



CT – Funnel Chart

Insights :

- **Government segment** has the **highest units sold (470.67K)**, forming the top and widest part of the funnel.
- **Small Business** has the **lowest units sold (153.14K)**, appearing at the bottom and the narrowest part.
- **Midmarket (172.18K), Enterprise (168.55K), and Channel Partners (161.26K)** are very close in value, showing **consistent performance among the mid-level segments**.
- The steep drop from Government to the other four segments indicates **high concentration of sales in one dominant segment**.
- The combined mid-segments represent around **32.5%**, highlighting a significantly smaller contribution compared to Government.
- The funnel visually emphasizes **progressive decrease in units sold** as you move down the categories.

Steps to Reproduce :

1. Select Funnel Chart

- From Build Visuals, choose Funnel Chart.

2. Add Data Fields

- Drag Segment → Category.
- Drag Units Sold (Sum) → Values.

3. Sort the Funnel

- Click the chart → More options (...)
- Select Sort by → Units Sold.
- Choose Descending (ensures the largest segment appears at the top).

4. Format the Visual → Data Colors

- Turn Data Colors ON.
- Assign colors (optional):
 - Government
 - Midmarket
 - Enterprise
 - Channel Partners
 - Small Business

5. Format the Visual → Data Labels

- Turn Data Labels ON.
- Choose Label content:
 - Category
 - Data value (K)
 - Percentage

6. Format the Visual → Funnel Options

- Adjust:
 - Bar spacing
 - Shape styling (if available)
 - General width and funnel segmentation

7. Format the Visual → General → Title

- Turn Title ON.
- Change to: “Sum of Units Sold by Segment”
- Format:
 - Font color
 - Font size
 - Font family
 - Alignment

8. Format the Visual → Border / Shadow (Optional)

- Turn Border ON.
- Adjust border thickness and color.
- Add shadow if needed.