

A. Analyze the expectations for Technical Communications in both Technical and Nontechnical Audiences

When presenting data in a dashboard format, understanding the expectations of different audiences is crucial for effective communication. Technical and nontechnical audiences have different needs, preferences, and levels of understanding when it comes to data storytelling.

- Technical Audiences:

This group includes data analysts, data scientists, engineers, IT professionals, and others with expertise in data and analytics

- Detail-Oriented Insights: They expect granular data points, methodologies, and technical explanations
- Complex Visuals: They are comfortable with advanced visualizations
- Statistical Rigor: They expect discussions on algorithms, statistical significance, confidence intervals, and data validation methods
- Interactive Dashboards: they value interactivity in Tableau dashboards to drill down into specifics
- Industry-Specific Jargon: Use of technical terms is expected and appreciated
- Minimal Storytelling, More Data: They may prefer straightforward data representations rather than excessive narrative elements.

- Nontechnical Audiences:

This group includes business executives, marketing professionals, policymakers, or general stakeholders without a technical background.

- High-Level Overview: They prefer summaries and actionable insights rather than deep data analysis.
- Simple and Clear Visuals: Clear bar charts, line graphs, and color-coded indicators are preferred over complex scatterplots or algorithms
- Minimal Jargon: Concepts should be explained in layman's terms
- Business Context and Storytelling: They appreciate real-world applications and narrative storytelling that explains why the data matters
- Actionable Recommendations: They expect conclusions that inform decisions rather than just presenting raw data
- Less Interactivity, More Summary: Rather than exploring the dashboard themselves they prefer key takeaways presented clearly.