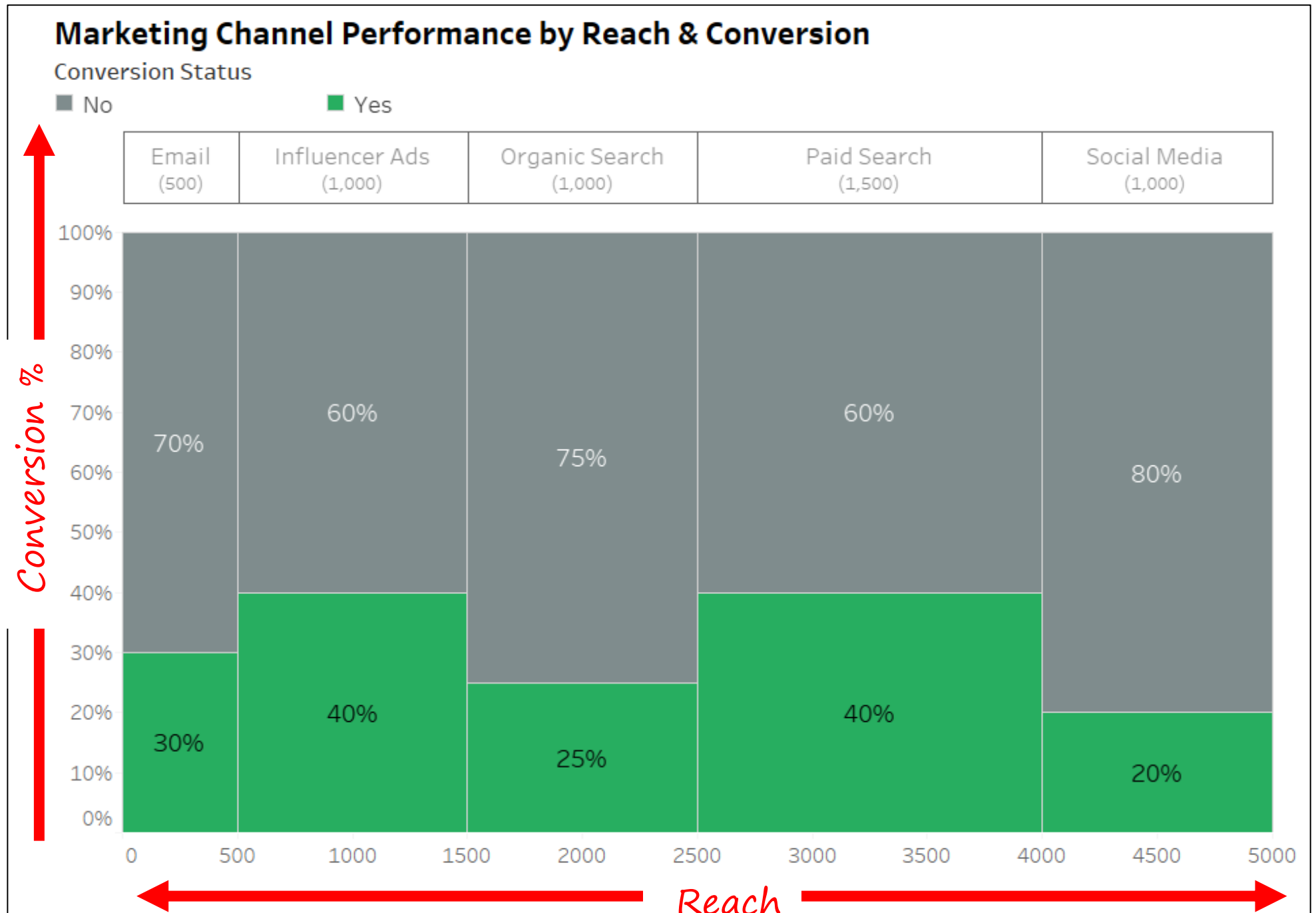


Mosaic Plot

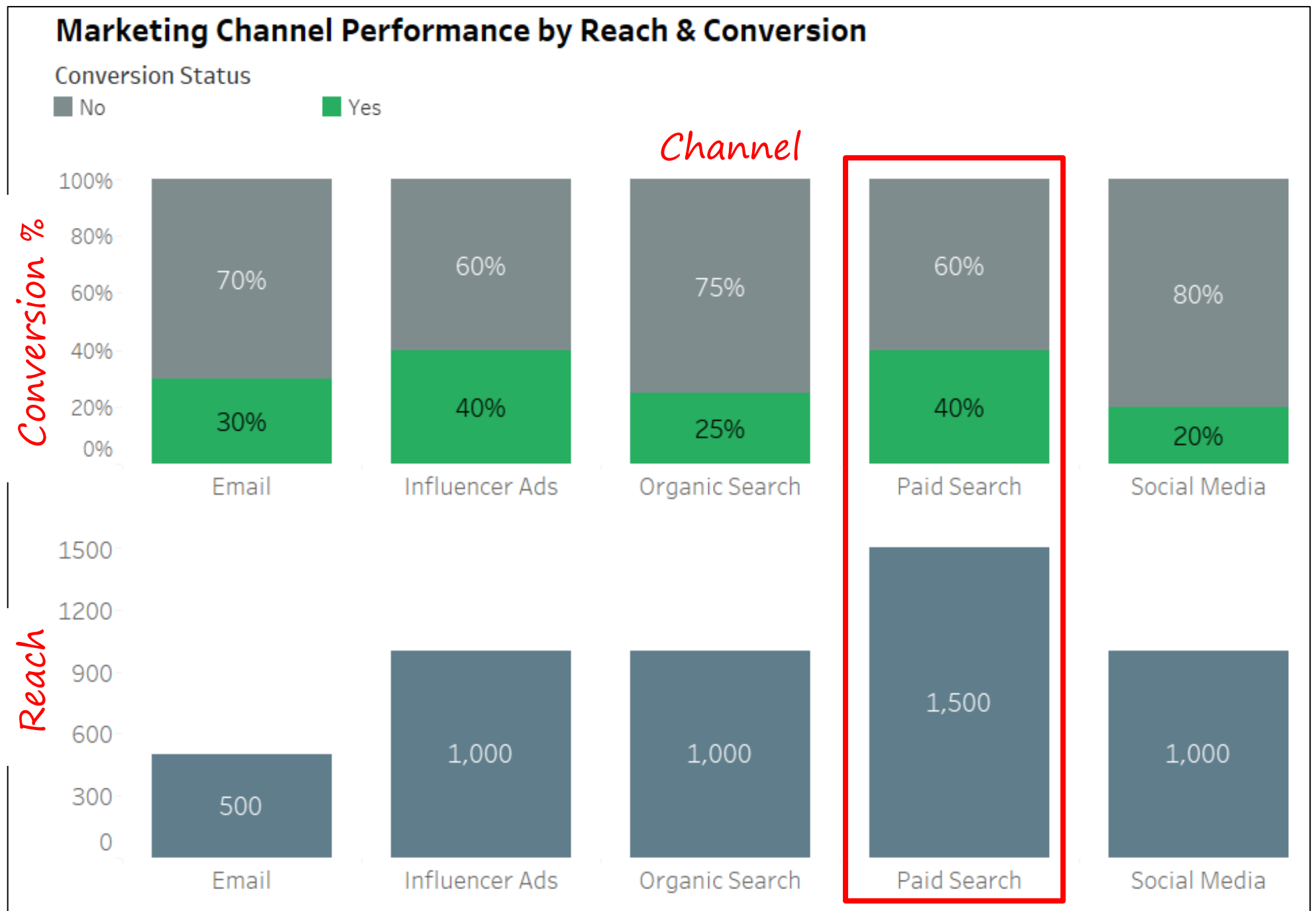
Easily analyze two metrics (channel reach & conversion %) in one view.



*(Bar width = reach,
vertical split = conversion rate)*

Bar Charts: Traditional Way

*Reach & Conversion % shown separately
– hard to spot high performing channels*



Mosaic Plot: Visualizing Volume with Outcome

Mosaic Plot is the best choice when you want to analyze two metrics together. It brings them into a single, structured view—making it easier to uncover patterns without switching between charts.