

## Research & Analysis / Trend Analysis

Turn statistical trend lines into a compelling story with inflection points, drivers, and implications.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Executive Presentations, Board Decks, Annual Reports

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Why This Prompt Exists

A line chart shows what happened. A narrative explains why it matters — and most data presentations stop at the chart.

You get:

- executive presentations full of charts with no story
- stakeholders missing the main insight because it's not stated in words
- the same data being reinterpreted differently by different people
- no clear call to action from trend analysis
- board decks that confuse instead of persuade

But great trend narratives have structure:

- opening: what changed and when
- magnitude: how big is the change (in business terms)
- drivers: what caused it (segments, channels, products)
- implications: what this means for the business
- action: what to do next

Without narrative, data doesn't drive decisions.

This prompt turns trend data into a presentation-ready story.

## The Prompt

Assume the role of a data storyteller who turns trends into narratives.

Your task is to write a compelling trend narrative suitable for executives.

Generate:

1. THE HEADLINE (one sentence)
  - What happened, direction, magnitude, time period
2. THE STORY (3-5 paragraphs)
  - Opening: The change (what, when, how much)
  - Body: The drivers (segments, channels, products driving the change)
    - Turning point: If trend reversed, what changed
    - Outlook: Will this continue?
3. KEY STATISTICS TO HIGHLIGHT
  - Most striking numbers from the trend
4. BUSINESS IMPLICATIONS
  - What this means for revenue/costs/risk/customers
  - Which teams are most affected

## 5. RECOMMENDED ACTIONS

- What to do now (capitalize or mitigate)
- What to monitor next
- What to investigate further

### INPUTS:

Trend data (chart or table):

[PASTE OR DESCRIBE THE TREND – direction, magnitude, timing]

Metric name and business impact:

[E.G., "Customer acquisition cost – directly impacts marketing ROI"]

Known drivers (if any):

[E.G., "Increased Facebook CPMs, new competitor entering market"]

Audience:

[BOARD / EXECUTIVE TEAM / DEPARTMENT HEADS]

Time available for presentation:

[E.G., "5 minutes" or "30 minutes"]

### RULES:

- Lead with the conclusion, not the methodology
- Use business language, not statistical jargon
- Quantify everything ("increased 23%" not "increased significantly")
- One narrative per key trend – don't combine unrelated stories
- End with a clear "so what" and "now what"

## How To Use It

- Write the narrative before designing slides — the slides should illustrate the story, not replace it.
- Lead with the headline — if the audience remembers one thing, this is it.
- Quantify everything — vague statements (“grew significantly”) undermine credibility.
- End with actions — a trend narrative without a call to action is just entertainment.
- Practice telling the narrative out loud — if you can’t say it naturally, rewrite it.

## Example Input

### **Trend data:**

“Mobile app daily active users (DAU): Jan: 50k, Feb: 52k, Mar: 55k, Apr: 58k, May: 62k, Jun: 65k, Jul: 63k, Aug: 60k, Sep: 55k, Oct: 48k, Nov: 42k, Dec: 38k”

### **Metric name and business impact:**

“DAU — primary engagement metric, correlates with retention and revenue”

### **Known drivers (if any):**

“New feature launched in March (positive). Bug introduced in July (negative). Competitor launched in September (negative).”

### **Audience:**

Executive team

### **Time available for presentation:**

“5 minutes”

## Why It Works

Most data presentations drown audiences in charts and leave them to draw their own conclusions — which they often draw wrong.

This framework improves outcomes by forcing:

- headline first (conclusion upfront)
- structured story (opening, body, turning point, outlook)
- key statistics (what to remember)
- business implications (why this matters)
- recommended actions (what to do now)

Great trend narratives don't just present data — they persuade and drive action.

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