

# Take-Home Assignment: Data Storytelling Workshop

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## 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**:

***Does your slide have a Takeaway Title?***

<b>Descriptive Title (FAIL)</b>	<b>Takeaway Title (PASS)</b>
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"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.

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## Option A: Website Traffic Slide

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### 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?
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## 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

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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

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- "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

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- "Marketing Channel Performance"
  - "Customer Survey Results"
  - "Q3 Revenue Overview"
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*Workshop based on "Storytelling with Data" principles by Cole Nussbaumer Knaflic*