Empowering Insights: Data Storytelling with Tableau

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Storybuilding

1. Articulate the problem

Student retention rates have been declining over the past five years. We need to understand the factors contributing to this trend.

Low levels of belonging among college students are contributing to decreased engagement, retention, and overall well-being. We need to understand why and address the problem.

"What's the point?" Stephanie Evergreen, [The Most Important Question](#)

2. Know your audience & their needs

From Ann Emery, [Why "Know Your Audience" is Terrible Dataviz Advice](#), June 2021

1. "List all the audiences for your project and **prioritize the top three**.
2. Determine whether each audience is **internal or external** to your organization (or problem area), as this affects how you present data.
3. Recognize whether your audience is **technical or non-technical** and adjust your data presentation accordingly."

3. Define the purpose of the viz

From Kat Greenbrook, [The Data Storyteller's Handbook](#)

1. To discover insights in the data – maybe a exploratory dashboard?
2. To inform others about the data – maybe an explanatory viz.
3. To educate others about the data – a mix of both.

Running Notes Reflection – Mad Libs

The purpose of this visualization is to

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_____

_____ in order to

_____

_____.

This visualization helps or will help

_____

_____ and supports

_____

_____, ultimately benefiting

_____ by

_____.