

Take-Home Assignment: Data Storytelling Workshop

Instructions

You practiced transforming descriptive slides into slides with **Takeaway Titles** during the workshop. Now it's time to demonstrate this skill on your own.

Your Task

1. **Choose ONE** of the two "bad" slides below (Option A or Option B)
2. **Analyze the data** to find the key insight
3. **Create a new slide** with:
 - A Takeaway Title (not descriptive)
 - A visualization that supports your insight
 - A clear recommendation

What to Submit

- Your transformed slide (Google Slides, PowerPoint, or PDF)
- The slide must have a **Takeaway Title**

Evaluation Criterion

You will be evaluated on **one thing only**:

<i>Does your slide have a Takeaway Title?</i>	
Descriptive Title (FAIL)	Takeaway Title (PASS)

"Website Traffic by Source"	"Organic Search Drives 59% of Conversions— Double Down on SEO"
"Q3 Employee Survey Data"	"Sales Department Turnover Crisis—Satisfaction Scores Demand Action"

Remember: A Takeaway Title tells the viewer what to conclude and what to do. A descriptive title just labels the data.

Option A: Website Traffic Slide

Original Title (Bad)

"Website Traffic by Source"

The Data

Source	Sessions	Bounce Rate	Avg. Duration	Conversions
Organic Search	45,000	35%	3:20	890
Direct	22,000	42%	2:45	340
Social	18,000	65%	1:15	95
Referral	8,000	38%	3:05	180

Total Sessions: 93,000

Total Conversions: 1,505

Your Task

Analyze this data, find the key insight, and transform this into a slide with a Takeaway Title.

Hints (don't read until you've tried):

- Which source delivers the most value (conversions)?
- Which source has concerning engagement metrics?
- What should the marketing team do differently?

Option B: Employee Satisfaction Slide

Original Title (Bad)

"Q3 Employee Survey Data"

The Data

Department	Satisfaction Score	Response Rate	Turnover Rate
Engineering	4.2/5.0	89%	8%
Sales	3.1/5.0	72%	24%
Marketing	4.0/5.0	85%	10%
Operations	3.4/5.0	68%	18%

Company Average Satisfaction: 3.7/5.0

Company Average Turnover: 15%

Your Task

Analyze this data, find the key insight, and transform this into a slide with a Takeaway Title.

Hints (don't read until you've tried):

- Which department has the biggest problem?
 - Is there a relationship between satisfaction and turnover?
 - What should HR prioritize?
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How to Submit

Format

Submit as a **single-page PDF**. Here's how to export:

Google Slides: File → Download → PDF Document (.pdf)

PowerPoint: File → Export → Create PDF/XPS (Windows) or File → Save As → PDF (Mac)

Keynote: File → Export To → PDF

What We're Looking For

- **Title:** Takeaway Title, not descriptive
 - **Visualization:** Supports the insight (not just displays all data)
 - **Recommendation:** Clear "so what?" action
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Tips

1. **Start with the insight, not the chart.** What's the most important thing here? What should someone do about it?
2. **Write your title first.** If someone only reads your title, will they know what to do? Keep it to one line.
3. **Try AI for title ideas.** Prompt: "I have a slide about [topic]. The key insight is [your finding]. Help me write a Takeaway Title."
4. **Cut the clutter.** Only show data that supports your insight.

Good Titles

- "Email Marketing Delivers 47% of Conversions on 25% of Budget—Reallocate Now"
- "Customer Service Scores Dropped 15 Points—Immediate Training Required"
- "Mobile Users Convert 3x Higher—Prioritize Mobile Experience"

Bad Titles

- "Marketing Channel Performance"
- "Customer Survey Results"
- "Q3 Revenue Overview"

Workshop based on "Storytelling with Data" principles by Cole Nussbaumer Knafl