

# Take-Home Assignment: Data Storytelling Workshop

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## Instructions

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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?*

|                                     |                              |
|-------------------------------------|------------------------------|
| <b>Descriptive Title<br/>(FAIL)</b> | <b>Takeaway Title (PASS)</b> |
|-------------------------------------|------------------------------|

|                             |  |
|-----------------------------|--|
| "Website Traffic by Source" | "Organic Search Drives 59% of Our Conversions"             |
| "Q3 Employee Survey Data"   | "Sales Department Has 3x Higher Turnover Than Engineering" |

**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.

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**Option B: Employee Satisfaction Slide**

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**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.

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# How to Submit

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## 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., "3x higher!")

## Good Titles

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- "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

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