

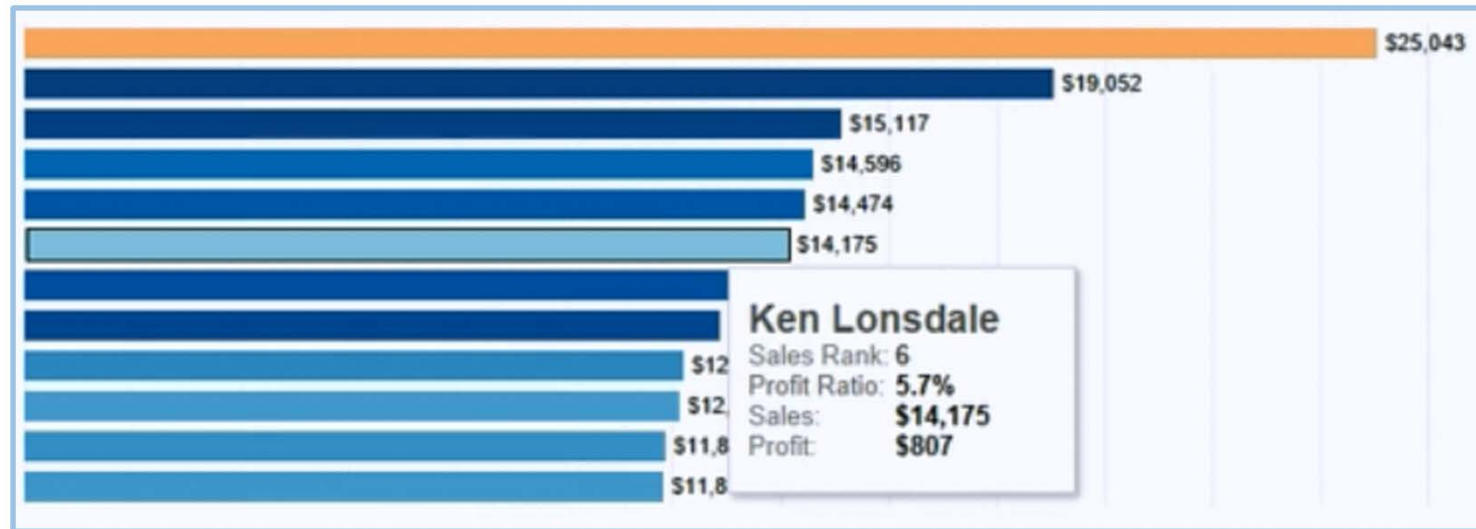


Dashboards and Storytelling with Tableau

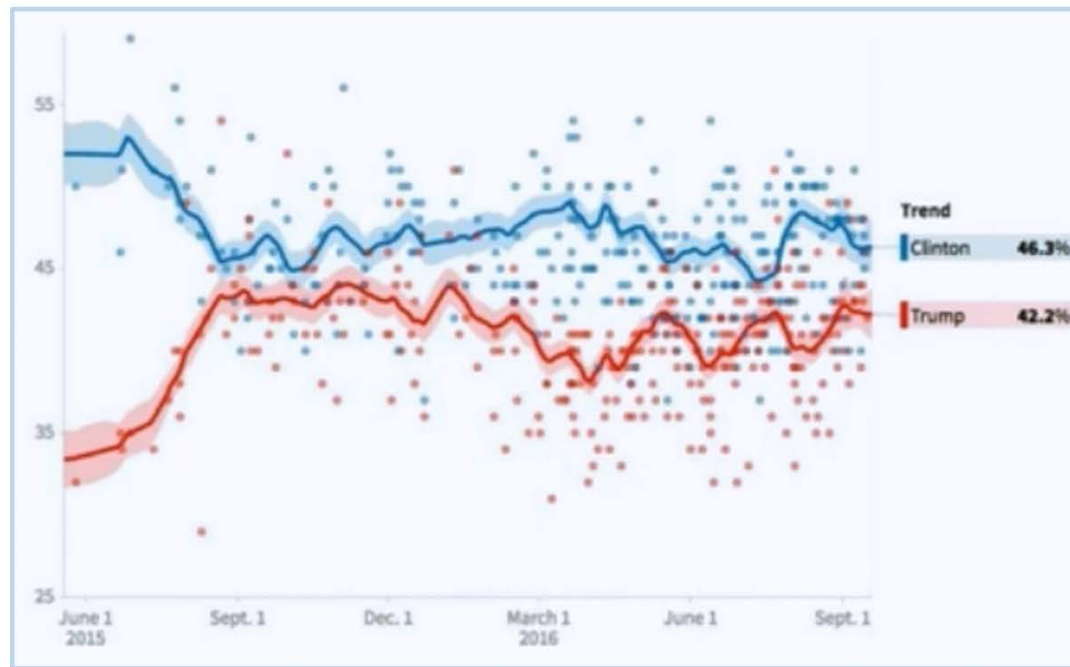
Story Considerations



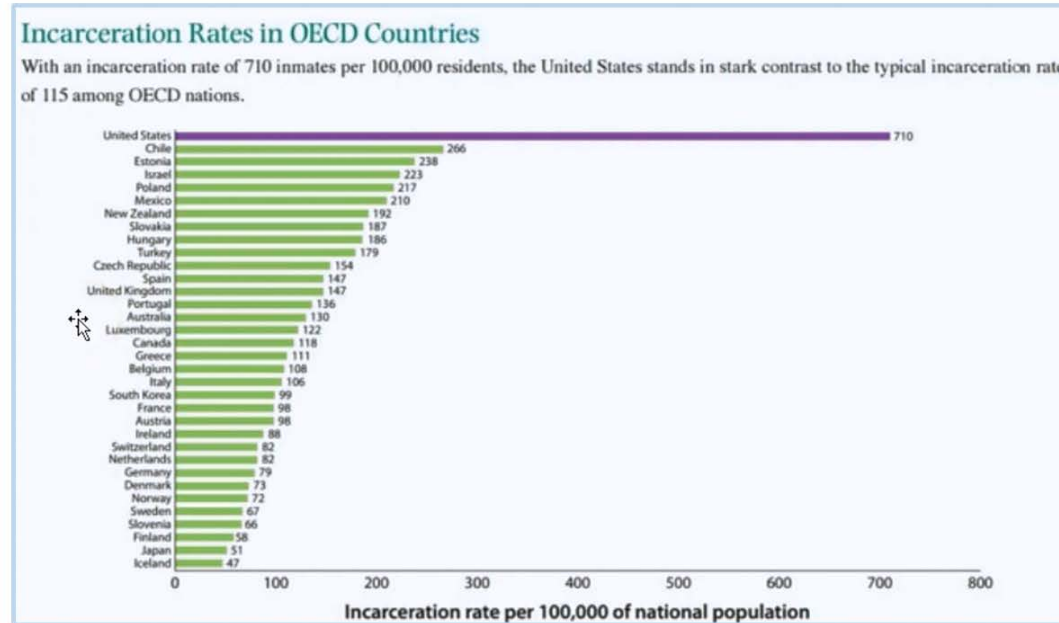
Trends Example



Rank Ordering Example

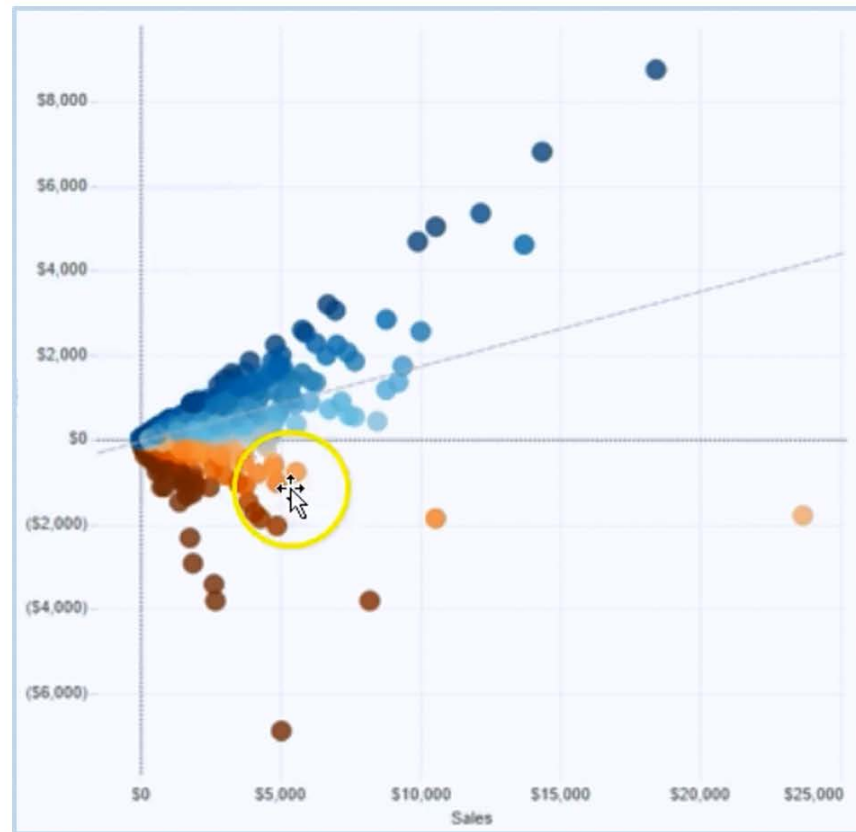


Comparisons Example



Counterintuitive Example

Relationships Example



Data Storytelling Tips

- Check your facts
- Focus on one key statistic to become focal point
- Convert data into visual form
- Present insights from the data
- Make facts relatable using a representative