

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)

"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

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"