



# **Dashboards and Storytelling with Tableau**

*Framing and Format*

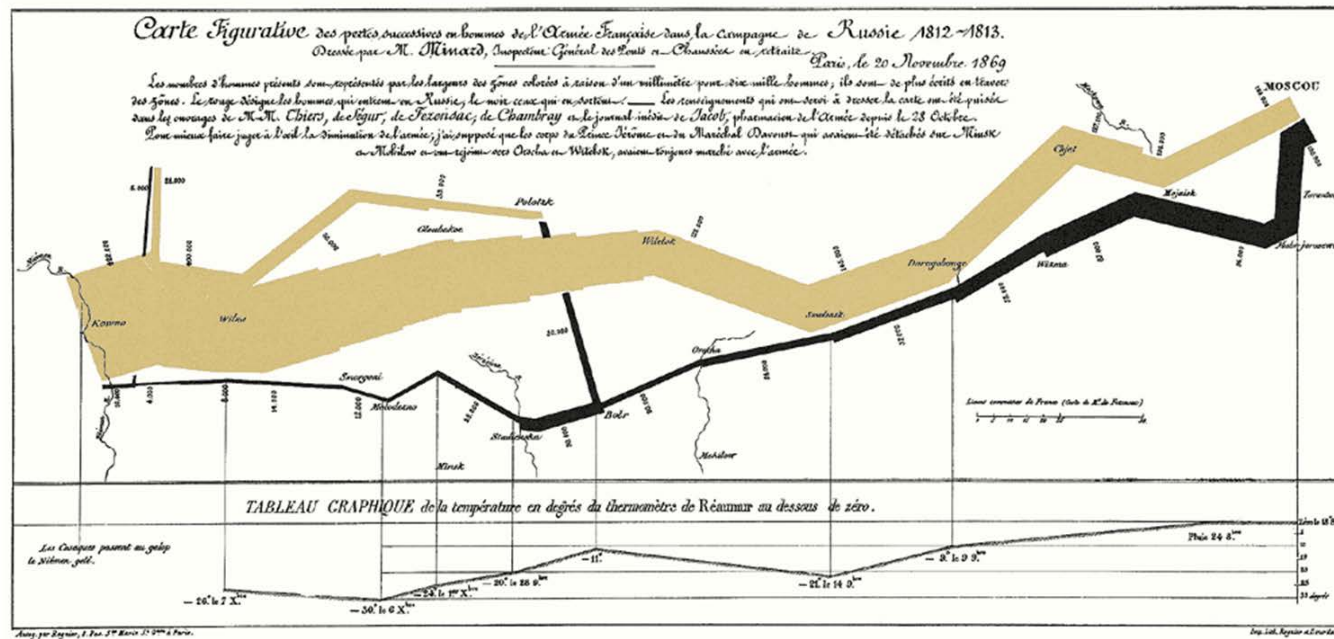
Design choices differ for:

**Visualizations** to  
explore data and draw  
own conclusions

A **data story** is like a map  
with route marked out

How many frames  
are needed?







Single frame must be  
clear and compelling

Clarify who, what,  
why, and how before  
deciding on framing  
and format