

## ***What is a Report?***

In academia there is some overlap between reports and essays, and the two words are sometimes used interchangeably, but reports are more likely to be needed for business, scientific and technical subjects, and in the workplace.

Really, when people talk about “reports,” they’re usually referring to official documents outlining the facts of a topic, typically written by an expert on the subject or someone assigned to investigate it. There are different types of reports, explained in the next section, but they mostly fit this description.

***What kind of information is shared in reports? Although all facts are welcome, reports, in particular, tend to feature these types of content:***

- Details of an event or situation
- The consequences or ongoing effect of an event or situation
- Evaluation of statistical data or analytics
- Interpretations from the information in the report
- Predictions or recommendations based on the information in the report

Reports are closely related to essay writing, although there are some clear distinctions. While both rely on facts, essays include the personal opinions and arguments of the authors. Whereas reports typically stick only to the facts.

Moreover, reports are heavily organized, commonly with tables of contents and copious headings and subheadings. This makes it easier for readers to scan reports for the information they’re looking for. Essays, on the other hand, are meant to be read from start to finish, not browsed for specific insights.

## ***Structure of a Report***

- **Title:** A clear and concise report title.
- **Table of Contents:** A page dedicated to the contents of your report.
- **Summary:** An overview of your entire report — you’ll need to wait until you’ve completed the full report to write this section.
- **Introduction:** Introduce your report topic and what readers will find throughout the pages.
- **Body:** The longest section of your report — compile all of your information and use data visualization to help present it.
- **Conclusion:** Different from the summary, this concludes the report body and summarizes all of your findings.
- **Recommendations:** A set of recommended goals or steps to complete with the information provided in this report.
- **Appendices:** A list of your sources used to compile the information in your report.

## ***What is a Sales Report?***

A **sales report** (also known as a sales analysis report) is a document outlining your sales activity and the impact of that activity over a specific period of time. The details can vary, but typically include metrics about leads, new accounts won, revenue generated, and overall sales performance.

Sales reports are usually created by team leaders or sales managers, and are formatted to effectively communicate important data to specific teams or leaders, even to your investors. You can design your sales report as a multi-page document, an Excel document, a graph, or even a graphic presentation.

## ***What is a Feasibility Report?***

A **feasibility report** is a paper that examines a proposed solution and evaluates whether it is possible, given certain constraints. These constraints could be anything: financial, social, practical, environmental, technical, legal, or any number of other things that could make it impossible or impractical for a solution to be implemented.

In other words, A feasibility report is a document that assesses potential solutions to the business problem or opportunity and determines which of these are viable for further analysis.

For example, in moving the company's manufacturing, the CEO hopes to save money for the company. But is it a good idea? The move could cost the company lots of money, cutting into the savings of the new location. In addition, there are environmental concerns: they might be displacing wildlife. There's also the question of tax breaks, which could change based on the location.

***Note: Both Sales and Feasibility reports can be drafted using the method outlined in “Structure of a Report”***