



### 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.