



PROMPT WO-048

Write Data Insights

Purpose

Use this prompt to transform data analysis into clear, meaningful business insights. It helps explain what the numbers mean, why they matter, and what actions should be taken, making reports easier for stakeholders to understand and act upon.

DIFFICULTY **Intermediate****TIME SAVED** **20–45 min****BEST FOR****Business Insights**

Best AI Tools

- ChatGPT
- Claude
- Microsoft Copilot
- Google Gemini



Copy & Paste Prompt

You are an experienced Business Intelligence Analyst.

Review the data below and produce professional business insights.

Business Area:

[Sales, Finance, HR, Operations, Marketing, etc.]

Purpose of the Analysis:

[Explain why the data is being reviewed]

Dataset Summary:

[Paste the data or describe it]

Key Metrics:

[List the KPIs]

Audience:



[Managers, Directors, Executives, Clients, etc.]

Report Length:

[Short summary, one page, detailed report]

Tone:

Professional, objective and easy to understand.

Please:

- Analyse the data and identify the most important findings.
- Explain what the results mean in plain business language.
- Highlight positive trends and areas of concern.
- Identify any unusual patterns or anomalies.
- Recommend practical actions based on the findings.
- Prioritise recommendations by potential business impact.
- Finish with a concise executive summary suitable for senior decision-makers.

Return only the completed insights report.



Example

INPUT

Business Area: Customer Services

Purpose: Review monthly service performance.

Key Metrics:

- Customer Satisfaction
- Average Response Time
- First Contact Resolution
- Complaints Received

EXPECTED OUTPUT

Customer Service Performance Insights

Executive Summary

Customer service performance remained strong during the reporting period, with customer satisfaction increasing by 4%. However, response times increased slightly due to higher enquiry volumes.

Key Insights

Customer Satisfaction



Customer satisfaction improved from 91% to 95%, indicating that recent training initiatives are having a positive impact.

Response Time

Average response time increased by 12%, suggesting additional resource planning may be required during peak periods.

First Contact Resolution

Resolution at first contact improved to 88%, reducing repeat customer enquiries and improving overall efficiency.

Complaints

Customer complaints reduced by 15%, reflecting improvements in service quality and communication.

Opportunities

- Continue investing in adviser training.
- Review staffing levels during busy periods.
- Expand successful coaching programmes.
- Monitor response times weekly.

Priority Actions — see table below

PRIORITY	RECOMMENDATION	EXPECTED BENEFIT
High	Increase staffing during peak periods	Faster response times
Medium	Continue coaching programme	Higher customer satisfaction
Low	Review reporting frequency	Better performance monitoring

OVERALL CONCLUSION

The business is moving in a positive direction. Continued investment in employee development and workload planning is likely to improve both customer experience and operational efficiency over the coming months.

 **Builder's Tip:** *Data becomes valuable when it drives action. Instead of simply reporting figures, explain what they mean, why they matter, and what should happen next. Decision-makers remember insights—not spreadsheets.*

Related Prompts

- WO-041 – Analyse Spreadsheet Data
- WO-044 – Design a Professional Dashboard
- WO-046 – Create Charts and Graphs
- WO-047 – Forecast Trends



 Tags

**BUSINESS
INSIGHTS**

**DATA
ANALYSIS**

REPORTING

KPIS

**BUSINESS
INTEL**