



Styles
Simplicity

[Skillful Brevity]

Upfront pricing doubled user sign up (24% → 74%) among 20-24 year olds

⑥ Conclusions
 → Synthesising data in conclusions
 → Reflection
 → Limitations

- Answer your question directly in 4-6 sentences.
- Tie points to evidence (what does it show? / how can it be used?) Practical relevance
- Quantify impact eg (↑ 10% it...)
- Originality/critical thinking how planning helped

⑤ Communicating

- Range of relevant graphics 3-4 purposeful visuals for the reader
- Source
- Coherent + consistent language (clear, #Brevity)
- Reflections
- standard citation style

So what?
 Explain

Analyse data don't describe it (trend, impact)

④ Applying

- Connect project/Findings to C.C.T.s
- Real world of business
- Show how perspective has shifted
- Conclusions at local/nat/int level 1-2 clear applications for business who should do what, when and with what KPIs/targets + why

③ Investigating

- wide range multiple perspectives
- appropriate sources
- justify choices why it was subtle/perspective added
- limitations → 1 → 2 Primary
4 → 6 Secondary
not a data collection
- competition

② Planning

- Ongoing project management
- Evaluates how plan helped
- Tasks, resources, timeline, risks
- Evidence reasoning for plan changes/impacts of it. planned & done to ...

① Question

Clear
 Probing

Relevant to [Local, National, International] C.C.T.s