# Impactful Reporting Template

#### [Name of Research Project Here]

#### Written by [Name] of [Company]

## Research Objective

Use this section to provide a summary of the business and research objectives relevant to this research project, including the hypothesis that the research project was based around. Don't be afraid to get a little creative in your storytelling here, but remember to keep it concise and relevant. The details of why the research took place is just as important as the insights generated at the end, and keeping those details in mind throughout the research reporting process will help give your report an easy-to-follow narrative.

## Research Summary

Use this section to provide an overview of the research project plan, what has been done so far. Feel free to include any contextual information such as: the segment of participants used and why; the direction of any questions asked; the researchers working on the project; what you feel went well and what challenges reared their heads during implementation; the time constraints, whether the estimated timings were accurate, or whether there were any extensions necessary; a recap of what the research deliverables were expected to be vs. what they actually were; and anything else you believe is necessary to fit into a summary of the research project.

## Data Collection and Analytics Methods

*What data collection and analysis methods were used?*

**Data Analysis Methods Data Collection Methods**

Statistical Analysis  Focus Group  Vox Pops

Data Modelling  Question Boards  Diary Study

Linguistic Analysis  Surveys  Social Media

Prescriptive Analysis  Polls  Eye-tracking

Social Media Analytics  Online Community  Biometric

**Other methods used:**  Use this space to detail any other methods you used in this project.

## Key Findings / Insights

**Key Insights**

* Insight Number One
* Insight Number Two
* Insight Number Three
* Insight Number Four
* Insight Number Five

**Other Detail**

What other insights would you like to draw our attention to? Why? Are there any themes among the insights that stand out as critical context? Do the insights generated support or disprove the original hypothesis? What do you think is important to note about these insights. Use the Image slots below to insert any supporting images - just make sure they're relevant.



## Recommendations

*Now that the insights are revealed, we can share some recommendations on how to action them so that they’ll do the most good for the business. This section is split into two easy sections, one for immediate action and one for longer-term action.*

### Immediate Action

Consider questions like: Which business objectives will the insights serve best? What actions should they take to make the best use of the insights provided? Are these insights time-sensitive? (if so then they should be included in this section. Is this recommendation feasible given the knowledge we have about their organisation?

### Longer-term Action

This section is for the insights that aren't as time-sensitive, or those that have relevance beyond the immediate future. When filling out your recommendations for this section, consider questions like: Do they have the facilities to action these insights in the right way, or should this action be in the longer-term plan to action later on when those facilities are in place?

## Tips for Insight Activation (Optional)

*This section is optional following the recommendations you’ve made and depending on your knowledge of insight activation techniques. However, it would be advised to fill it out to provide some extra support for your clients post-research.*

Based on the knowledge about the stakeholders and firm, you could take this one step further and provide some tips on how to share the relevant insights in a way that capture their attention. For example, if they are pushed for time and have the facilities, animated video might be the best way to spread the insights around and make sure they get acted on. Or if they don’t have the facilities for video, an infographic can do the job just as well.