Standardized Structure for Data Analytical Documents

1. Executive Summary

Brief overview of the document's purpose, main findings, and key recommendations. This section is concise and aimed at stakeholders who may not read the entire document.

2. Objective & Scope

Clear statement of the analytical problem/question, objectives, stakeholders, and the boundaries/limitations of the analysis.

3. Data Description

- **Data Sources:** List and describe primary data sources used.
- **Data Collection:** Explain how data was obtained or sampled.
- **Data Preprocessing:** Note cleaning steps, handling of missing data, and transformations made.

4. Methodology

Detailed description of analytical methods and models utilized. Rationalize why each method/model was chosen.

5. Analysis & Results

- **Exploratory Analysis:** Key trends, patterns, or insights discovered.
- **Statistical/Model Results:** Summarize significant statistical findings or model outputs.
- **Visualization:** Include references to charts, tables, or figures used to support findings.

6. Interpretation & Discussion

Interpret analytical results in the business or research context. Discuss implications, caveats, and limitations.

7. Recommendations & Next Steps

Actionable suggestions based on findings. Outline further analyses, data collection, or process improvements to consider.

8. Appendices

- Supplemental materials: code snippets, additional tables/figures, calculation details.
- References to external documentation or works cited.

Important Notes

- Maintain clarity and logical flow—each section should connect seamlessly.
- Documentation should enable reproducibility and transparency of analysis.
- Visuals (charts/tables) should be clearly labeled and referenced in the narrative.
- Always state assumptions, limitations, and potential sources of bias.
- Keep language accessible for both technical and non-technical audiences.

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