## **Traversal Funnel Matrix**

$$egin{bmatrix} ec{A}_{ ext{funnel}} \ ec{B}_{ ext{funnel}} \ ec{C}_{ ext{funnel}} \ ec{E}_{ ext{funnel}} \ ec{F}_{ ext{funnel}} \ ec{F}_{ ext{funnel}} \ ec{G}_{ ext{$$

traversal funnel path for article G

