

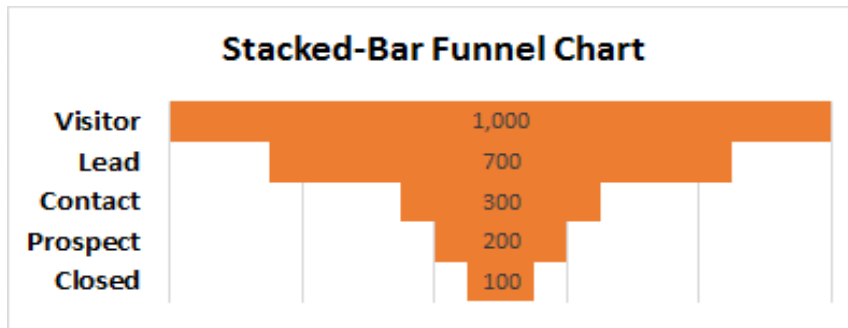
A funnel chart displays any multi-stage selection process.
It is common in marketing and sales.

This worksheet shows three ways of creating a funnel chart using Excel

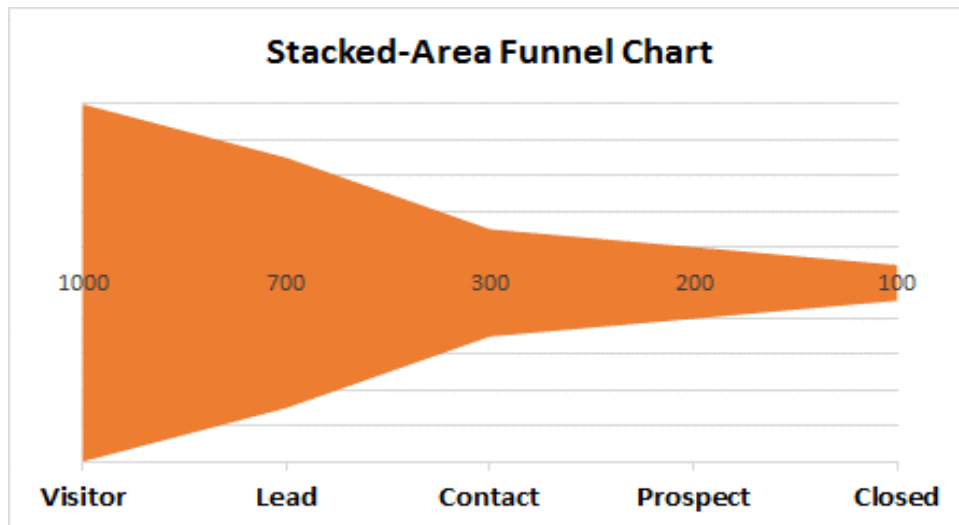
1 An in-cell funnel chart

A	B	C	D	E	
IN-CELL FUNNEL GRAPH			4	Use Playbill font	
ID	Stage	Q	Scale		
1	Visitor	1000	250	[Bar]	
2	Lead	700	175	[Bar]	
3	Contact	300	75	[Bar]	
4	Prospect	200	50	[Bar]	
5	Closed	100	25	[Bar]	
----- Data -----			=C8/D\$2	=REPT(" ",D8)	

2 A stacked-bar funnel chart








3 A stacked-area funnel chart



Demo www.StatLit.org/pdf/Excel2013-Funnel-Charts-Demo.pdf

Data www.StatLit.org/xls/Excel2013-Funnel-Charts-Data.xlsx

Source: <http://www.criticaltosuccess.com/top-five-excel-funnel-charts-sales-marketing/>

A	B	C	D	E	
IN-CELL FUNNEL GRAPH			4	Use Playbill font	1
ID	Stage	Q	Scale		2
1	Visitor	1000	250		3
2	Lead	700	175		4
3	Contact	300	75		5
4	Prospect	200	50		6
5	Closed	100	25		7
----- Data -----			=C8/D\$2	=REPT(" ",D8)	8
					9

Instructions

- 1 Enter ID (col A), stage names (col B) and stage quantities (Col C)
- 2 D2: Enter initial scaling amount of 1.
- 3 D8: Enter formula shown in D9. Pull D8 up to D4.
- 4 E8: Enter formula shown in E9. Center and format using Playbill font.
 Increase column width of E as needed. Pull E8 up to E4.
- 5 Adjust scaling amount.
 If biggest bar goes outside cell, scale is too small.
 If there's lots of white space on either side of biggest bar, scale is too big.

Comments:

The REPT() function repeats the 1st argument the # of times stated in 2nd argument.

||||| =REPT("|", 5)

The Playbill font eliminates white space on either side of characters

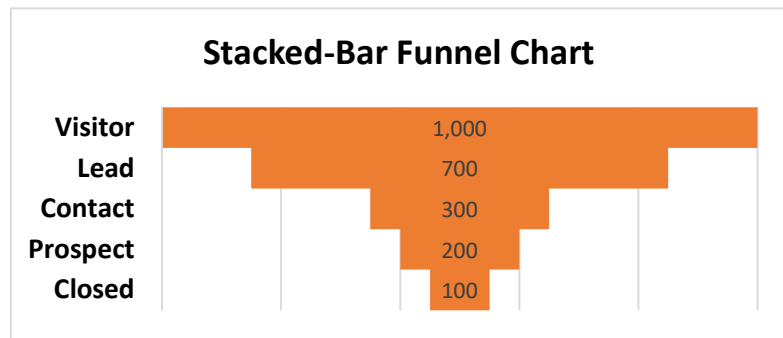
ABCD *abcd* ■ =REPT("|", 5)

All of the above and below formatted at 22 point.

| =REPT("|", 1) | =REPT("|", 2)

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A	B	C	D	1
STACKED BAR GRAPH				2
ID	Stage	Bar1	Q	3
1	Closed	450	100	4
2	Prospect	400	200	5
3	Contact	350	300	6
4	Lead	150	700	7
5	Visitor	0	1,000	8
		C8		9
		=(MAX(D\$4:D\$8)-D8)/2		10



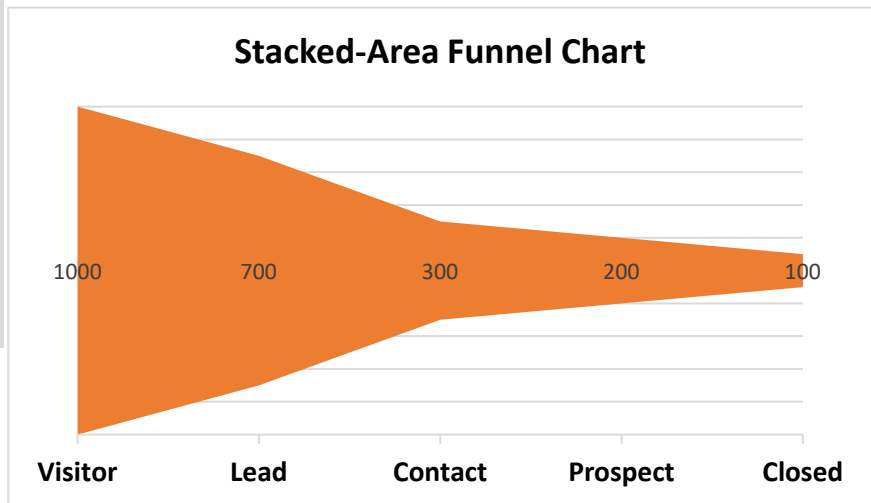
Instructions

- Enter ID (col A), stage names (col B) and stage quantities (Col D)
Enter last stage (Closed) at top. Or sort Stage IDs as needed.
- C8: Enter formula for width of Bar1. Pull up to C5.
- Select B5:D8. Insert horizontal bar chart (stacked).
- Select horizontal axis. Right mouse. Select Format axis. Set maximum bound at max amount.
- Eliminate series names at bottom. Change color of invisible to clear.
Select left-most bar. Format Data Series. Select Paint/Fill. Select "No Fill"
- Select horizontal axis. Press Delete key
- Select visible bars. Right mouse. Select Format data series. Select "three bars" icon.
On Primary axis, change Gap Width to zero. Change Series Overlap to 100%.
- Select visible bars. Right mouse. Select Add Data Labels.
- Resize graph as desired.

Optional

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A	B	C	D	1
STACKED AREA GRAPH				
ID	Stage	Area1	Q	3
1	Visitor	0	1000	4
2	Lead	150	700	5
3	Contact	350	300	6
4	Prospect	400	200	7
5	Closed	450	100	8
		C8		9
		=(MAX(D\$4:D\$8)-D8)/2		



Instructions

- 1 Enter ID (col A), stage names (col B) and stage quantities (Col D)
 Enter first stage (Visitor) at top. Or sort stage IDs as needed.
- 2 C7: Enter formula for height of Area1 in C8. Pull up to C4.
- 3 Select B5:D8. Insert horizontal area chart (stacked).
- 4 Select vertical axis. Right mouse. Select Format axis. Set maximum bound at max amount.
- 5 Eliminate series names at bottom. Change color of Area1 to clear.
 Select lower-area. Format Data Series. Select Paint/Fill. Select "No Fill"
- 6 Select vertical axis. Press Delete key
- 7 Select visible bars. Right mouse. Select Add Data Labels.
- 8 Resize graph as desired.

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