

Case 1: Nexus Logistics Solutions — Case Overview

Case Summary:

Nexus Logistics Solutions is launching its Strategic Analytics Initiative with a project centered on the Skill and Competencies Development Program. The project aims to leverage historical course enrollment data to gain insights into program utilization. Your task is to analyze enrollment variations across different locations and courses, summarizing key patterns and trends in employee participation.

Materials:

Asynch materials for Week 2

- Recorded video introduction presentation from client
- Slide deck from client
- Data files and data dictionary

Deliverables: due Tuesday, September 24 @ 11:59 PM ET

“Leave-behind” slide deck uploaded on Blackboard

- Please follow the instructions on Blackboard for uploading your work

You will be submitting your slide deck to the client for their review. As is sometimes the case with analytics projects, you will not be presenting the slides to the client in person. In these circumstances, your slide deck will have more written explanations and, at times, more words on the slide than we typically put in a slide deck which we will be delivering as a presentation. Consider how to use the space in your main slides to highlight your key points and communicate them with clarity, and how to use the appendix to your advantage for more detailed analytics results.

Your slide deck should include:

- **Title slide:** team members, title of presentation, date, etc.
- **Main presentation:** Main presentation slides should contain your analysis, visualizations, and key findings in response to the client's objectives. 5 to 8 slides is a guideline (not a fixed requirement) for your main presentation.
- **Appendix Slides (Optional):** If included, use Appendix slides to present technical details or supplementary information about the analysis shown in the main slides. These can be referenced by the client for further clarification or deeper understanding of your methodology.

Learning Objectives and Assessment

Case 1 Learning Objectives:

- Analytics Concepts and Skills:
 - Analytics design concepts
 - Identify project objective and analytics orientation for given business scenario
 - Use FACT to frame and communicate analytics proposals, methods and results
 - Perform data wrangling and data transformation to derive metrics for given project objectives
 - Use descriptive statistics and relevant statistical testing techniques for given business scenario
- Experiential Concepts and Skills:
 - Translate the client's business need into a data and analytics plan
 - Work with data from a client's organization
 - Communicate with business stakeholders
 - Interpret and refine the project objective/business need
 - Understand and communicate the potential value that analytics can provide the client

Gen AI Policy

- You may use ChatGPT or other AI tools to help you draft your slide deck or cover letter.
- On one slide in the Appendix of your slide deck, please briefly describe if you used Gen AI for any of your work (drafting language, brainstorming ideas, writing Python code, etc.). A few (1 to 4) bullet points is sufficient.

Grading

- Your work will be graded according to the rubric below (also posted within the assignment)

	Needs Improvement	Partially Meets Expectations	Meets Expectations	Exceeds Expectations
Framing (40 points)	16	24	32	40
Analysis tied to business objectives	Missing multiple business needs 4	Missing one key business need 6	Completed All business needs 8	Exceeded business needs 10
Content related to business needs	Incorrect understanding of nature of business and business needs 4	Overgeneralized or inappropriate assumptions 6	A few minor irrelevant points or assumptions 8	All content accurate and relevant to business objective 10
Focus on managerial insight	Information content good, but insight is lacking 4	One or two nice insights, but could be developed further 6	Solid managerial insights 8	Well-developed managerial insights main focus 10
Insight links across analyses	Provide no meaningful linkage across analyses 4	Presentation does some but not enough linking across slides 6	Presentation effectively links across analyses 8	Presentation tells clear, comprehensive story start to finish 10
Analysis (40 points)	16	24	32	40
Appropriate use & correct calculation of statistics	Statistics missing from analysis. 8	Missing key statistics to support analysis. Many incorrect calculations or applications of techniques. 12	Good use of statistics. A few minor errors or omissions. 16	Statistical tools used appropriately and correctly throughout analysis 20
Data Transformation	Minimal transformation of data. Did analysis based on rows/columns given 8	Some transformation of data beyond data set provided, but not enough to address all business questions. 12	Good transformation of data. Metrics created to address all business questions. 16	Excellent, creative transformation of data 20
Communication (20 points)	8	12	16	20
Communication - Presentation Skills: Clarity in slide deck; content and style appropriate for business communication	2	3	4	5
Communication - Audience Focus: Audience preparation, Appropriate complexity and technical detail for audience; Concise wording	2	3	4	5
Communication - Visuals: Design of visualizations; Use of slide titles, chart and graph labels and captions; Use of space/clutter	2	3	4	5
Communication - Organization: Highlight and conclusion slides; One idea per slide; Slides flow in logical sequence; Effective transitions	2	3	4	5
TOTAL	40	60	80	100

