

## Effective Use of Funnel Charts

<b>Purpose</b>	This tool provides guidelines and tips on how to effectively use funnel charts to communicate research findings.
<b>Format</b>	This tool provides guidance on funnel charts and their purposes, and shows examples of preferred practices and practical tips for funnel charts.
<b>Audience</b>	This tool is designed primarily for researchers from the Model Systems that are funded by the National Institute on Disability, Independent Living, and Rehabilitation Research (NIDILRR). The tool can be adapted by other NIDILRR-funded grantees and the general public.

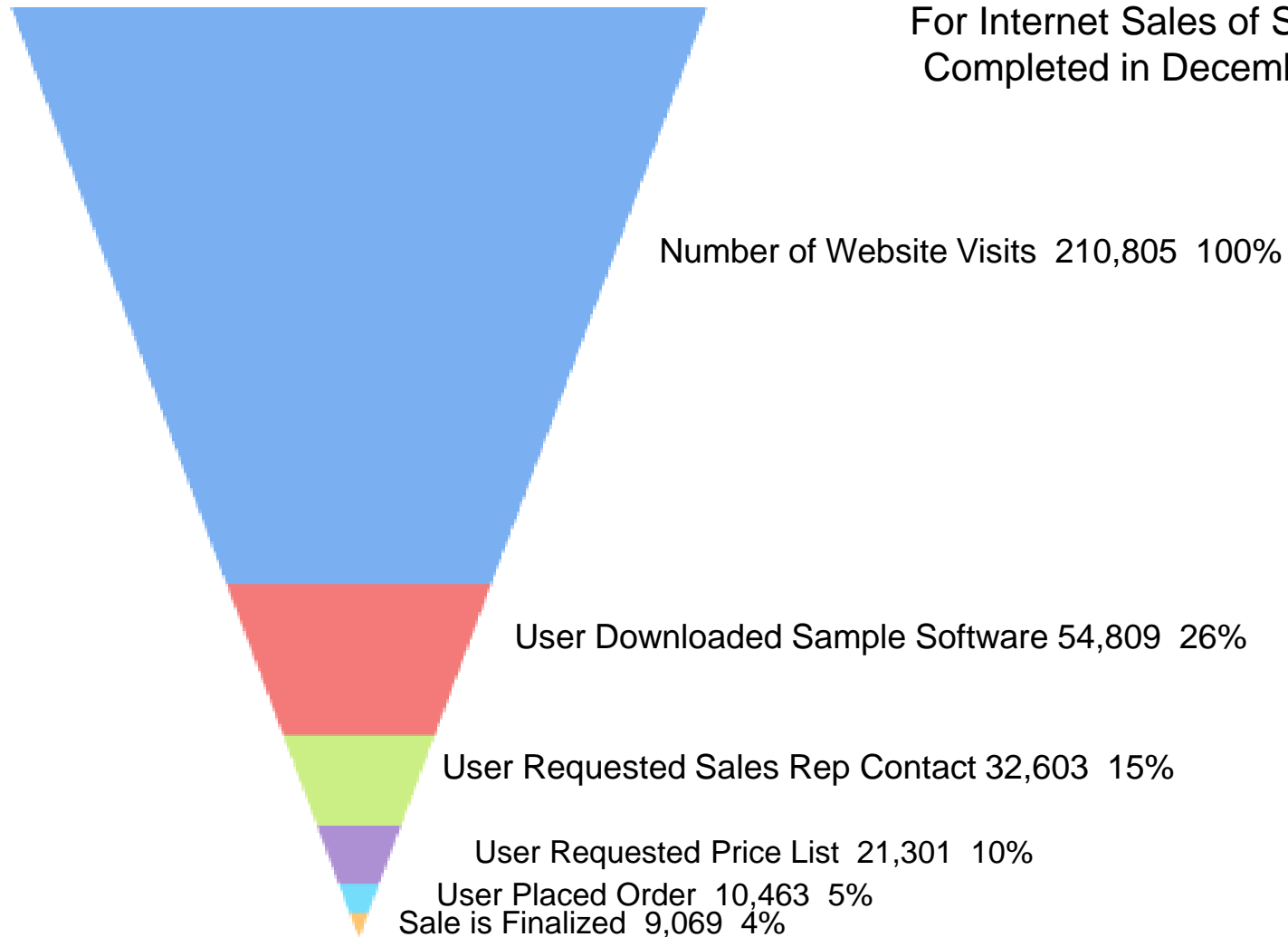
The contents of this tool were developed under a grant from the National Institute on Disability, Independent Living, and Rehabilitation Research (NIDILRR grant number 90DP0012-01-00). The contents of this fact sheet do not necessarily represent the policy of Department of Health and Human Services, and you should not assume endorsement by the Federal Government.

# Funnel Charts

- ▶ Funnel Charts are used to illustrate process flows in which the number of persons or events or activities progressively decreases at each stage.
- ▶ A typical example might involve software sales through a website, in which the number of occurrences is tracked through the various stages of the sales “funnel” from:
  - Number of website visits – a very large number, relatively.
  - User downloaded the free sample software – a smaller number
  - User requested sales representative contact
  - User requested price list
  - User places an order for the software
  - User pays invoice and sale is finalized – the smallest number at the end of the funnel.
- ▶ A Funnel Chart is similar visually to an inverted Pyramid Chart.
- ▶ Funnel Charts, however, have the same visual distortion as found in Pyramid Charts - the narrowing width of the triangles and quadrilateral shapes as you move down the hierarchy results in a distorted impression of the magnitude of each segment.

# Funnel Charts

For Internet Sales of Software X  
Completed in December 2014:



# Funnel Charts

For Internet Sales of Software X Completed in December 2014

