

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 with a **callout** highlighting your key insight
 - No fancy charts required—screenshot the data table and add a callout

What to Submit

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

Evaluation Criteria

You will be evaluated on **two things**:

1. **Does your slide have a Takeaway Title?**
2. **Does your slide have a callout highlighting the key insight?**

Descriptive Title (FAIL)	Takeaway Title (PASS)
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"Q4 Marketing Channel Performance"	"Email marketing delivers 9x more conversions per dollar than display ads"
"Customer Survey Results"	"Customer service scores dropped 15 points since Q2"

Remember: A Takeaway Title tells the viewer what to conclude. A callout draws their eye to the evidence.

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.

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.

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
 - **Callout:** Highlights the key data point (circle, arrow, color, or annotation)
 - **Visualization:** Screenshot of the data table is fine—no chart required
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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.
5. **Screenshot the data table as your visualization.** You don't need to create a fancy chart—a screenshot of the table works fine. Add callouts to highlight your key insight:
 - Circle or highlight the most important numbers

- Add an arrow pointing to the key data point
- Bold or color the critical row/column
- Add a text box with a brief annotation (e.g., "Lowest cost!")

Good Titles

- "Email marketing delivers 47% of conversions on just 25% of budget"
- "Customer service scores dropped 15 points since Q2"
- "Mobile users convert 3x higher than desktop"

Bad Titles

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