D601 Task 1 - Data Storytelling for Varied Audiences
By: Staphon Smith

B1:INSTRUCTIONS FOR EXECUTIVE

To explore the dashboard:

- Open **Tableau Reader** or **Tableau Desktop**.
- Select **File > Open** and locate the file named “”.
- The dashboard contains four key charts summarizing churn data.
- Use the **Churn filter** to toggle between customers who have churned (Yes) and those who have not (No).
- Use the **Internet Service filter** to view data segmented by service type (DSL, Fiber Optic, None).
- All charts will automatically update based on your filter selections for a dynamic, interactive experience.

B2:ALIGNMENT BETWEEN PURPOSE AND NEEDS

This dashboard was built to give company leadership a clear picture of what’s causing customers to leave and how to prevent it. In the telecom space, keeping existing customers is much more affordable than trying to bring in new ones. That’s why understanding churn is such a high priority. The dashboard breaks down churn data by different factors like payment type, contract length, customer location, and how long someone’s been with the company. These visuals make it easy to spot trends—like who’s most likely to cancel service and where that’s happening most often. This insight lines up perfectly with the scenario’s goals of lowering churn, focusing on high-value customers, and using data to guide smart business moves. Each leader benefits: the SVP of Customer Experience can see behavior patterns, the EVP of Sales can track regional and demographic shifts, and the COO can spot inefficiencies or weak points in the service model that need fixing.

B3:VARIED AUDIENCES

When I present this dashboard, I would change how I communicate based on whether my audience is technical or not. For a nontechnical group, I’d keep things simple and straightforward—avoiding terms that require a background in data. For example, instead of

saying "churn rate is high among electronic check users," I might say, "customers who pay by electronic check are more likely to leave." For a technical audience, I'd use precise terms like "correlation" or "segment analysis" to explain deeper insights. I'd also adjust how much detail I show. Executives may prefer quick overviews, summaries, and a clean layout, while data teams would likely appreciate things like calculated fields, filter options, and more advanced visual elements. Lastly, I'd shift the focus. With nontechnical viewers, I'd stick to outcomes and next steps. With technical peers, I'd dig into how I processed the data, created the metrics, and ensured accuracy.

B4:STORYTELLING ELEMENTS

To help leadership connect with the data, I'd use two key storytelling tools: **personas** and **forecasting scenarios**. Introducing a customer persona makes the data more human. For example, I could describe someone like Alex—a fiber optic user on a month-to-month contract who pays by electronic check. This type of customer has one of the highest churn rates and shows up frequently in the data. A story like that helps stakeholders see beyond numbers. The second technique, scenario forecasting, adds a forward-looking perspective. I might explain, "If 25% of electronic check users switched to autopay, churn could drop by 10%." That kind of projection helps leadership think strategically about how to take action based on the data. Both of these methods help turn raw information into stories that inspire decisions.

C. Citations

No sources were used.