



Says

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

many express interest in learning data literacy,indicating that they recognize its importance

employees or individuals may request training or resources from their organization to enhance their data literacy

individuals may ask question or seek advice from colleagues,mentors or online communities on how to improve their data literacy



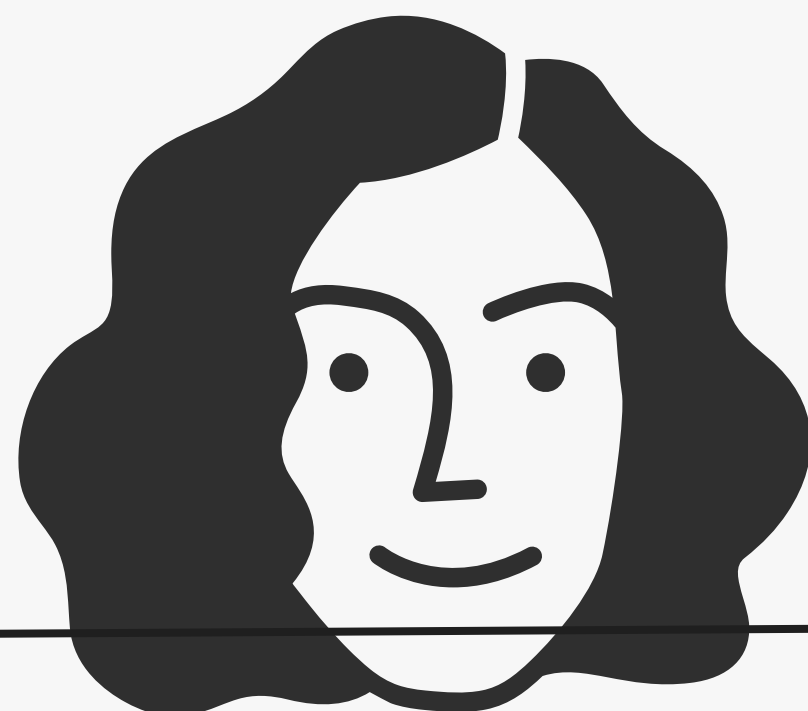
Thinks

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

data literacy as a valuable skill that can boost their career prospects,as businesses increasingly seek data savvy employees

data literacy often involves a perception that its an ongoing learning process as data tools

many individuals recognize that data literacy is increasingly important in a data driven world



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data literacy with tableau

those with data literacy skills apply their insights to make informed decisions or recommendations in their work or projects

they engage in hands on practice,analysis data sets using tools like tableau to gain practical experience

individuals use data analysis tools and software to perform tasks like data cleaning,visualization and reporting

some may feel confident and empowered when they have a strong command of data literacy skills

those who find data literacy challenging may experience frustration,particulaly when dealing with complex data sets

a sense of curiosity and excitement can emerge when individuals begin to explore data and realize the potential for insights



Does

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



Feels

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