

Executive Summary

Introduction

Brief overview of the business report, its purpose, and key questions addressed.

Background & Objectives

Summary of the context or background leading to the report and main objectives to be achieved.

Key Findings

- Highlight the most significant findings or results.
- Present key data points or insights succinctly.
- Use bullet points for clarity if needed.

Analysis

Summarize the methodology, important trends, or meaningful data interpreted in the report.

Conclusions

Present the primary conclusions drawn based on the findings and analysis.

Recommendations

- List actionable recommendations for stakeholders.
- Align recommendations with findings and objectives.

Important Notes on Executive Summaries

- Keep the summary concise—usually one page or less.
- Focus only on the most important and relevant information.
- Write clearly for audiences who may not read the full report.
- Avoid jargon and excess detail; prioritize clarity.
- Executive summaries should stand alone and make sense without the main report.