



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?

Our studies show that businesses that invvest in data literacy.

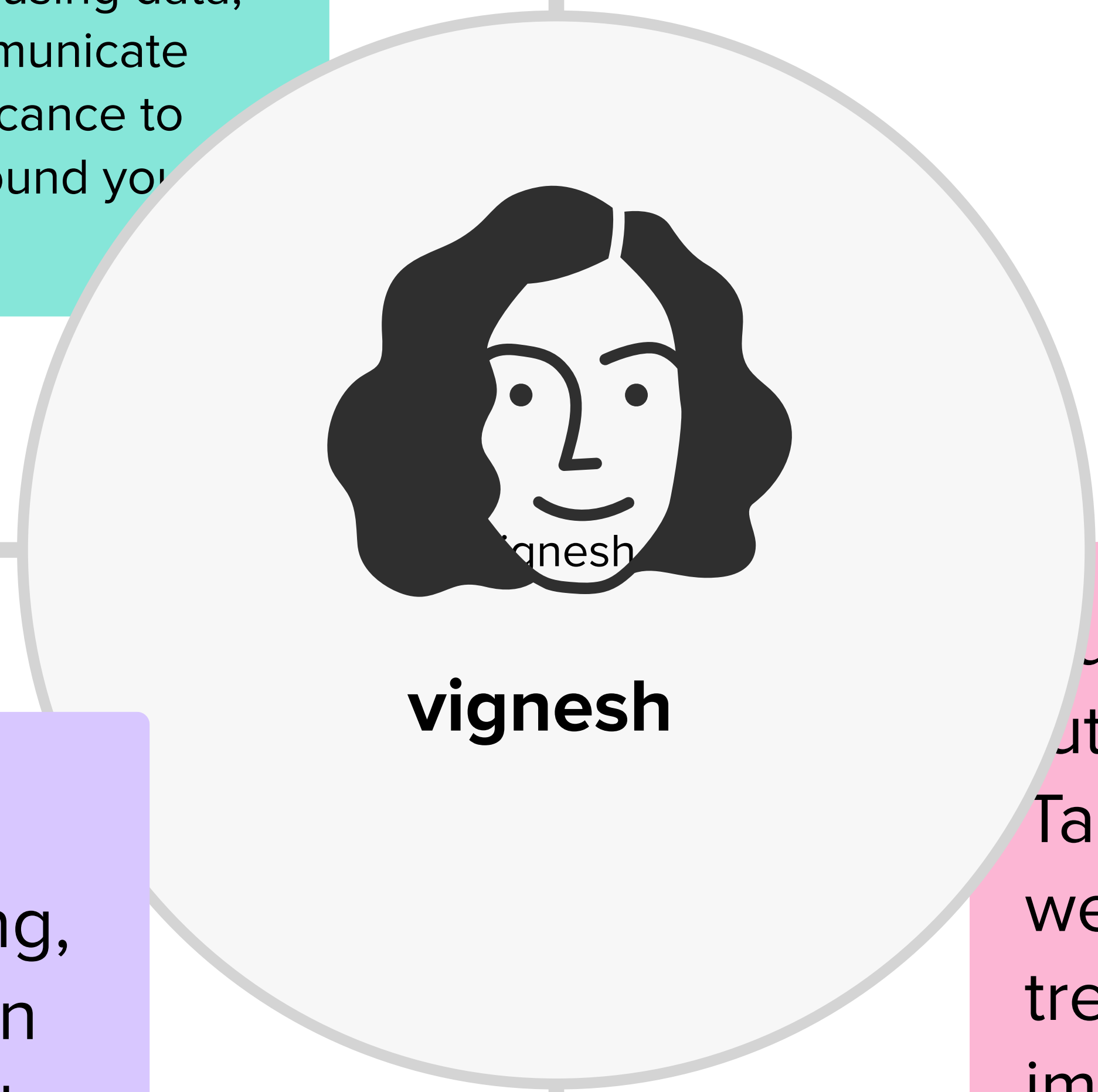
Learn how dat scientists take raw data and process it intoconslusionsand then use it tomaketangibl e decisions.

That's why Tableau is committed to spreading Data Literacy.

Data literacy is the abilityto explore, understand, and make decisions using data, then communicate tthesignificance to others around you

Learnabout the ever-growing and evolving field of AI, including its orgins, modern applications, and what makes it work.

Interpreting visual analytics is a critical skill. Learn how to in our reference library, with resources written by our experts.



vignesh

Curious about the future of data? Tableau's experts weigh in on the trends tht will be important in 2022

The future of work requires data skills, but the demand far exceeds the supply.

Learn how to usedat, reporting, and visualization come together to create a dynamic business tool.

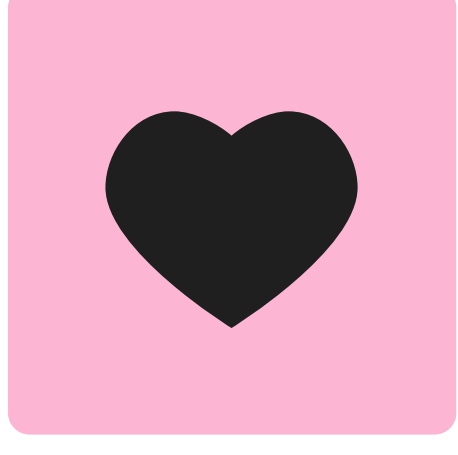
Both decision makers and employees in various departments all considerbasic data literacy as themost imporant skill for success.

Data literacy is an ability to explore, understand, and communication with data.It includes critical thinking skills touse, interpret, and make decisions with data, then convey its significance and value to others.

We commit to closing the data literacy gap by enabling 10 million people with dataskills in 5 years.



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?