



Says

What have we heard them say?
What can we imagine them saying?

Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



"TABLEAU CAN HELP US VISUALIZE COMPLEX AIR TRANSPORTATION DATA".

"I WANT TO UNDERSTAND TRENDS IN FLIGHT ROUTES AND PASSENGER TRAFFIC".

"VISUALIZATIONS WILL MAKE IT EASIER TO COMMUNICATE FINDING TO OTHERS".

ANALYSTS EXPRESS THE NEED FOR INTERACTIVE DASHBOARDS TO EXPLORE AIR TRANSPORTATION DATA.

"HOW CAN I EFFECTIVELY REPRESENT THE INTRICATE AIR TRANSPORTATION NETWORK?".

"WHAT VARIABLES SHOULD I ANALYZE TO GAIN MEANINGFUL INSIGHTS?".

"WHICH VISUALIZATION TYPES WILL BEST HIGHLIGHT THE DATA PATTERNS?".

ANALYSTS CONSIDER DATA PATTERS AND TRENDS IN GLOBAL AIR TRAVEL USING TABLEAU VISUALIZATION.



Persona's name

Short summary of the persona

ANALYSTS USE TABLEAU TO CREATE INTERACTIVE MAPS SHOWING FLIGHT ROUTES,HUBS,AND CONNECTIVITY.

CREATES INTERACTIVE DASHBOARDS AND VISUALIZATIONS USING TABLEAU.

EXPLORE DIFFERENTS DIMENSIONS OF THE DATA,LIKE BUSIEST AIRPORTS,POPULAR ROUTS,AND SEASONAL VARIATIONS.

THEY INTERACT WITH FILTERS AND PARAMETERS TO ADJUST VISUALIZATIONS BASES ON SPECIFIC REGION OR TIMEFRAMES.

ANALYSTS FEEL EXCITED ABOUT DISCOVERING HIDDEN INSIGHTS THROUGH DATA VISUALIZATION.

CONFIDENT IN USING TABLEAU'S TOOLS TO CREATE IMPACTFUL VISUALIZATIONS.

EXCITED ABOUT DISCOVERING HIDDEN PATTERNS AND CONNECTIONS IN THE DATA

FRUSTRATED BY CHALLENGES IN DATA IN DATA CLEANING AND INTEGRATION

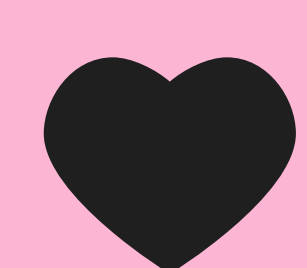
Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



[See an example](#)