CT – Funnel Chart
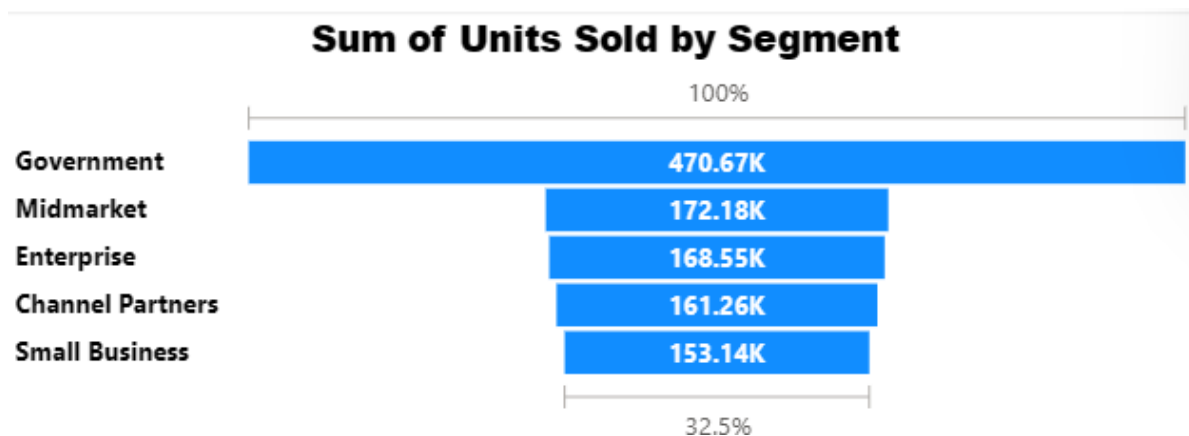
Insights :

• **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.