
Research report

Subject

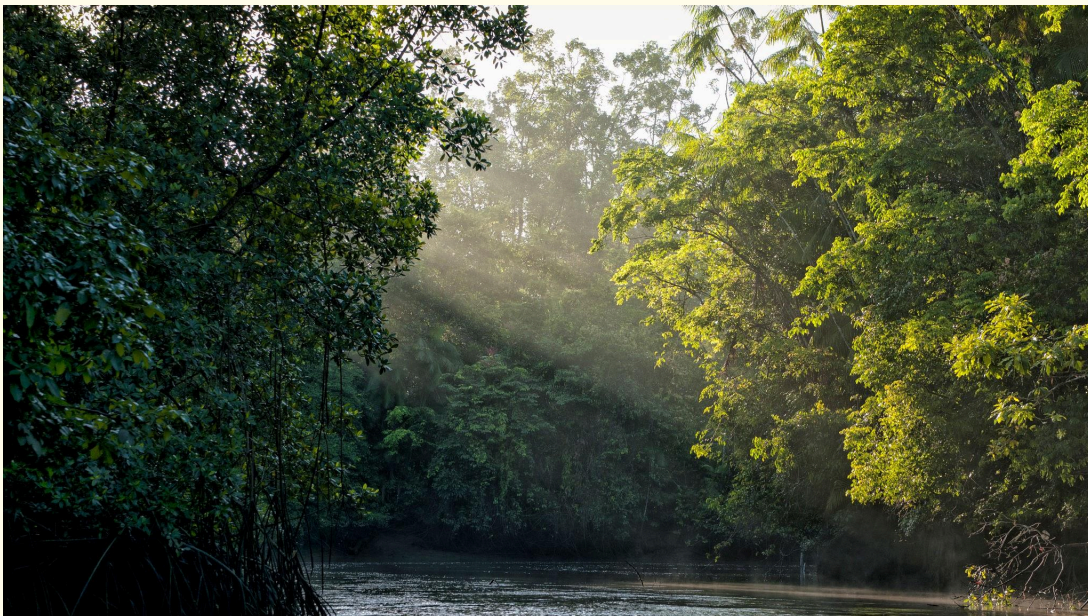
Completed on

 **Date**

Prepared by

 **Person**

Executive summary



Key insights

Briefly describe the most important insights from the research.

- Insight 01
- Insight 02

Conclusions

Describe the significance of these insights to your company or client.

- Conclusion 01
- Conclusion 02
- Conclusion 03

Recommendations

List the achievable steps your company or client can take, based on the conclusions above.

- Recommendation 01
- Recommendation 02

Introduction



Explain the context for the research report. Share a top-level perspective on the subject's previous status, how it may have changed over time, and its current state. Provide the purpose of the report and the extent of research conducted.

Highlight a key point or quote

Significance

Describe why the research is relevant and important, including specific ways it can help organizations or clients moving forward.

Highlight a key point or quote

Literature review



Summary and analysis

Summarize the research findings. Highlight any key points you'll expand on later.

Highlight a key point or quote

Areas of improvement

- Identify limitations or shortcomings in existing literature and knowledge
- If applicable, explain how this report improves on existing research

Highlight a key point or quote

Methodology



Description of approach

Explain the types of qualitative and quantitative research conducted. For example, surveys, focus groups, and case studies.

Highlight a key point or quote

Sample size and technique

- Summarize the research types mentioned, including the number of respondents or documents reviewed
- Include key details, such as demographics and regions a survey covered
- Describe techniques used, such as data analysis using statistical software

Highlight a key point or quote

Limitations and constraints

- Caveat potential research shortcomings
- For example, a small sample size might not be sufficient to represent all target audiences
- Another example could be limited access to proprietary data

Highlight a key point or quote

Findings



Key findings

Add bullet points for key findings, making sure to tie them to the purpose of the research. For example: “The research identified several effective strategies for mitigating wildfires, including annual brush clearance and power line maintenance.”

- Finding 01
- Finding 02
- Finding 03

Add any additional necessary details.

Highlight a key point or quote

Implications

- Explain the relevance of the key findings to this report
- Implications should be particularly significant to your client or company
- Try to limit this section to 3 or 4 concise bullets

- Implication 01
- Implication 02
- Implication 03

Insights and analysis



01

Describe a key takeaway in one sentence

- Add supporting research
- Add supporting research
- Add supporting research

02

Describe a key takeaway in one sentence

- Add supporting research
- Add supporting research
- Add supporting research

Describe a key takeaway in one sentence

- Add supporting research
 - Add supporting research
 - Add supporting research
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Summarize the findings, significance, and relevance.
Why are these insights important? How can these
insights help clients or companies succeed?”

”

Conclusion and recommendations



Use 3 to 5 paragraphs to establish the context and summarize highlights for the report. State why the topic is important and what it means for clients and companies like yours.

Recommendations

- Share actionable steps that can be taken to deliver the benefits indicated by the research
- Each should relate to a finding and include specific examples of actions that can be taken, if appropriate
- These can range from big-picture strategy to particular tactics, as long as they are supported by the research

Step 01

Describe step 01

Step 02

Describe step 02

Step 03

Describe step 03