

# FUNNEL ANALYSIS

Original Design Iceberg companion. Define the situation and keep evidence separate from assumptions. Add a sheet when the scope needs more space.

## 01 / OUTCOME

What completed outcome matters, and which event confirms it?

## 02 / ENTRY

Who enters, when and under which eligibility rules?

## 03 / SEQUENCE

List events and explain the required order.

## 04 / WINDOW & UNIT

People, accounts or attempts? How long may completion take?

## 05 / COUNTS

Record entrants, each step and the denominator for each rate.

## 06 / TRACKING CHECK

What paths were checked, and which activity is missing?

# REVIEW & DECISION

Original Design Iceberg companion. Interpret the work, record its limits and agree a next action with an owner and a review point.

## 01 / LOSS

Where is progress lost, and what is the consequence?

## 02 / EXPLANATIONS

List competing explanations supported or still assumed.

## 03 / EXCLUDED PEOPLE

Who is absent before entry or after channel switching?

## 04 / GUARDRAILS

Could conversion improve while access or outcomes worsen?

## 05 / INVESTIGATION

Which observation or experiment will distinguish explanations?

## 06 / NEXT ACTION

Owner, review date and evidence needed to revise the decision.