A Pareto chart, named after Vilfredo Pareto, is a type of chart that contains both bars and a line graph, where individual values are represented in descending order by bars, and the cumulative total is represented by the line.

The left vertical axis is the frequency of occurrence, but it can alternatively represent cost or another important unit of measure. The right vertical axis is the cumulative percentage of the total number of occurrences, total cost, or total of the particular unit of measure. Because the reasons are in decreasing order, the cumulative function is a concave function. To take the example below, in order to lower the amount of late arrivals by 78%, it is sufficient to solve the first three issues.

The purpose of the Pareto chart is to highlight the most important among a (typically large) set of factors. In quality control, it often represents the most common sources of defects, the highest occurring type of defect, or the most frequent reasons for customer complaints, and so on.

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| **№** | **Problem** | **Frequency** | **%** |
| 1 | Problems with finding the necessary service | 135 | 17,35 |
| 2 | Lack of information about available services | 112 | 14,40 |
| 3 | The challenge of choosing between several service options | 95 | 12,21 |
| 4 | It is not possible to assess the quality of the service provided | 89 | 11,44 |
| 5 | Issues with getting to the service providers (there is no mark on the map) | 73 | 9,38 |
| 6 | It's hard to follow sales and events | 58 | 7,46 |
| 7 | No place to post a review about service you have used | 53 | 6,81 |
| 8 | Lack of feedback with clients | 42 | 5,40 |
| 9 | Not enough opportunities to promote your own services | 37 | 4,76 |
| 10 | Hard to remember all interesting services | 25 | 3,21 |
| 11 | Inability to share information about the service with a friend | 19 | 2,44 |
| 12 | Absence of search engine for proposals for the provision of a range of services | 16 | 2,06 |
| 13 | Inaccuracies in the approximate estimation of the cost and the term of the service | 13 | 1,67 |
| 14 | Insufficient number of shares from service providers | 11 | 1,41 |

Statistic source: The results of an online survey of potential users conducted using the Google Docs service.