Business Analyst Report Template

# Title:

Insert descriptive title: e.g., Q2 Sales Performance Analysis | Process Improvement Report | Market Opportunity Assessment

# Prepared by:

Your Name, Title  
Date

# 1. Executive Summary:

Provide a concise, high-level overview of the key findings, conclusions, and recommendations. Keep it to 1-2 paragraphs for leadership consumption.

# 2. Objectives & Scope:

- Objective: What is the purpose of this report?  
- Scope: What areas, processes, markets, or data are included? Any limitations or exclusions?

# 3. Key Findings:

Summarize key data points, patterns, or insights uncovered during analysis.  
  
Examples:  
- Revenue growth/decline trends.  
- Process inefficiencies or gaps.  
- Customer behavior shifts.  
- Market size, competition, or regulatory conditions.

# 4. Detailed Analysis:

Break down your analysis in more detail using charts, tables, or bullet points.  
- Segment by customer type, product line, or geography.  
- Include process maps, data dashboards, or models.  
- Use clear headers for each section (e.g., Sales Trends, Churn Analysis, Process Bottlenecks).

# 5. Insights & Interpretation:

Translate the data into insights.  
- What does the data suggest?  
- Why are these patterns occurring?  
- What are the business implications?

# 6. Recommendations:

Recommendation | Expected Impact | Priority  
---|---|---  
Automate approval workflows | Reduce cycle time by 20%, save $50K | High  
Reallocate ad budget to LinkedIn | Increase enterprise leads by 15% | Medium  
  
Include actionable, data-backed recommendations.  
You can also include a cost-benefit analysis or ROI estimate.

# 7. Risks & Considerations:

- Risk 1: e.g., Technology adoption challenges.  
- Risk 2: e.g., Regulatory delays.  
- Mitigation strategies.

# 8. Next Steps:

1. Executive review meeting.  
2. Pilot program or proof of concept.  
3. Ongoing monitoring plan.

# Appendix:

- Supporting data tables.  
- Charts/graphs.  
- Process flow diagrams.  
- Assumptions used in models.