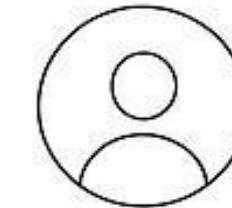




**Empathy:**  
I need to understand which rays are going with I worry that poor gods exaail by affects my decisions.



## Toy Manufacturer Manager

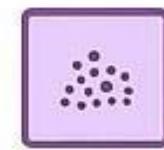
Hear

See

Say

Say & Do

Gains



**Empathy**

Other managers say you more-areunderstand

Registration-via determinations are said to understand

Often ask for better reports and each boswards

Clear and easy to use detelounds with Tableau

Clear and easy-to passsigns on-area with Tableau



**Hear**

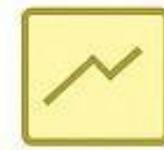
Sales team completerhant and clecning emared trends

Confirmation about not knowing pier-  
vet treanies

Tell my team we ne off to understand product petior-

Frustration cue to doer lout liuation tools

Real-time insights tri eia leacs and stock levels



**Pain & Do**

Hearcomplicated 3o a.seated a, and tendlocks

Display delect ret-  
in to reduction using visualization

Request updates. to outdancce repo-  
rts.

Lack of confiden-  
on sales report-

Confident, fast decision making with visual data

