



NEXUS LOGISTICS SOLUTIONS
DELIVERING EXCELLENCE

To: Strategic Analytics Initiative Teams

From: Nexus Logistics Solutions, Employee Development Program

Date: October 29, 2024

Subject: Business Objective for Analysis of Training Effectiveness in Skills and Competencies Development Program

Thank you for the valuable work you've done over the past two months analyzing our Employee Development Program (EDP) data. Your analysis has revealed insightful patterns in course popularity across locations and highlighted interesting trends in test scores and post-course improvements by course and region.

After reviewing your findings, we would like to to deepen our understanding of the personal motivations and preferences that attract our employees to participate in EDP training. To this end, we recently surveyed 600 team members across North America who have completed at least one EDP course. The survey questions and responses are attached for your reference.

In this next phase, we'd like you to analyze these survey responses to identify the main themes in employee feedback and to group employees based on similarities across these themes. This will help us understand common attitudes and motivations within our workforce, providing a clearer view of what drives engagement with the EDP.

Insights into these employee groups and what motivates them would be extremely valuable as we prepare a targeted campaign to boost EDP engagement. Additionally, if you observe variations in the composition of these groups within different locations, we'd love to see how this aligns with the diversity insights from your previous analysis.

For this phase, we'd like the results summarized in a single-page infographic or dashboard. This should include a clear visualization and/or description of the main themes that emerged from the survey, along with the employee segments identified based on these themes. Additionally, please incorporate any relevant location-specific insights. This format will allow us to see all key findings at a glance, supporting the development of our targeted campaign materials.

Thank you for your continued dedication to this project! Please let us know if there's anything else we can provide to support your work.