

Mosaic Plot

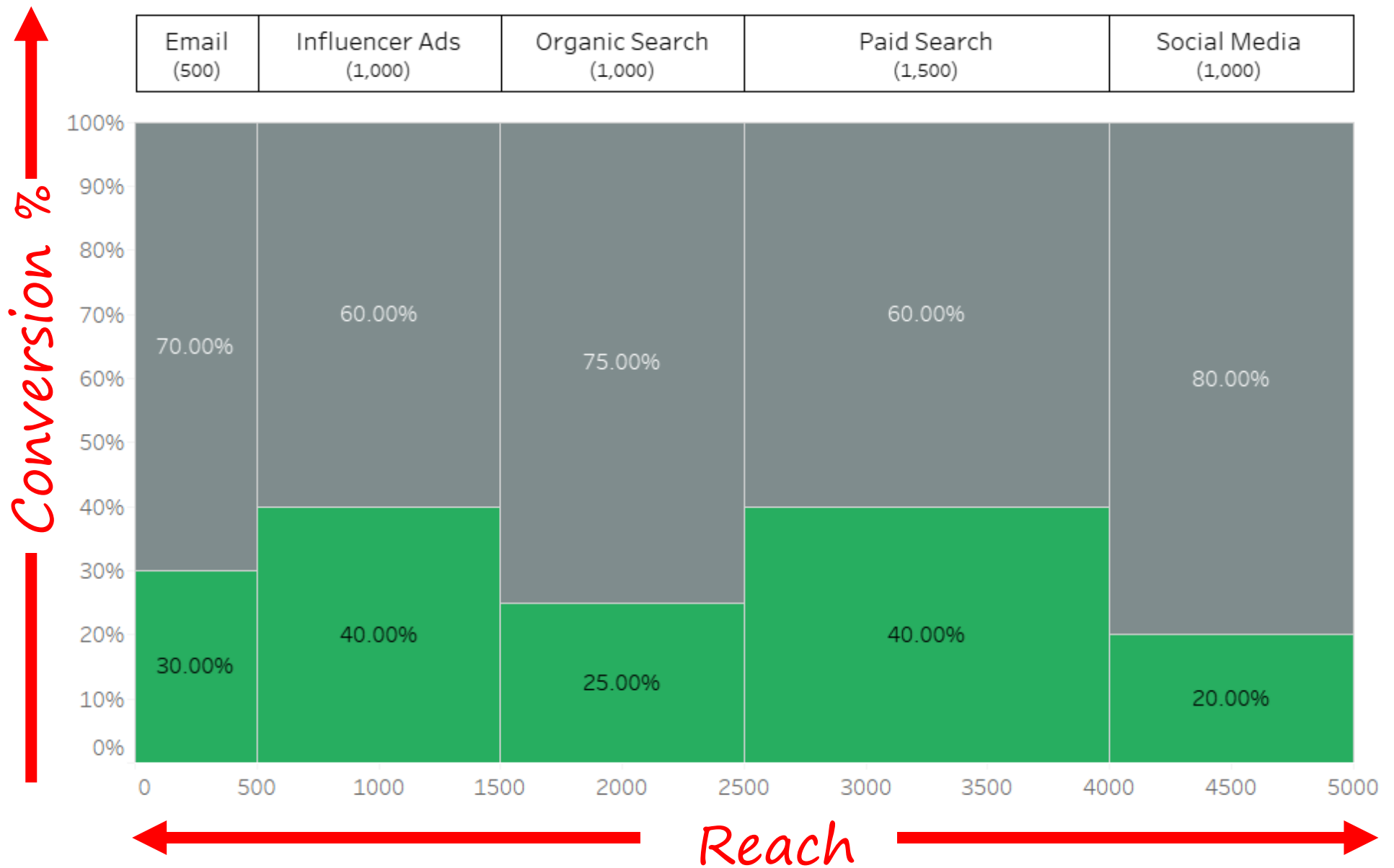
Easily connect two metrics in a single chart for deeper insight

Marketing Channel Performance by Reach & Conversion

Conversion Status

■ No

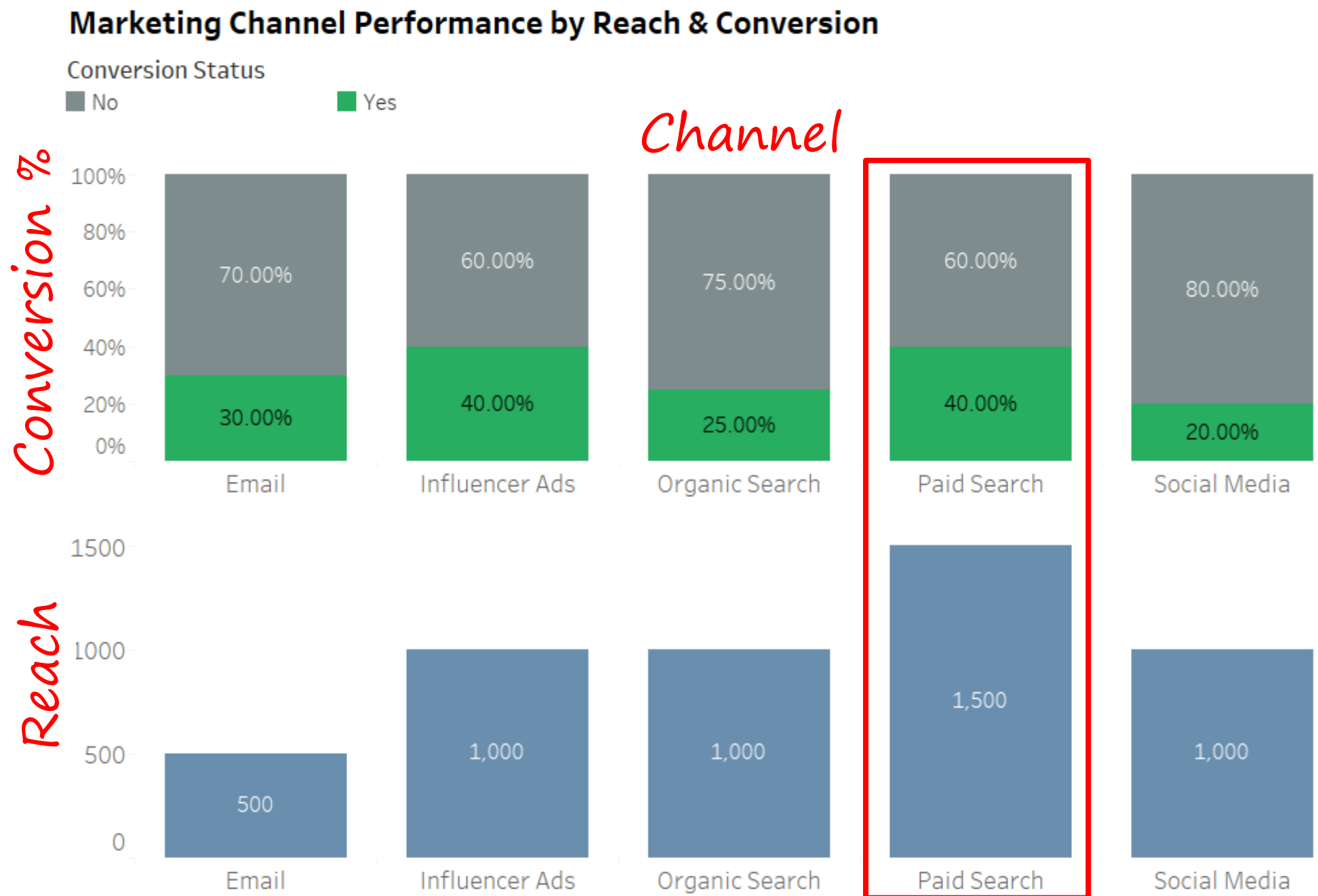
■ Yes



(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.