

RESEARCH 101

Great research... but no clear report?



If people can't understand your findings, your research loses impact.

Today's Topic: Research Reports



01

What is a research report?

A research report is a document that explains:

- What you studied
- How you studied it
- What you found

It turns research into insights people can use.



02

What does a research report include?

- Introduction
- Objectives
- Methodology
- Findings
- Conclusion & recommendations
- Annexures

Simple structure = clear understanding



03

A weak report can create confusion

Even good research can lose value if:

- Findings are unclear
- Data is poorly explained
- Key insights are missing and not triangulated

Clear reporting builds trust.



04

What makes a good research report?

- Simple language
- Clear data presentation
- Honest findings
- Actionable recommendations
- Specific recommendations based on findings

Good reports help people make better decisions.

Before sharing your research, ask:

“Will people clearly understand my findings?”

Because research creates impact only when it's communicated well.

Follow **DevInsights** for more insights

