



Research Reporting: Formats

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Format

Depending on client budget, build time and turnaround time, reporting can be done in one of three formats. Starting with full scale research report to a charted report.

Full Research Report

Understanding the complexities of a shifting marketplace often requires more reporting and analysis to understand. Investigations into category dynamics and competitive positioning comparisons need more attention than top-line reports can offer. Winning brand strategies must be built on more than cursory level brand metrics; in-depth understanding is required from full reports to help brands grow and thrive in a competitive landscape.

A detailed report includes insights, key findings, recommendations. The end consumer of this report is more commonly middle level decision makers like product, brand managers etc. This format of reporting is the most detailed with significant impact on price. Due to the in-depth analysis required, turnaround time for such reports are defined in weeks (depending on the project requirements).

Topline Report

One tier down from full scale report, the top line report is a high-level summary (up to 20 pages) that provides a condensed account of the research undertaken.

The report offers little supporting detail, providing high level findings and recommendations for action. The report is specifically targeted for senior members of an organization or in cases where high level findings are needed to be disseminated quickly.

Top line reports generally do not exceed 20 slides and are put together in few days.

Report Highlights

Considered the entry level of the reporting spectrum is the charted report. This report involves charting of all questions on slides either graphically or tabular format (depending on question). This reporting format does not offer any insights, findings or recommendations. Data is graphed/tabulated in a deck and client/researcher is required to do the story boarding. Charted reports are a quick and less expensive alternative to detailed or topline reports, which helps trim down cost and time spent by analysts. Researchers/Analysts concentrate on the story/insights on decks which come prepopulated with data (graphically or tabular).

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(continued)

Full Report

Detailed Report

- Detailed analysis, includes insights, recommendations, appendices
- Good for middle level decision makers requiring thorough understanding of data

Topline Report

High level analysis

- High level summary including key recommendations with little to no supporting details
- Good for senior managers or on occasions with tight budgets

Charted Report

Data visualization

- No analysis or story boarding, all data in slides via graphically or tabulated format
- Fast turnaround, extremely cost competitive

	Full Research report	Topline Report	Charted Report
Cost	Expensive	Moderate	Lowest
Turnaround Time*	10-15 days	10 days	2-4 day
Insights	Yes	Yes	No
Ready for client delivery	Yes	Yes	No
# of slides restrictions	No	Up to 20 slides	No
Client Involvement	None	None	Adding Insights
Consumer	End client	End client	Researcher