



Says

What have we heard them say?
What can we imagine them saying?

I need to create informative data visualizations

Tableau's features can simplify complex data analysis

I must communicate data-driven insights effectively

Tableau helps in making data-driven decisions

I want to improve my Tableau skills to advance my career



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

How can I best represent this dataset visually?

I need to ensure data accuracy and integrity.

Which chart type is most suitable for this data?

I should explore Tableau's advanced features for deeper insights.

What story does the data tell, and how can I convey it?

data Science with Tableau

Frustration when dealing with messy or incomplete data.

Satisfaction when creating a visually compelling dashboard

Eager to uncover hidden patterns and insights.

Motivated to continuously learn and improve Tableau skills.

Pressure to meet deadlines for data reporting



Does

What behavior have we observed?
What can we imagine them doing?

Creates various types of charts, graphs, and dashboards.

Imports, cleans, and transforms data in Tableau Prep

Collaborates with colleagues for data analysis and visualization feedback.

Shares interactive Tableau dashboards with stakeholders.

Stays organized by documenting Tableau workflows and processes.



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?