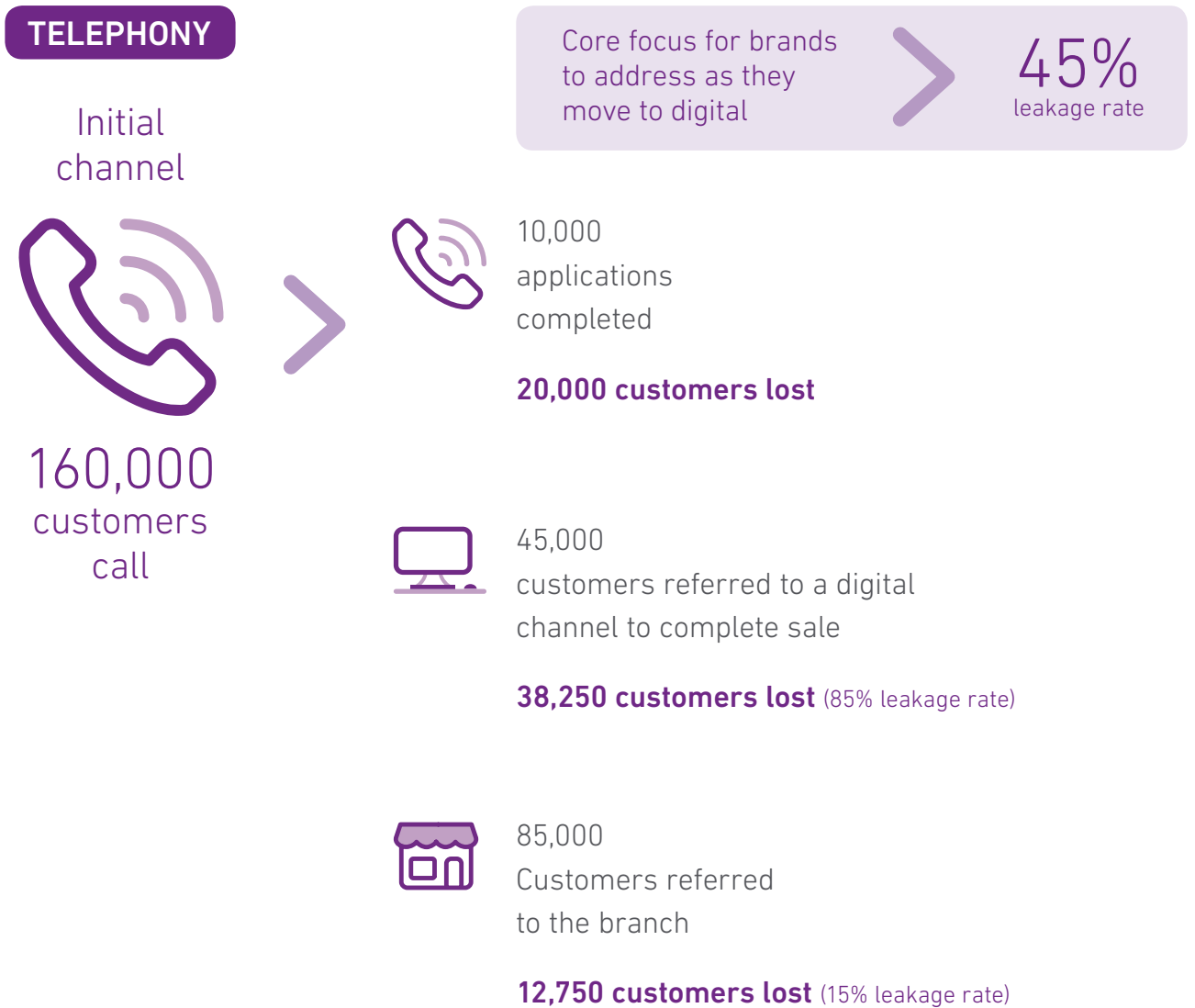
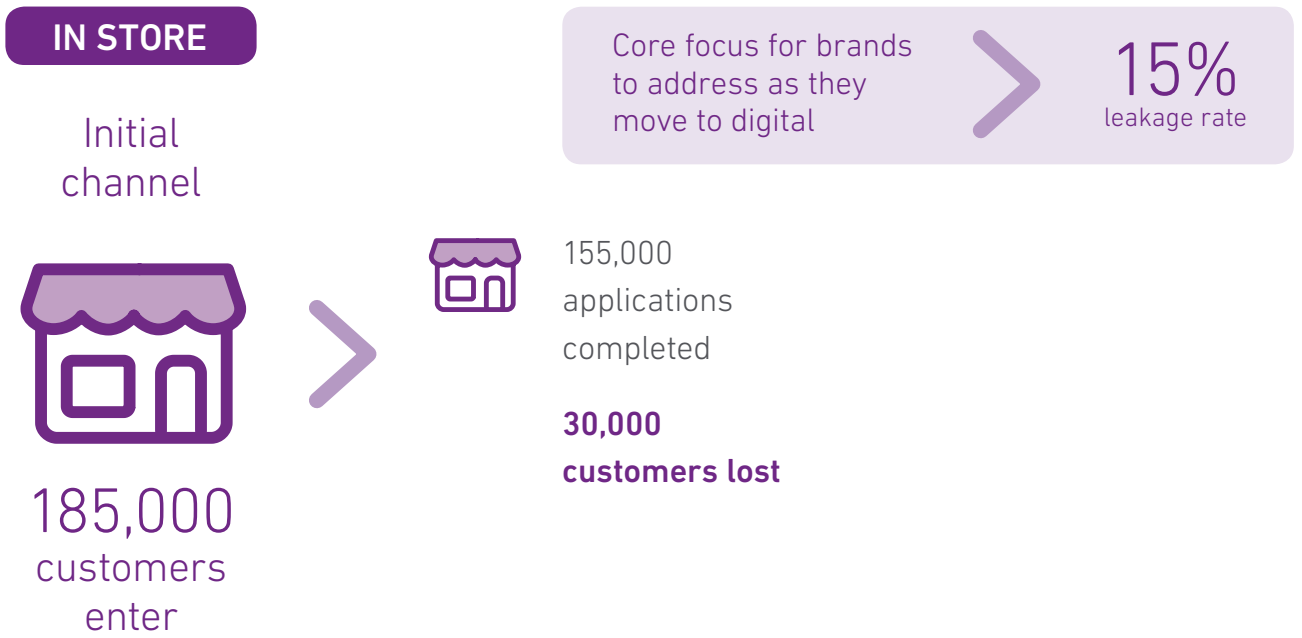
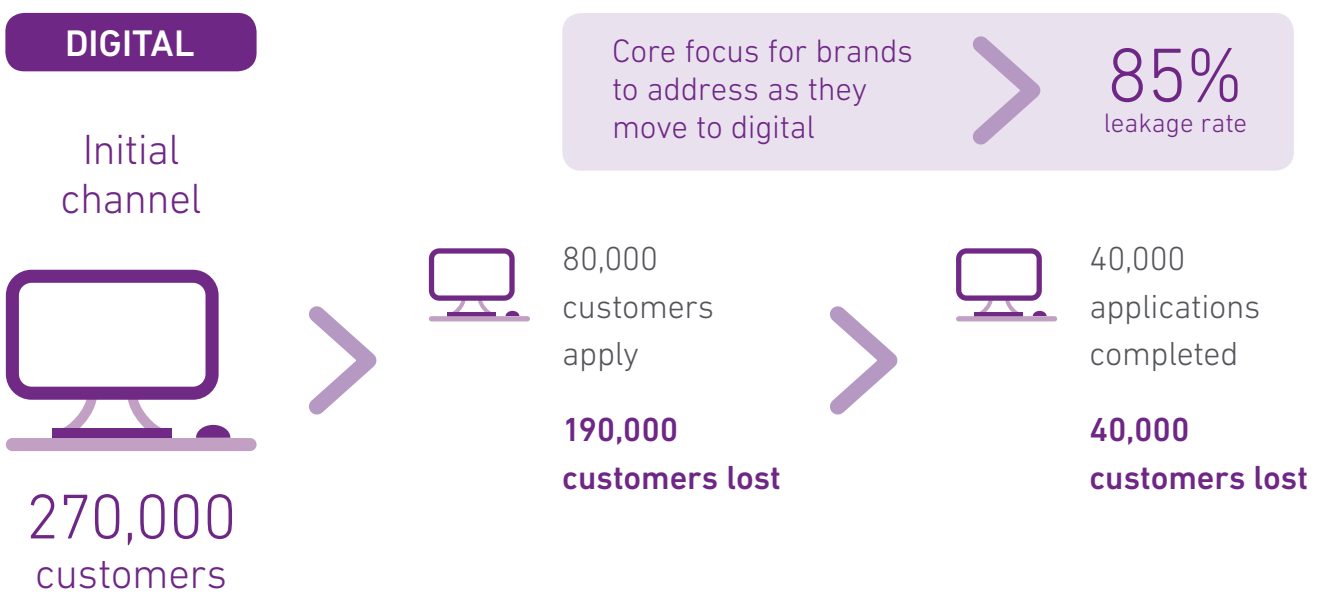


Example of a sales funnel with drop out

Drop out shown with quantities of customers as an example to identify leakage.



Source: McKinsey

