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

![In-cell Funnel Chart](image1)

2. A stacked-bar funnel chart

![Stacked-Bar Funnel Chart](image2)

3. A stacked-area funnel chart

![Stacked-Area Funnel Chart](image3)


<table>
<thead>
<tr>
<th>ID</th>
<th>Stage</th>
<th>Q</th>
<th>Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Visitor</td>
<td>1000</td>
<td>250</td>
</tr>
<tr>
<td>2</td>
<td>Lead</td>
<td>700</td>
<td>175</td>
</tr>
<tr>
<td>3</td>
<td>Contact</td>
<td>300</td>
<td>75</td>
</tr>
<tr>
<td>4</td>
<td>Prospect</td>
<td>200</td>
<td>50</td>
</tr>
<tr>
<td>5</td>
<td>Closed</td>
<td>100</td>
<td>25</td>
</tr>
</tbody>
</table>

**IN-CELL FUNNEL GRAPH**

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.
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)
```

### Instructions

1. 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.
2. C8: Enter formula for width of Bar1. Pull up to C5.
5. Eliminate series names at bottom. Change color of invisible to clear.
   Select left-most bar. Format Data Series. Select Paint/Fill. Select "No Fill"
6. Select horizontal axis. Press Delete key
   On Primary axis, change Gap Width to zero. Change Series Overlap to 100%.
8. Select visible bars. Right mouse. Select Add Data Labels.
9. Resize graph as desired.

### Optional

http://www.criticaltosuccess.com/top-five-excel-funnel-charts-sales-marketing/
<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Stage</td>
<td>Area1</td>
<td>Q</td>
</tr>
<tr>
<td>1</td>
<td>Visitor</td>
<td>0</td>
<td>1000</td>
</tr>
<tr>
<td>2</td>
<td>Lead</td>
<td>150</td>
<td>700</td>
</tr>
<tr>
<td>3</td>
<td>Contact</td>
<td>350</td>
<td>300</td>
</tr>
<tr>
<td>4</td>
<td>Prospect</td>
<td>400</td>
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</tr>
<tr>
<td>5</td>
<td>Closed</td>
<td>450</td>
<td>100</td>
</tr>
<tr>
<td>C8</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

=MAX(D4:D8)-D8)/2

**Instructions**

1. Enter ID (col A), stage names (col B) and stage quantities (Col D)
   Enter frst stage (Visitor) at top. Or sort stage IDs as needed.
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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