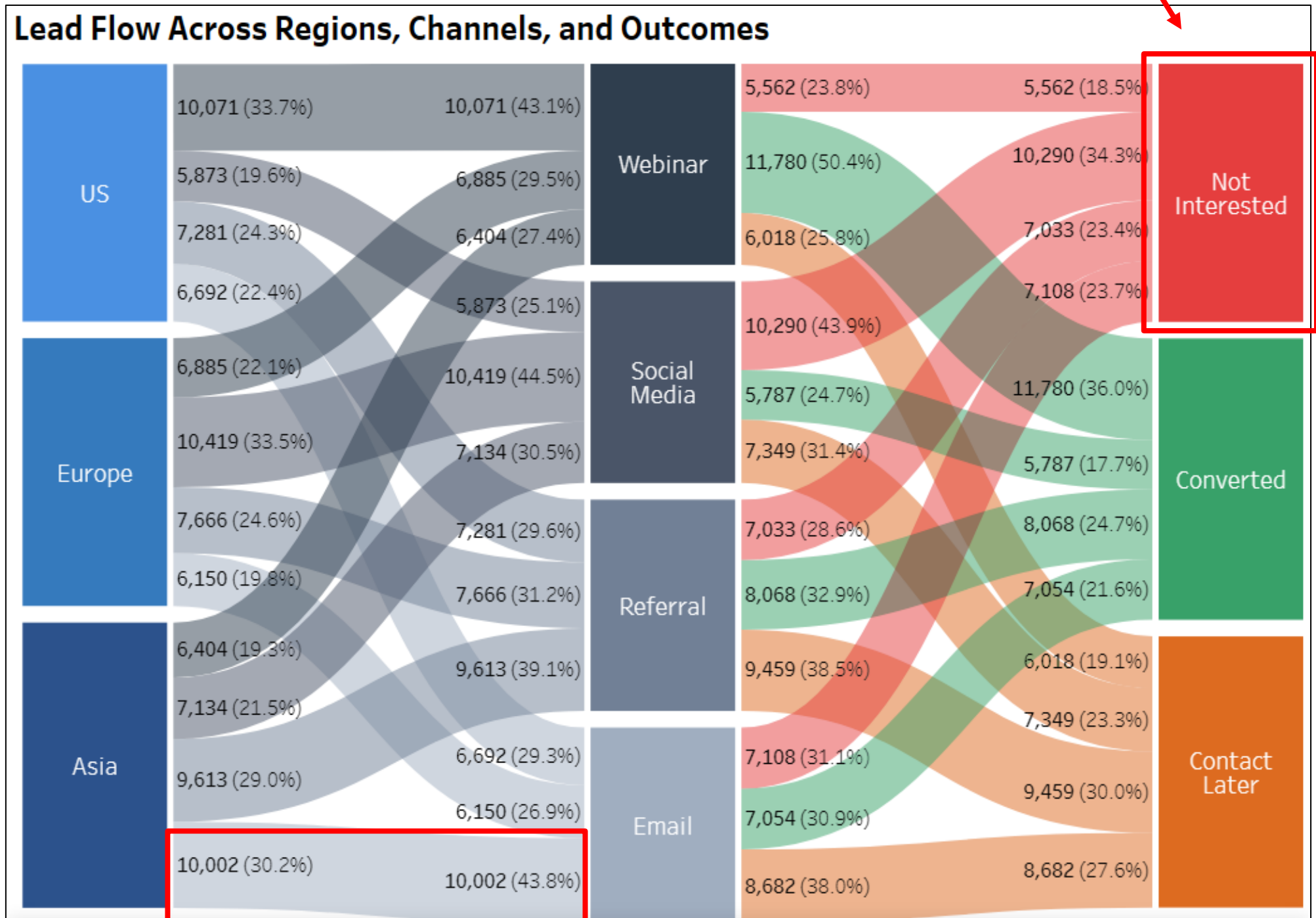


Sankey Chart

Shows how leads actually flow from
Region → Channel → Outcome

This is a node

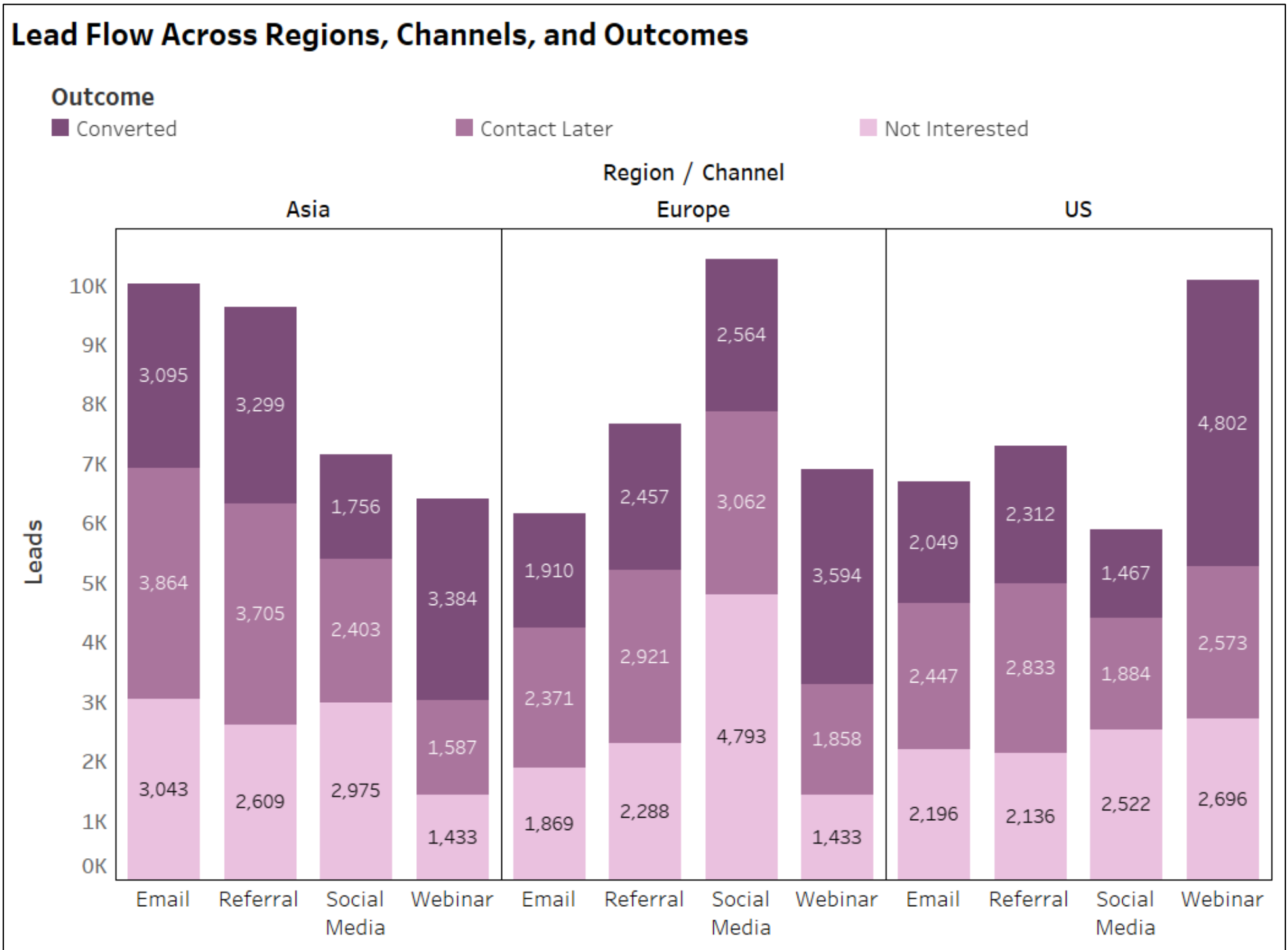


This is a flow

Flow thickness makes drop-offs
and conversions instantly visible

Stacked Bar Chart: Traditional Way

*Shows absolute values,
but breaks the flow between stages*



*Difficult to spot bottlenecks or
drop-off patterns*

Sankey Charts: Visualizing Flows Across Stages

Sankey charts visualize how quantities move across different stages. The width of each flow represents volume, making key movements, imbalances, and drop-offs easy to spot. They simplify complexity and present flows in a clear, intuitive way.