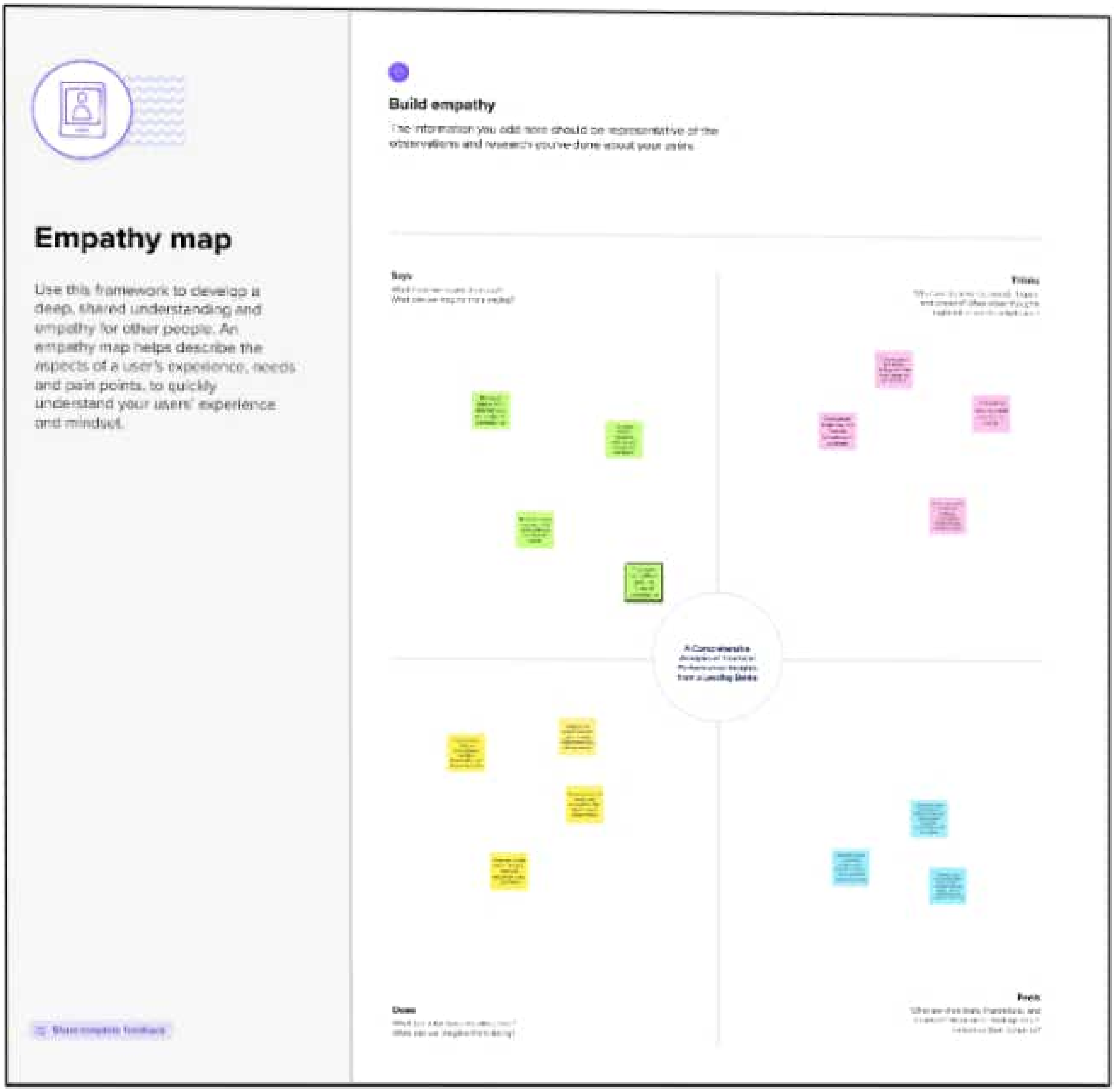


Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

Share template feedback

Build empathy

The information you add here should be representative of the observations and research you've done about your users.

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?

A Comprehensive
Analysis of Startup
Performance Insights
from a **Leading Bank**

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?

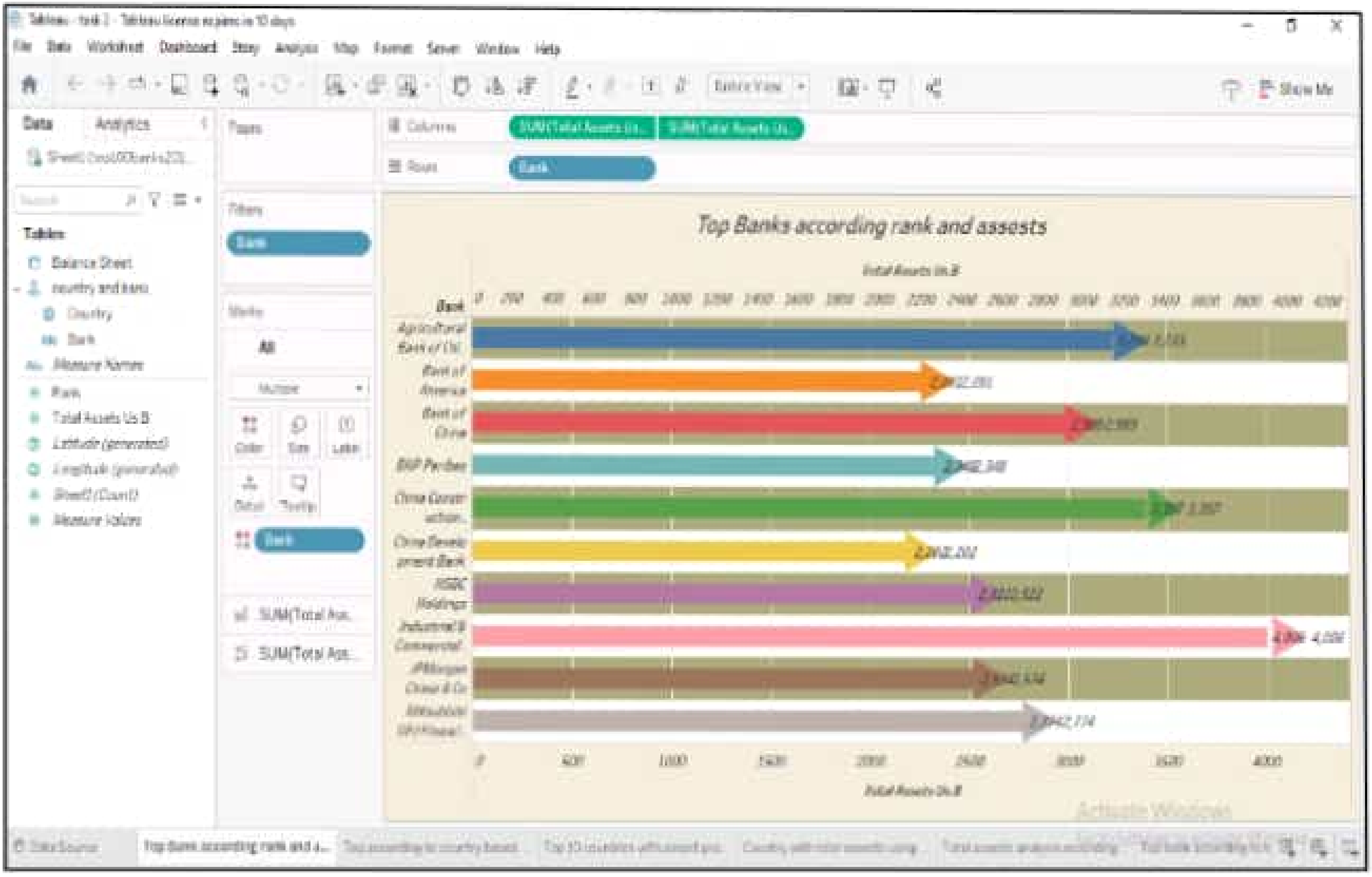
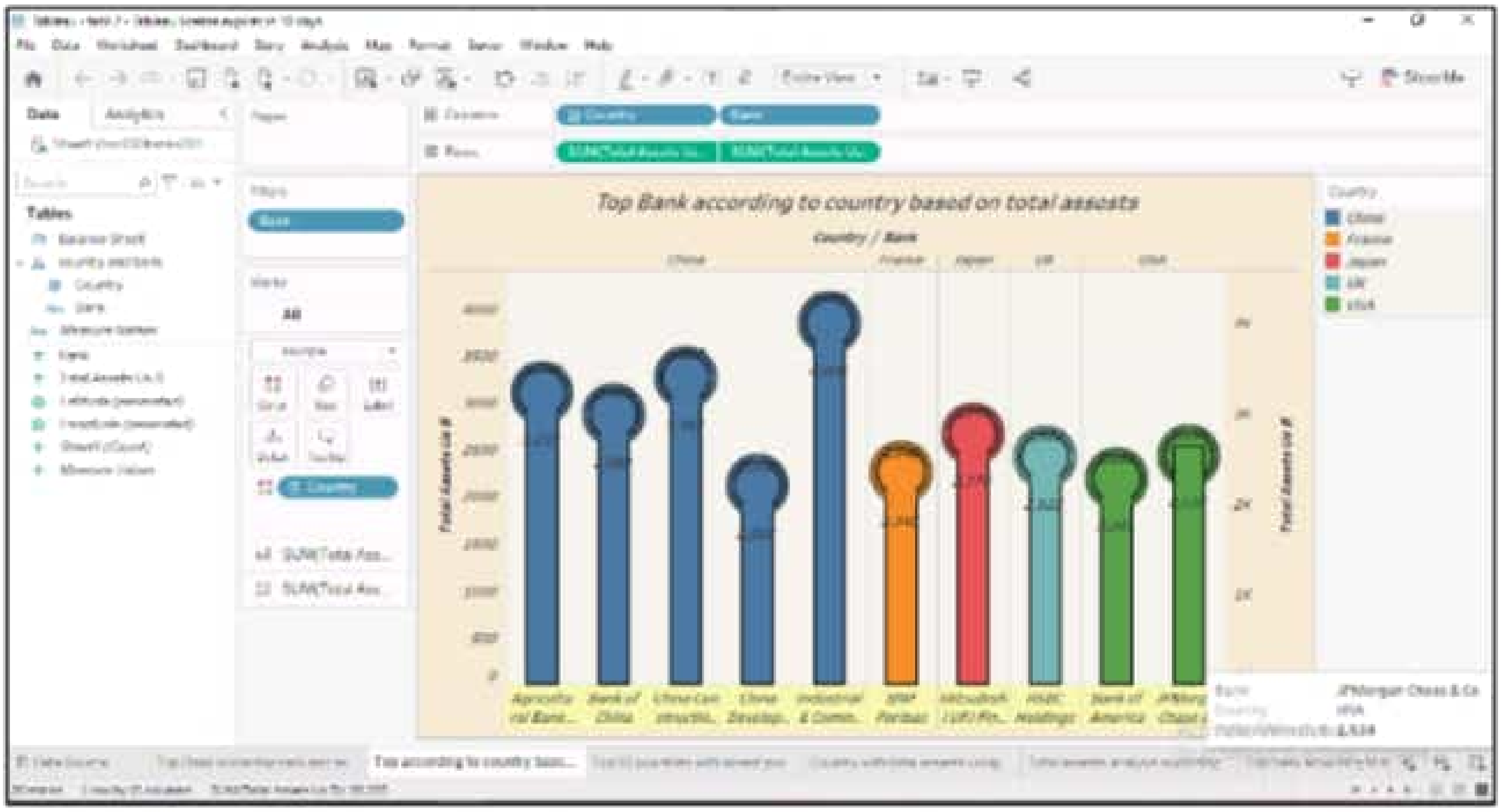


Tableau - task 2 - Tableau license expires in 10 days
File
Data
Worksheet
Dashboard
Story
Analysis
Map
Format
Server
Window
Help
Show Me
Data
Analytics
Pages
Columns
SUM(Total Assets Us...
SUM(Total Assets Us...
Rows
Bank
Filters
Bank
Marks
All
Multiple
Color
Size
Label
Detail
Tooltip
Bank
SUM(Total Ass...
SUM(Total Ass...
Tables
Balance Sheet
country and bank
Country
Bank
Measure Names
Rank
Total Assets Us B
Latitude (generated)
Longitude (generated)
Measure Values
Top Banks according rank and assests
Total Assets Us B
Bank
Agricultural Bank of Ch..
Bank of America
Bank of China
BNP Paribas
China Constr uction..
China Development Bank
HSBC Holdings
Industrial & Commercial
JPMorgan Chase & Co
Mitsubishi UFJ Financi..
0
400
1000
1600
2000
2400
3000
3600
4000
Total Assets Us B
Data Source
Top Banks according rank and a...


Top Bank according to country based on total assosts
Country / Bank
China
France
Japan
UK
USA
Total Assets (us $)
4000
3500
3000
2500
2000
1500
1000
500
0
4K
3K
2K
1K
Agricultural Bank...
Bank of China
China Constructio...
China Develop...
Industrial & Comm...
BNP Paribas
Mitsubishi (UFJ) Fin...
HSBC Holdings
Bank of America
JPMorgan Chase ...
Country
China
France
Japan
UK
USA
Bank
JPMorgan Chase & Co
Country
USA
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Tooltip
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Data
Analytics
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Dashboard
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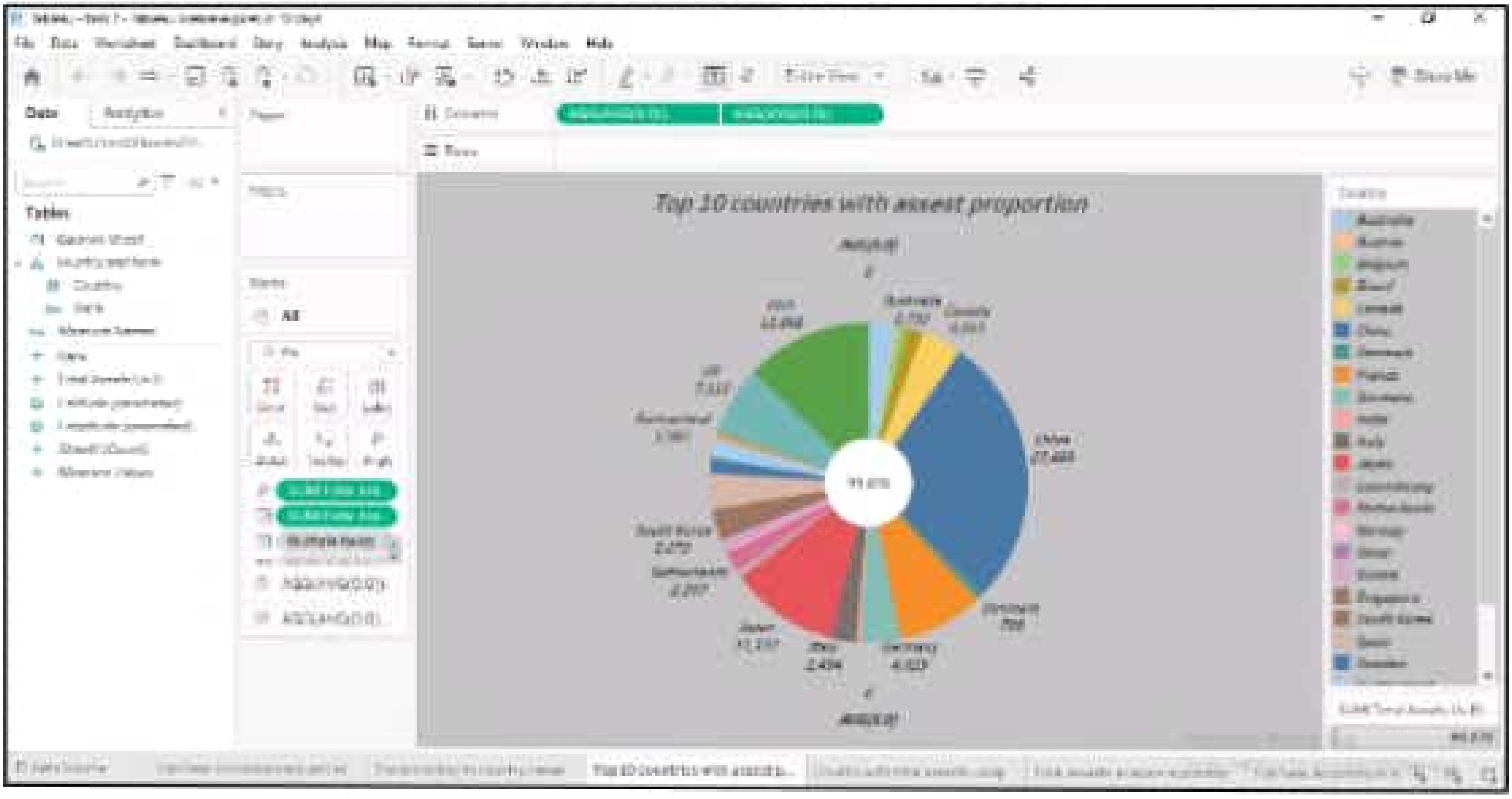
Window
Help
Entire View
Show Me
Data Source
Top according to country base...



File
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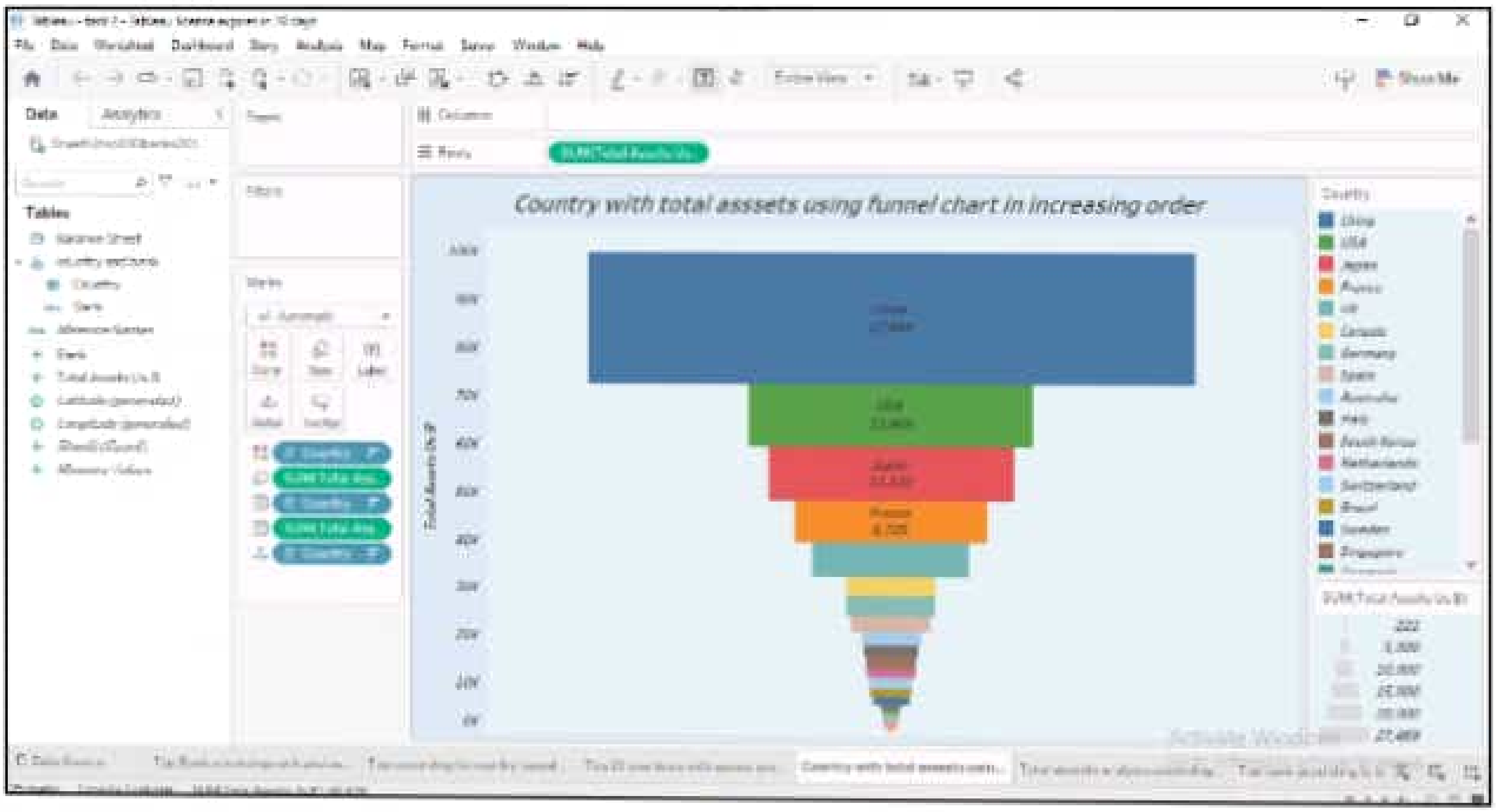
Dashboard
Story
Analysis
Map
Format
Server
Window
Help
Show Me
Data
Analytics
Tables
Country
Pages
Filters
Marks
All
Columns
Rows
Top 10 countries with assest proportion
Australia
Canada
China
Germany
Italy
Japan
Switzerland
South Korea
UK
USA
Country
Australia
Austria
Belgium
Brazil
Canada
China
Denmark
France
Germany
India
Italy
Japan
Luxembourg
Netherlands
Norway
Qatar
Russia
Singapore
South Korea
Spain
Sweden


File
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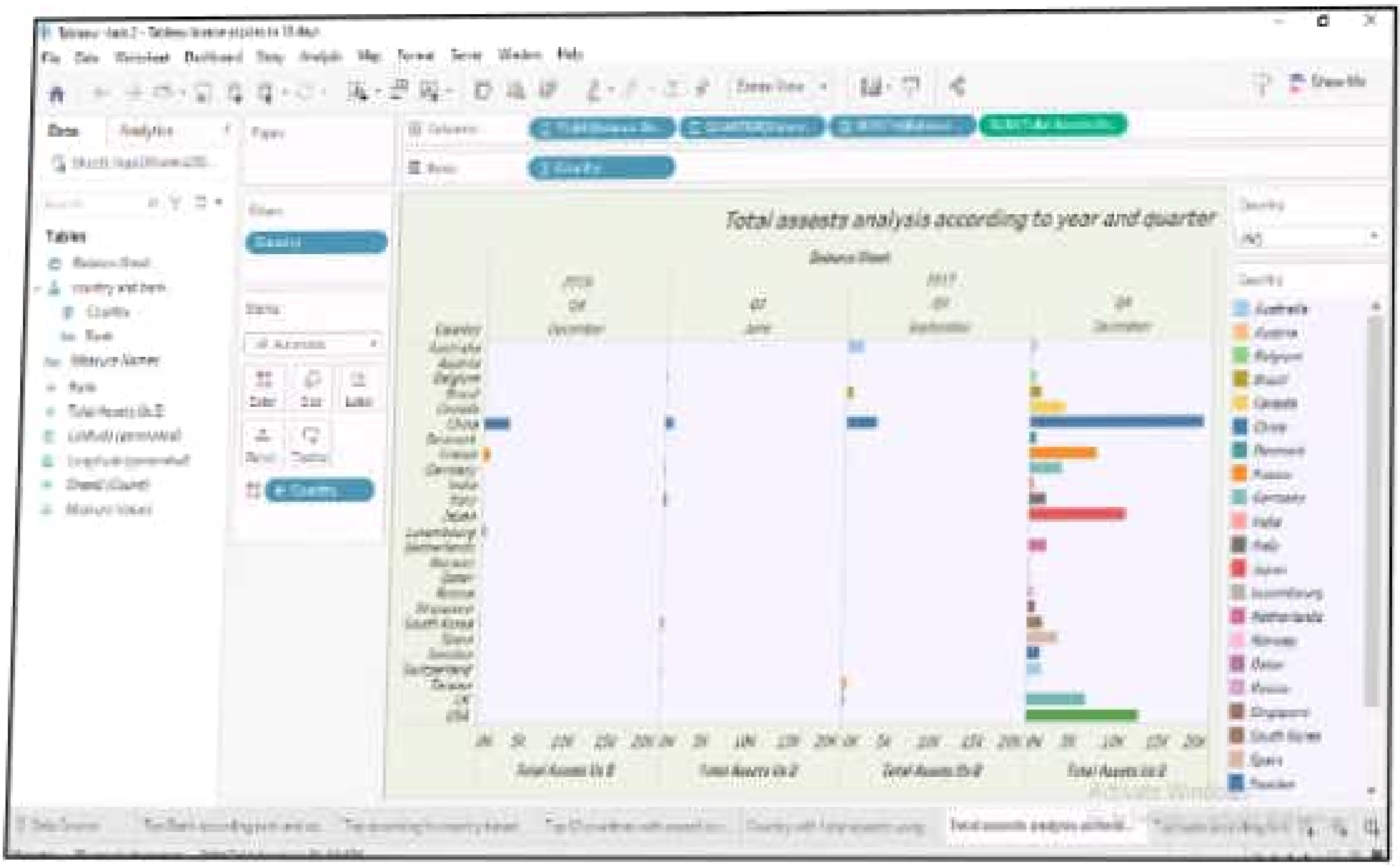
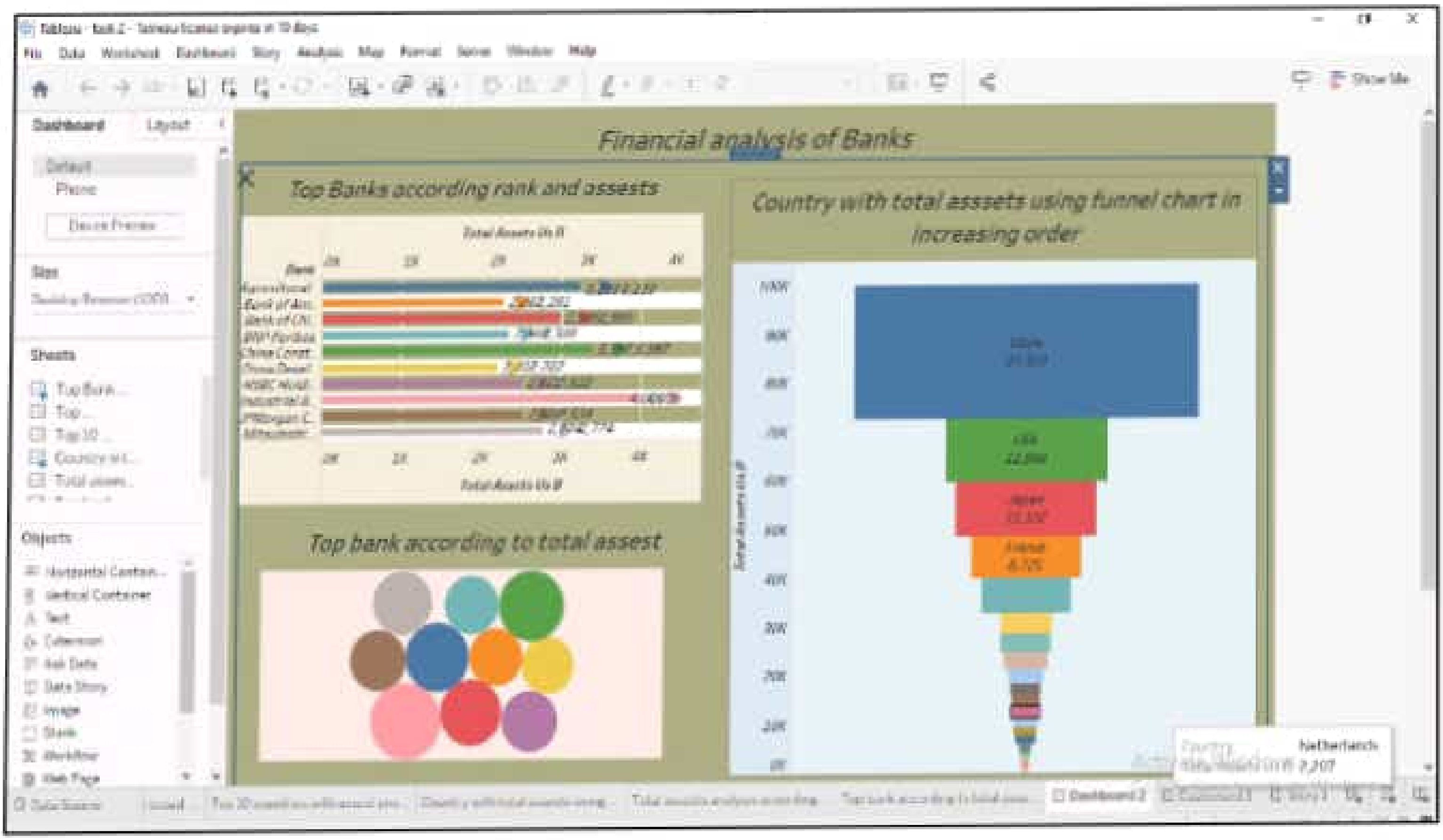
Worksheet
Dashboard
Story
Analysis
Map
Format
Server
Window
Help
Show Me
Data
Analytics
Tables
Columns
Rows
Filters
Marks
Pages
Country with total asssets using funnel chart in increasing order
100K
90K
80K
70K
60K
50K
40K
30K
20K
10K
0K
Total Assets Us $
China
USA
Japan
France
Country
China
USA
Japan
France
UK
Canada
Germany
Spain
Australia
Italy
South Korea
Netherlands
Switzerland
Brazil
Sweden
Singapore
SUM(Total Assets Us $)
Data Source


Total assets analysis according to year and quarter
Balance Sheet
Country
Australia
Austria
Belgium
Brazil
Canada
China
Denmark
France
Germany
India
Italy
Japan
Luxembourg
Netherlands
Norway
Qatar
Russia
Singapore
South Korea
Spain
Sweden
Switzerland
Taiwan
UK
USA
December
June
September
December
0K 5K 10K 15K 20K
Total Assets Us $
Columns
Rows
Filters
Marks
Color
Size
Label
Detail
Tooltip
Data
Analytics
Tables
Measure Names
Measure Values
Show Me


File Data Worksheet Dashboard Story Analysis Map Format Server Window Help
Show Me
Dashboard
Layout
Default
Phone
Device Preview
Size
Sheets
Objects
Horizontal Container
Vertical Container
Text
Image
Blank
Web Page
Financial analysis of Banks
Top Banks according rank and assests
Total Assets Us $
Bank
Bank of Am..
Bank of Ch..
BNP Paribas
China Const..
HSBC Hold..
Industrial &..
JPMorgan C..
Mitsubishi..
Total Assets Us $
Top bank according to total assest
Country with total asssets using funnel chart in increasing order
100K
90K
80K
70K
60K
50K
40K
30K
20K
10K
0K
China
USA
Japan
France
Netherlands
Dashboard 2
Story 1