

Says

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

many express
interest in learning
data
literacy and seeing
that they recognize
its importance

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

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



→pugazhenth

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, and use
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

Does

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

[See an example](#)

Thinks

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



data literacy is 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

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, particularly
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

Feels

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

