@maqsoftware.com