

# *YOUR BRAND*

## Mid-Quarter Report [Q4]

Manhattan Division Project

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[ Date ]

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### Executive Summary

This is where you would sum up the key findings of your report.

Make sure you write this section of your report last after your entire analysis is done. Explain the main challenge or hypothesis that was the reason for writing this report in a sentence or two.

Then move on to the most important insights that came out of your analysis, sort of what you would highlight with a marker if you were to interpret the report as a reader.

It's a great place to include the most significant data points or statistics that support your final conclusion without going into too much detail. Keep it short, informative, and convincing.

## Introduction

Your introduction should describe the central issue your report is about.

For a project summary or a periodical report, you may list the key initiatives that you and your client focused on.

For an industry report, you may list the market trends or industry players you'll examine in your analysis and the reason for choosing them.

You can also explain why certain metrics were analyzed in your research and not others.

All in all, this is where you provide context for your readers about your core subject, explain the "why" behind it, and provide an angle through which they can understand your analysis better.

## Insight #1

Now is the time to get down to the details and explain each aspect of your core subject 1. Consulting frameworks or a simple SWOT analysis could come in handy here.

### SWOT Analysis

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"><li>• Better profit margins</li><li>• Improved customer experience</li></ul>	<ul style="list-style-type: none"><li>• High production costs</li><li>• High competition</li></ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"><li>• New emerging markets</li><li>• New outsourcing model</li></ul>	<ul style="list-style-type: none"><li>• Mismatch with current business model</li><li>• Unclear projection on turnover</li></ul>

## Insight #2

Drop in your best statistics and graphs here that best support your statements.

## Metrics & Analytics

<b>KPI</b>	<b>Target</b>	<b>Result</b>
Engagement	2.6%	2.3%
Reach	5.4 million	5.7 million
Comments	500	625
Influencer Mentions	10	12

### Insight #3

Give as much information about your key metrics, competitors, or business models here as you can for your client to consider.

### Key Findings #1

Now that you've explained everything to know about the subject, you can propose some solutions for the central issue.

### Key Findings #2

Be specific about why you think this could work for your client and how it would look like in practice<sup>2</sup>.

### Key Findings #3

Of course, don't forget to explore the potential risks of each solution as well and examine them from multiple angles.

### Conclusion

After you've explained your analysis and provided possible solutions, you can sum up your findings and give suggestions on the steps ahead.

Highlight the solution once again that you think would best benefit your client and set clear expectations on what it would entail to implement it.

## Appendix

<sup>1</sup> John Biel, The History Of Social Media, New York Times, 2021

<sup>2</sup> Carrie Smith, Is Freemium Really The Future?, Penguin Books, 2018