**Data Visualization Process**

When creating Tableau stories, or data visualizations in general, there's a general process that should be followed. You can use this process for most visualizations you'll create.

1. **Select your questions.** During this step, you'll consider which results you want to share with your audience. What do they want to see? How can we use that information to make their decision-making process easier?
2. **Execute independent research.** You'll need to look at other relevant pieces of information to build a bigger picture. Search other sources to find information that will make your visualization more powerful.
3. **Craft your Tableau story.** This is when you create your story, primarily from worksheets and other visuals, with descriptions for each of them.
4. **Create a written analysis.** The written analysis is intended to provide additional insight into what we're trying to convey to our audience. This is a good place to add extra detail so that everyone can get on the same page.

After you've practiced creating Tableau stories, let's create a story for our investors. The purpose of this story is to help them determine whether they should invest in a bike-sharing program in Des Moines.