Today’s business world runs on data. For many organizations, data gathering can mean the difference between driving a new market and closing shop. Just collecting data isn’t enough, though. In order to really flourish, business teams need to *understand* the numbers. Meaningful visualizations are a key component to making sure business leaders have the tools they need to build their departments in the right directions.

Horizontal Funnel provides the ability to capture the meaning behind raw numbers. This component allows you to customize a primary measure according to your needs. The primary measure is shown as text and is accompanied by colored bar visualizations. The bars’ width and height are weighted according to the primary measure’s data, allowing your audience to quickly and easily “see” those numbers in more than one way.

One of the biggest values added by Horizontal Funnel is the way it illustrates the relationship between the primary measure’s data sets. Want to show how one cycle compares against the others? Horizontal Funnel helps you do that. The colored bars display progress across the cycles you choose, making it easy to track critical business operations according to your benchmarks. Whether you’re gauging advancement over the course of a fiscal year, along a project’s deadlines, or across geographic locations, Horizontal Funnel allows you to quickly visualize your headway toward goals.

As an added advantage, you may include a second customizable metric beneath the colored bars. With this additional metric for comparison, you’re able to provide a richer data visualization for your audience.

Horizontal Funnel also comes with a tool tip option. You may tailor the tool tip to display a brief explanation of the data, to provide some contextual information, or give any other kind of information you’d like.

Have some feedback for us? We’d love to hear it! Please leave your thoughts on Horizontal Funnel in the comments section below.