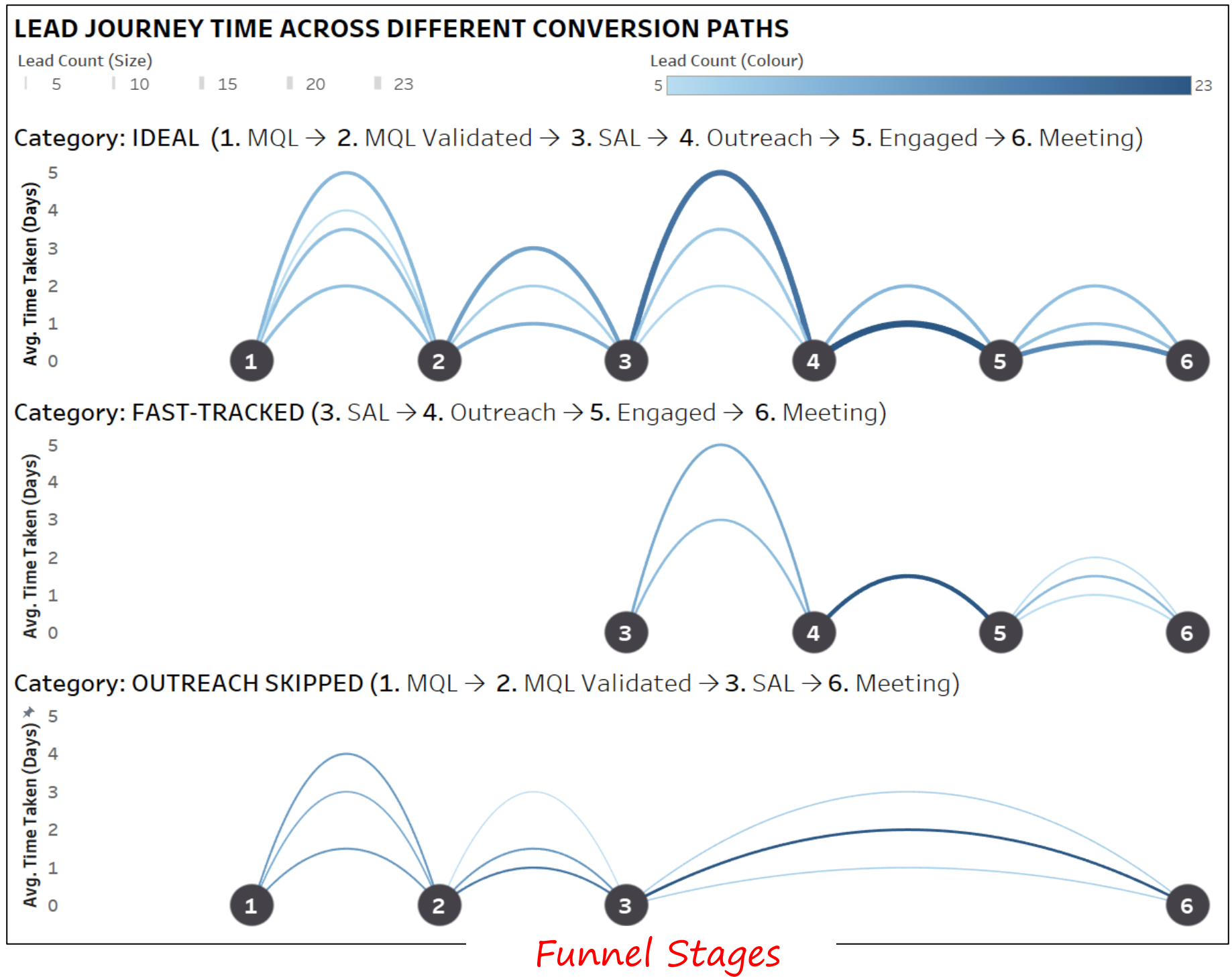


Jump Plot

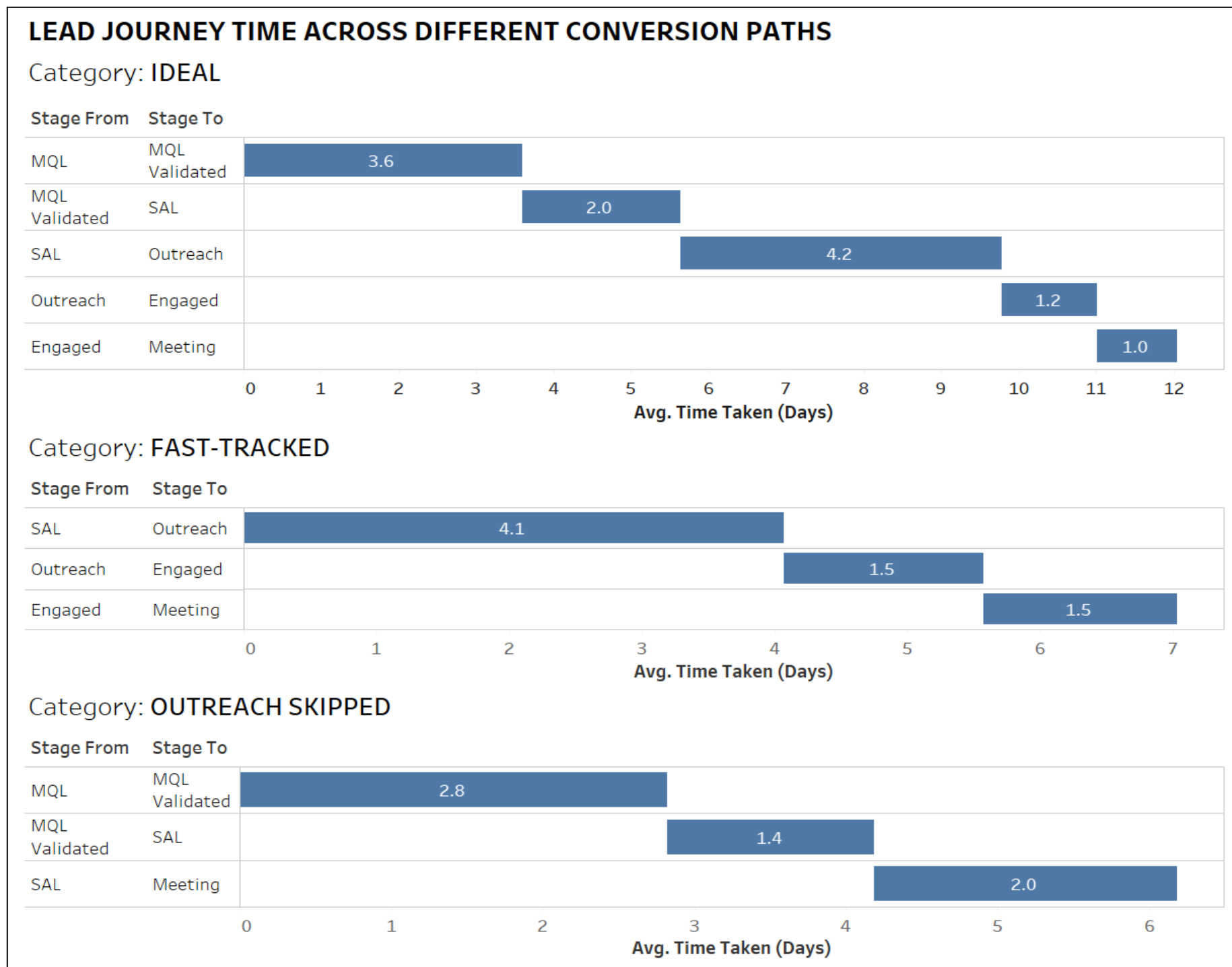
Shows time distribution across leads and not just the average



Clearly shows how lead journey varies across categories

Gantt Chart: Traditional Way

Shows only the average time per stage, not individual time distributions



Hard to tell how lead journey differs across categories

Jump Plot: Visualizing Time Variation Across Lead Paths

Jump plot shows how much time leads spend at each stage across funnel types. The curves reveal timing differences across categories, making it easy to spot delays and variations in pace that traditional average-based charts miss.