



# **Dashboards and Storytelling with Tableau**

*Start with Your Stakeholders*



Becoming  
a great storyteller:

Cultivate **critical  
thinking** and **empathy**

Be like investigative  
journalist or detective

**Ask questions**, starting  
with stakeholders



Stakeholders can help:

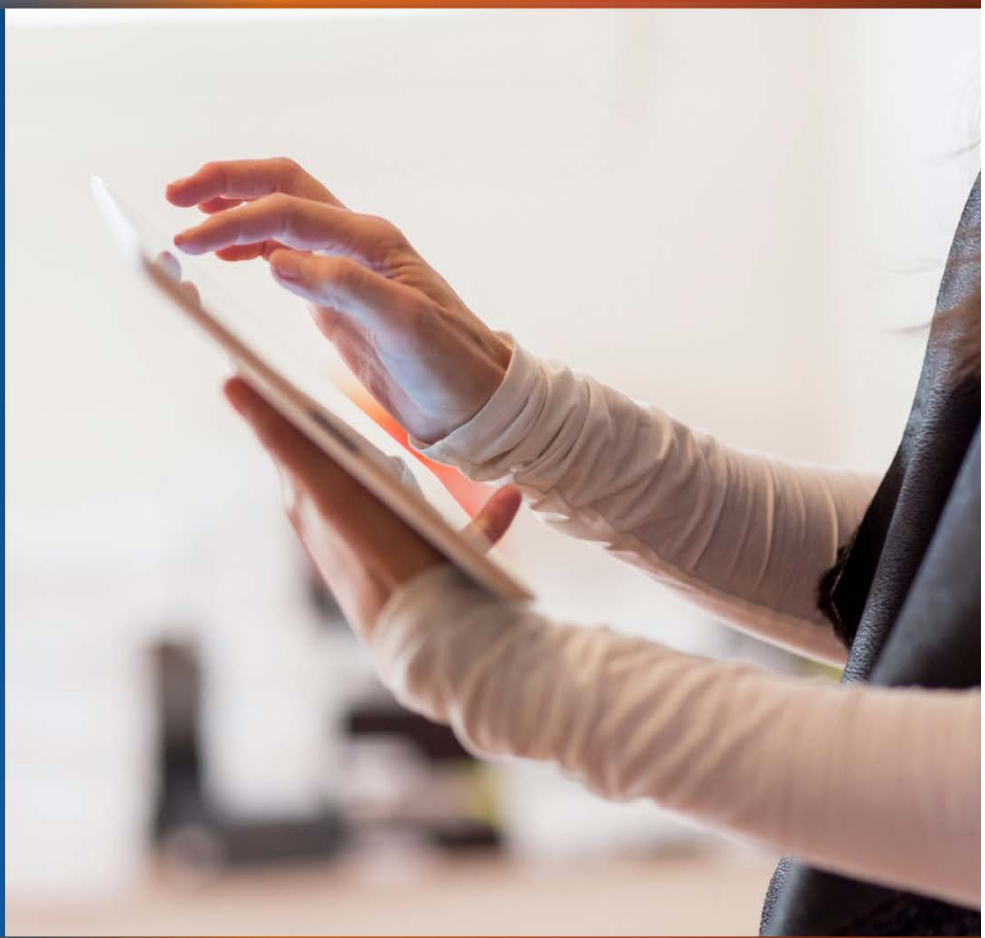
Refine **drivers** for doing the visualization

Provide **key requirements** and purpose

Provide details about **data available**

Identify and clarify **audience characteristics**

**Inventory** stakeholder  
requirements, source  
materials and goals



**Note your perspective  
on the data:**

Level of domain  
knowledge on topic

Implications for  
interpretation

How you describe  
features of data set





## Stakeholders keep your story on right track





Items to consider:

Which elements,  
details and results  
must story include?

What's the timeline?

Summary of point  
and goal of data story

Benchmarks or metrics  
to measure success

From stakeholders  
to audience

**Start with  
stakeholders**

Move on to  
your audience

