



CT – Funnel Chart

Insights:

- **Classic pizza category leads with 15K sales**, making it the most preferred choice among customers.
- **Supreme and Veggie categories are tied at 12K**, showing similar popularity and balanced customer preference.
- **Chicken is the lowest-performing category at 11K**, indicating slightly lesser demand compared to other categories.
- The difference in sales across all categories is **minimal**, showing a **consistent performance trend among the menu options**.

Steps to Reproduce:

1. Add the Visual

- Select Funnel Chart from Build Visuals.

2. Assign Data Fields

- Drag Pizza_Category → Category
- Drag Total_Pizzas_Sold (Sum) → Values

3. Format Category Labels (X-Axis Equivalent)

Go to Format Visual → Data Labels

- Turn Data Labels = ON
- Modify:
 - Font size
 - Font style
 - Font color
 - Label position if needed

4. Format Value Labels (Y-Axis Equivalent)

Go to Format Visual → Values

- Turn Value = ON
- Customize:
 - Font size
 - Font color
 - Font style

5. Format Funnel Bars

Go to Format Visual → Bars / Shapes

- Change:
 - Fill colors for each pizza category
 - Border settings if required

6. Apply Conditional Formatting (New & Important)

To make higher and lower values visually stand out:

- Go to Format Visual → Bars/Colors → Conditional Formatting
- Choose Format based on value
- Set rules such as:
 - Higher values → Darker or more intense shade
 - Lower values → Lighter shade
- Apply the formatting
This ensures the chart visually highlights performance differences among pizza categories.

7. Turn On Borders

- Go to Bars/Shapes
- Turn Border = ON
- Configure thickness and transparency if desired

8. Add Data Labels (If Not Already Enabled)

- Turn Data Labels = ON
- Choose display options:
 - Inside / Outside position
 - Font color and size

9. Add Chart Title

Go to Format Visual → General → Title

- Turn Title = ON
- Modify:
 - Title text
 - Font size
 - Font family
 - Font color
 - Alignment

10. Save the Report

After formatting is complete, save your visuals.