

Workshop 6: Week of September 30

Case 1 Debrief → Case 2 Work

There is no required response for Workshop 6. The time is set aside for your team to discuss your Case 1 feedback and your work on Case 2.

Discussion Points for Case 1 debrief:

- Your workshop leader will facilitate a discussion on your Case 1 score rubric and feedback.
- You are also welcome to come to office hours or schedule an appointment with Professor Mohr to discuss your grade on any case or ideas to improve for the next assignment.

Case 2 Summary

Nexus Logistics Solutions is continuing its Strategic Analytics Initiative with a project focused on analyzing the effectiveness of its Skills and Competencies Development Program. This project will leverage employee assessment data from training courses to gain insights into skill levels and improvements. Your task is to analyze employee skill level and performance patterns and trends, evaluate the impact of course sequence on employee performance, and compare the effectiveness of in-person versus virtual training formats.

Case 2 Rubric

	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	8	12	16	20
	Statistics missing from analysis.	Missing key statistics to support analysis. Many incorrect calculations or applications of techniques.	Good use of statistics. A few minor errors or omissions.	Statistical tools used appropriately and correctly throughout analysis
Data Transformation	8	12	16	20
	Minimal transformation of data. Did analysis based on rows/columns given	Some transformation of data beyond data set provided, but not enough to address all business questions.	Good transformation of data. Metrics created to address all business questions.	Excellent, creative transformation of data
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