**Two-Week Plan**

**Week 1: Research, Data Collection, and Initial Analysis**

* **Day 1-2:** Define the scope and objective of the report. Identify the key handwork crafts to focus on (e.g., quilting, weaving, ceramics). Determine the audience and purpose of the business report.
* **Day 3-4:** Research and identify credible data sources that provide insights into handwork craft trends in Australia (e.g., Google Trends, social media analytics, Etsy, Australian craft organizations).
* **Day 5-6:** Collect data from identified sources and begin data cleaning, preprocessing, and organizing for analysis.
* **Day 7:** Import data into Power BI or Tableau and create initial visualizations to explore the trends and patterns.

**Week 2: In-depth Analysis, Report Writing, and Presentation**

* **Day 8-9:** Perform in-depth analysis of the data to identify trends, patterns, and insights (e.g., growth rates, regional popularity, demographic insights).
* **Day 10:** Create a structured report outline, including an executive summary, introduction, methodology, findings, and conclusion.
* **Day 11:** Develop detailed visualizations in Power BI or Tableau to support the report's findings.
* **Day 12:** Write the first draft of the business report, incorporating visualizations and data insights.
* **Day 13:** Review and refine the report for clarity, coherence, and impact. Add any additional data or insights as needed.
* **Day 14:** Finalize the report and prepare a presentation or executive summary for stakeholders. Ensure the report is visually appealing and easy to understand.