



## High level statement

What have you learned? Provide enough description to immediately signal whether it is relevant to the reader.

## Further context

- Who?
- Where?
- How?
- When?
- Why?

## Evidence

What quantitative or qualitative evidence is there to support that the insight is based on fact, not opinion?

## Recommendations

What opportunities does this insight represent? What are the recommended actions based on the insight?

Consider the 'Know what, so what, now what' for this insight.

## Tags

Ensure your insight is discoverable by categorising the data with tags.