**Task 1: Building an Interactive Dashboard**

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D601: Data Storytelling for Varied Audiences

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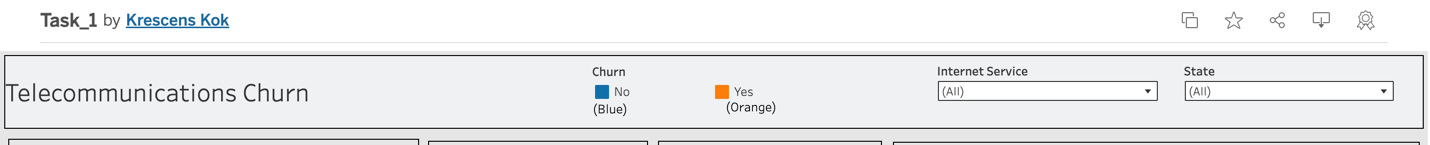
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1. **Create step-by-step instructions to send to a nontechnical executive leader to provide guidance for opening the dashboard and navigating the dashboard using both filters.**

**Step 1:** Click on the following link to view the dashboard (this dashboard is also accessible for individuals with colorblindness):

<https://public.tableau.com/app/profile/krescens.kok2026/viz/Task_1_17549278482760/Dashboard?publish=yes>

If the dashboard isn’t showing up correctly and you have Tableau installed on your device, you can download the dashboard by clicking the following:



The dashboard has interactive features, so hovering over a specific data point will show you more information about that category. The labels are listed at the top of the dashboard, where dark blue represents that the customer did not churn, while teal means that they did. The ‘Churn by State (Descending)’ is an interactive chart, where you can scroll to see the rest of the states and the count of customers that churned per state.

**Step 2:** There are 2 filters that are a part of this dashboard, Internet Service and State. Both filters have a multi-select dropdown, meaning that multiple values can be selected.

To filter by the type of Internet Service, click the drop-down and select from the list which categories will be included in the dashboard. Once a checkmark has been checked or unchecked, the dashboard will refresh in a couple of seconds.

A screenshot of a computer

AI-generated content may be incorrect.

Similarly, for the State filter, click the drop-down and select from the list of states that will be included in the calculations of the dashboard. Once a checkmark has been checked or unchecked, the dashboard will refresh in a couple of seconds.

A screenshot of a computer

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1. **Explain how the purpose of your dashboard aligns with the needs outlined in the scenario associated with your chosen dataset.**

The scenario described the SVP wanting information on key characteristics that may drive the customers’ behavior. The purpose of the dashboard aligns with this because it shows information about demographics such as marital status, gender, income, etc, that could all be factors in customer churn. In addition, there is information about the average outage seconds per week and the average monthly charge that could help display reasons as to why a customer may churn. Lastly, having a filter that shows the data for each state is helpful in case the SVP would like to focus on a specific region.

The scenario described the EVP wanting information on the broad categorizations of customers and how the demographics appear across regions. The purpose of the dashboard aligns with this because it shows marital status, income, gender, children, and tenure of the customers, representing broad categories. In addition, the dashboard includes **churn by state (descending)**, providing a regional perspective. With the built-in **state filter**, users can interactively view how these demographic categories vary across different regions. This functionality connects customer demographics to geographic areas, directly addressing the EVP’s request for insights into customer composition and behavior across regions.

Lastly, the scenario described the COO being interested in identifying service issues and inefficiencies to improve customer retention. The dashboard addresses these concerns by displaying data about the churn rate, the average outage seconds per week, and the average monthly charge. This information, paired with region or other demographic data could allow the COO to identify the issue and where the company can improve customer retention.

1. **Explain three different ways you would change your data storytelling approach when presenting to a technical versus a nontechnical audience.**

The first difference I would change in my data storytelling approach when presenting to a technical versus a nontechnical audience is being more detailed with a technical audience and being broader with a nontechnical audience. A technical audience would understand more about the calculations of certain statistics that are displayed on the dashboard, such as how the churn rate was calculated. Whereas a nontechnical audience may not care how it was calculated and may only care about the end results.

The second difference is the visuals that are created for the dashboard. With a technical audience, I could create density heatmaps or treemaps since they would be more likely to understand the plots. With a nontechnical audience, I would use simple graphs like bar charts, pie charts, or display percentages.

Lastly, another difference is the verbiage used to describe the dashboard. With a technical audience, I could talk about outliers for certain distributions and how that might impact the data, or even talk about normal vs bimodal distributions that are seen on the dashboard. With a nontechnical audience, it would be simpler to explain that customers with a higher tenure seem to keep their internet provider and stray away from churning.

1. **Identify two elements of effective storytelling you could use to present this dashboard and explain how each element would engage the audience.**

The first element of effective storytelling that could be used to present this dashboard is creating a narrative around the data. The narrative could begin with the background about the data, for example, this customer data was collected to understand how the company can improve. Then, it could lead to the problem, for example, there is an issue of customer churn and the company wants to understand why customers are churning and whether it is dependent on demographics or a certain region. Lastly, the solution could be that the company understands what exactly is causing churn in customers and identifies a proactive solution to change certain things, such as decreasing the average monthly cost for the customers, in order to solve the problem of having a higher churn rate. By creating a narrative/story about the data, this humanizes the data, making it more impactful to the audience (*Course |*, n.d.-b).

The second element of effective storytelling is **leveraging visualizations such as charts, graphs, or infographics**. Designing dashboards with engaging colors and simple layouts allows the audience to stay focused and better understand the data as a whole. By highlighting key numbers with larger text, using contrasting colors to emphasize churn versus non-churn, or including simple statistics, the dashboard can direct the audience’s attention to the most important insights. This visual emphasis keeps the data easy to interpret and ensures that critical findings stand out.

**References**

*Course |*. (n.d.-b). https://apps.cgp-oex.wgu.edu/learning/course/course-v1:WGUx+OEX0386+v01/block-v1:WGUx+OEX0386+v01+type@sequential+block@ef9b02c9d8b54c25af9e3ba52b0404bc/block-v1:WGUx+OEX0386+v01+type@vertical+block@d782b31c026e450b9020ccb4d7bd8a90