Task 3 is targeted specifically at building my ability to recognize commercial, actionable insights from my analysis and displaying it in a clear and concise way for the client, with minimal jargon. At Quantium, the analyst graduates sometimes work as what they like to call "hybrids" (a mix of analyst and consultant duties) so developing the presentation skills early is a huge win!

As both technical tasks 1 and 2 were open ended in terms of insights, this model answer will focus on the layout and the order of your inclusions, including where to include graphs, taglines, written insights and recommendations.

As part of Quantium's retail analytics team, I have been conducting a range of analysis on transaction and purchase behavior data to provide key recommendations to the client, the Category Manager of chips, who is putting together their strategic plan.

With the project coming to an end its time for me to send a report to Julia, based on the analytics from the previous tasks. I want to provide her with insights and recommendations that she can use when developing the strategic plan for the next half year.

As best practice at Quantium, we like to use the "Pyramid Principles" framework when putting together a report for our clients. If you are not already familiar with this framework, please let me know I will give a detailed information of this framework to you.

For this report, I need to include data visualizations, key callouts, insights as well as recommendations and/or next steps.

I will use PowerPoint (or similar) to create the report

One way to create your visualizations (graphs, charts etc) is to save the output files from task 1 & 2 and create generate the charts in Excel. You may find it helpful to create chart templates however that is not essential. We are looking for consistency here – if a series is blue in one chart it needs to remain blue throughout the presentation. Once you have created the charts in your Excel file, paste them into your PowerPoint in the order that suits best.

When you have finished creating your report, remember to save it as a PDF to submit in the next page. **Below, use the text input to write your cover email to the client you will send with the report.**

Keep in mind the key considerations for a presentation:

- Data literacy level of your audience

- Table of contents / agenda

- Problem statement / purpose

- Overview and context

- Content balance

- Layout and content display

- Summary / next step