Since a lot of people asked for some tips and guidelines while making a standard report, here’s a compilation of some of the most important things you need to keep in mind!

1. Try to keep the text **minimal** in the presentations (at least the person going through it must not feel that the deck is full of text)
2. Follow the same Fonts, Font colours, **formatting**, line spacing and margins
3. Use selective **bolding** to make sure the person going through is able to understand the gist of the presentation by just looking at a few words! (like this doc is!; but don’t overdo it, since it will look clumsy otherwise)
4. Use **Graphs** and Infographics to illustrate any trend in the numbers: This ensures that the presentations don’t look dull as well!
   1. Avoid using Pie charts as much as possible, and instead try replacing it with Stacked Bar charts
5. Choose a **color template** and stick with it. Avoid having more than 2-3 colours in the presentations- This really helps in keeping the presentation professional
   1. If you are adding charts or images, please ensure that it’s inline with the color theme of the presentation, otherwise it will seem grossly out of place
6. Have a **flow** in the slide structure, and make sure the order of information has a natural flow to it
7. As much as possible try to have a convincing **storyline**.
8. If you have any information in the deck, make sure it’s followed by **“SO WHAT?”**
   1. The entire reason behind making a presentation is to ensure that the information gets across to the other person; So, instead of just adding information in the slides, make sure you add the value derived out of it as well.
9. Try **customizing** your slide templates to the particular problem in hand. If you are dealing with anything related to nature, follow a green colored theme and have a picture or two relevant to the topic

Follow all the above steps, and the slide decks you will be able to notice a change (in the positive way of course!) by adhering to these rules.

There are a lot of Open-sourced reports published by Consulting Firms like EY, Deloitte, KPMG, PWC, McKinsey, Bain, BCG and even smaller firms like Redseer which can help you gain insights into the way they arrange and present data in a convincing manner