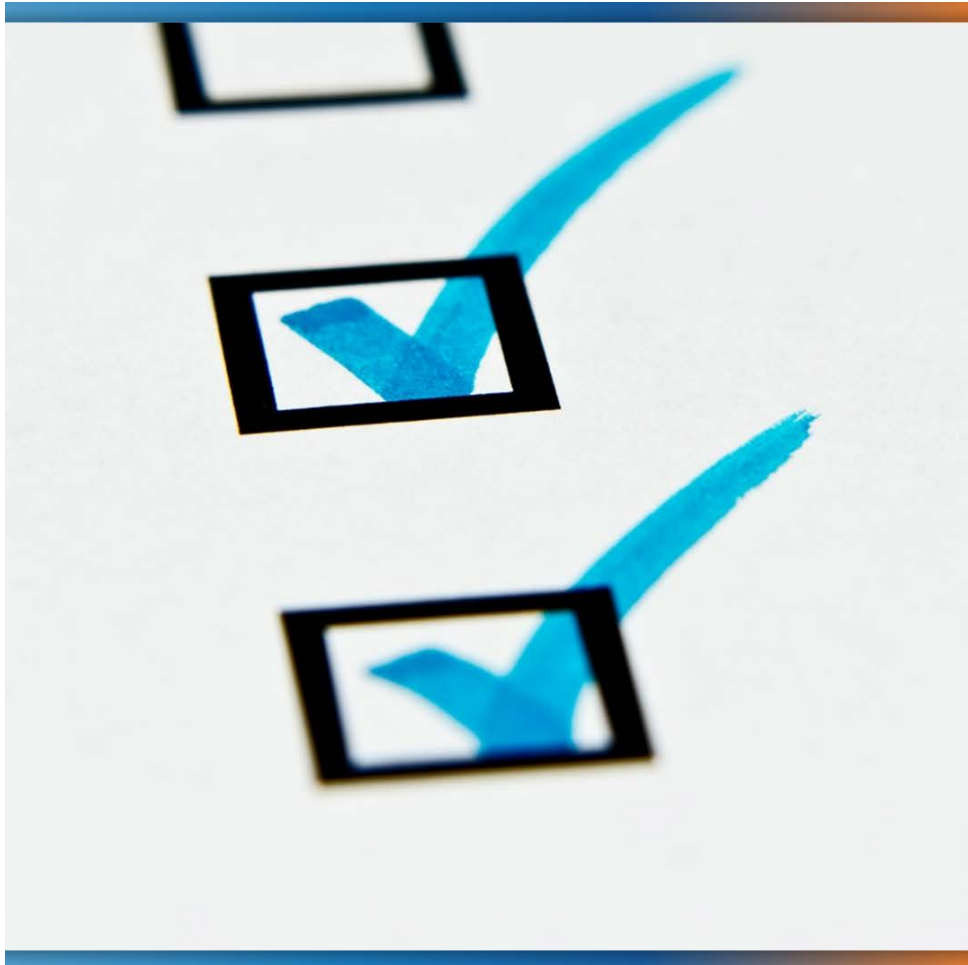


# **Dashboards and Storytelling with Tableau**

*Prioritizing, Optimizing, and Designing the Data Story*



Find the most  
effective presentation

What's the **purpose**  
and **context**?

Is aim to persuade to  
your conclusion?

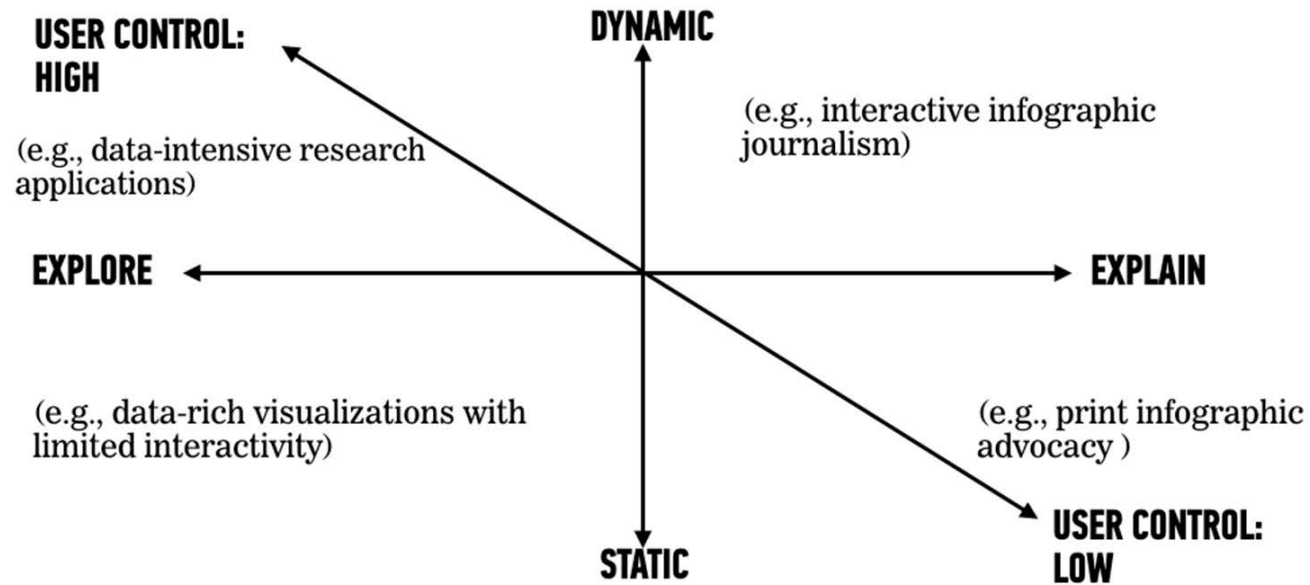
Is story to start an  
open-ended discussion?

Prepare to pivot

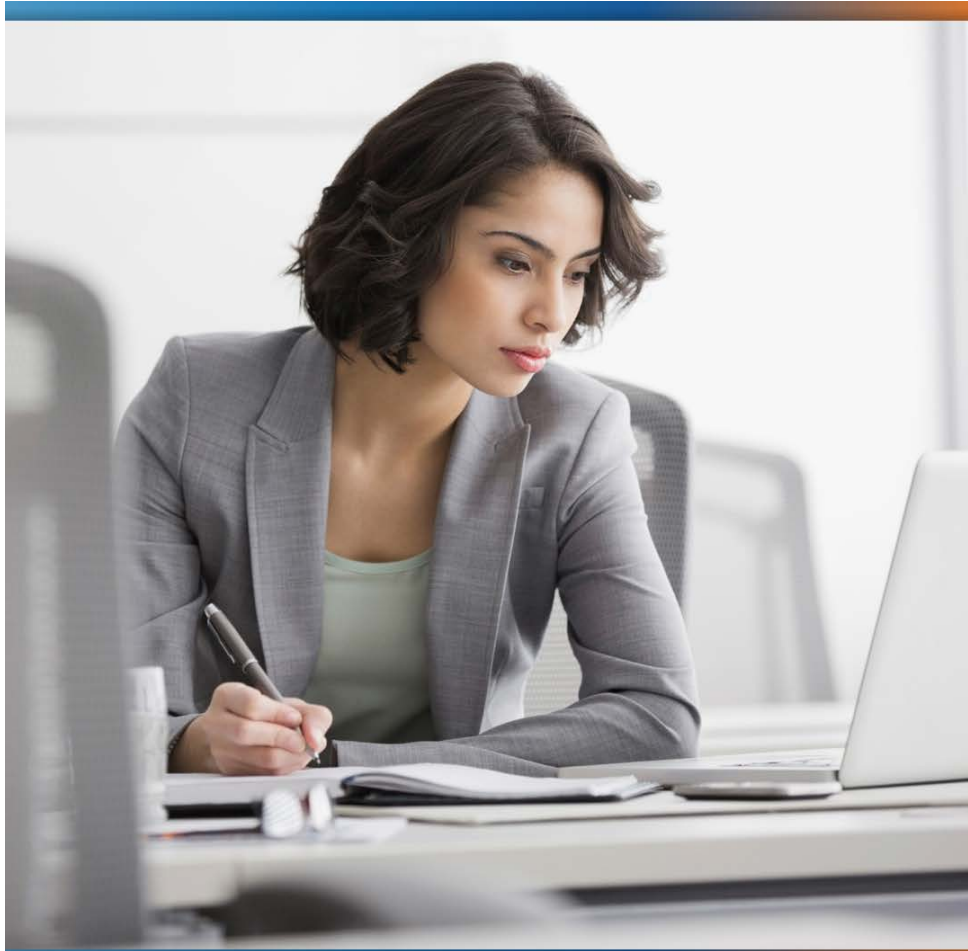
**Short time:** use well defined story arc

**Longer time:**  
open-ended narration  
with interactivity  
and more detail





## Formatting considerations



Jot down initial  
version of 3Cs:

**Context**

**Challenge**

Preliminary options  
for the **Conclusion**

Also, alternate options  
for conclusion

## It's a Balancing Act

All **data** may not  
be **available**

Need to **reframe** to  
represent data accurately

Are you **connecting**  
**with audience?**

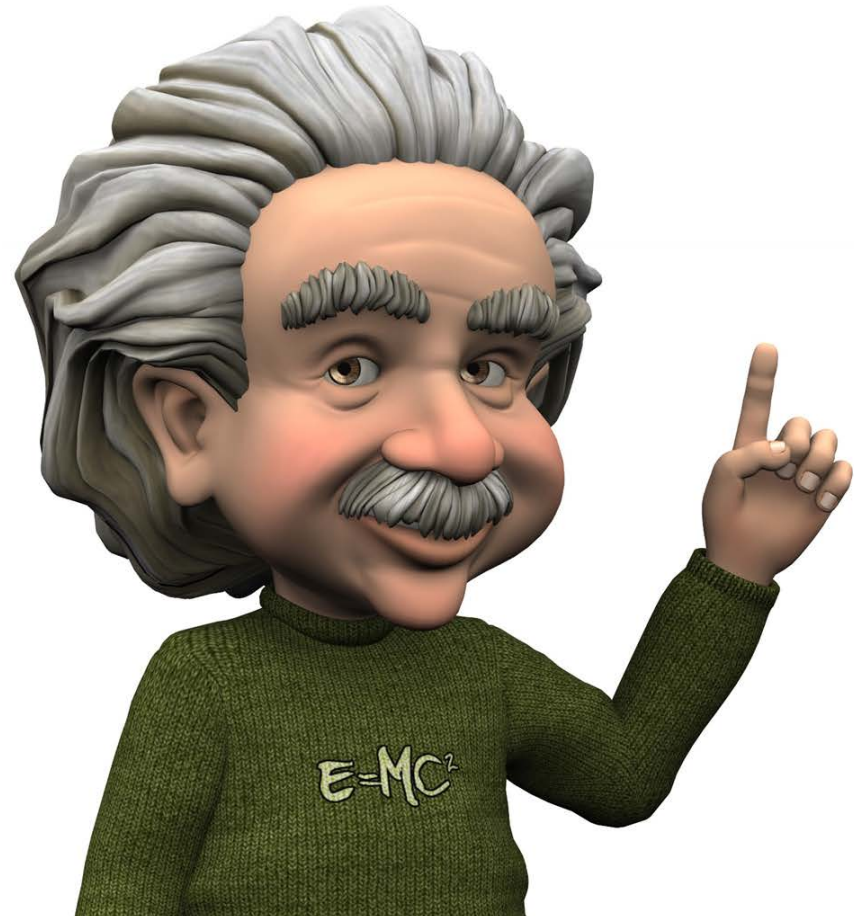
Need to reframe based  
on interview info?

Are you meeting  
**stakeholder requirements**



Think about level  
of detail

**Keep it as simple  
as possible,  
but not simpler**






**Ask:**

What level of detail  
does audience need?

Does data exist to show  
that level of detail?

Does this align with  
stakeholder goals?





Determine  
your priorities

Present story arc most  
effectively for audience

No single correct answer