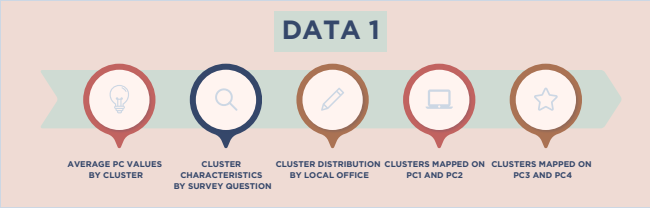# NEXUS LOGISTICS - EMPLOYEE ENGAGEMENT AND DEVELOPMENT INSIGHTS

Analyzing survey responses from employees across North American offices to understand key factors in motivation, engagement, and skill development

DATA 1

- AVERAGE PC VALUES BY CLUSTER
- CLUSTER CHARACTERISTICS BY SURVEY QUESTION
- CLUSTER DISTRIBUTION BY LOCAL OFFICE
- CLUSTERS MAPPED ON PC1 AND PC2
- CLUSTERS MAPPED ON PC3 AND PC4

Current Role Loyalists:
- High skill and engagement but low satisfaction—
- Introduce new challenges to boost interest.

Personal Growth Seekers:
- Moderate skill and low engagement with high satisfaction
- Support with steady growth paths to maintain satisfaction.

Practical Performers:
- Balanced skill and engagement, moderate satisfaction
- Stable group, keep engaged with occasional new tasks.
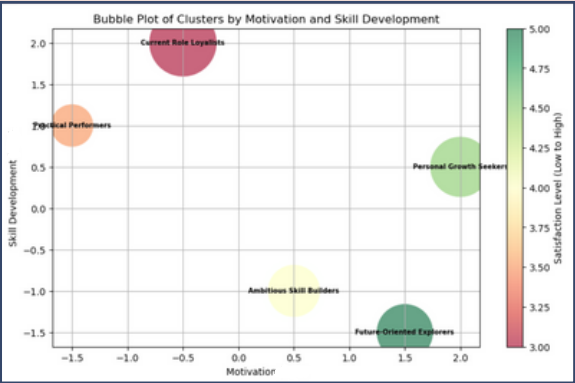
Ambitious Skill Builders:
- Low skill and engagement, moderate satisfaction
- provide targeted skill-building programs to increase engagement.

Future-Oriented Explorers:
- Moderate skill, low engagement, high satisfaction
- Retain by involving them in long-term, strategic projects.

Bubble Plot of Clusters by Skill Development and Engagement
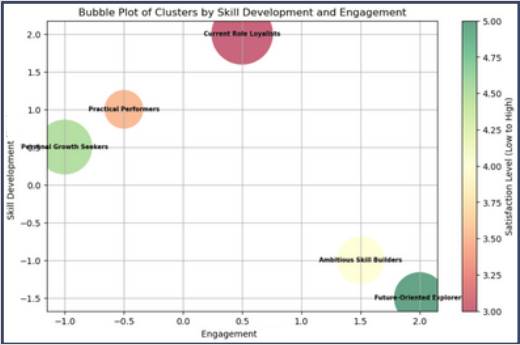
CLUSTER BASED ON SKILL DEVELOPMENT AND ENGAGEMENT

Bubble Plot of Clusters by Motivation and Skill Development

CLUSTER BASED ON MOTIVATION AND SKILL DEVELOPMENT

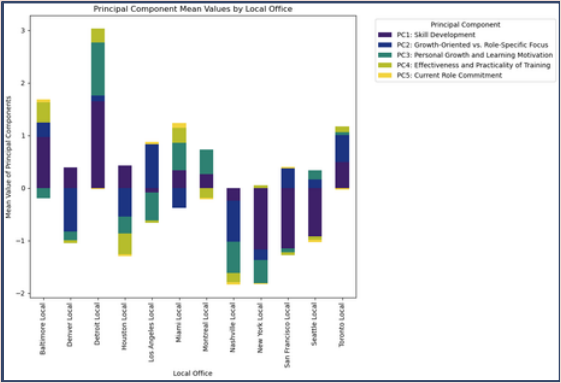**Ambitious Skill Builders:**
- Lower motivation but strong skill-building focus.
- Provide targeted development programs to boost motivation.

Future-Oriented Explorers:
- Moderate motivation and high satisfaction.
- Engage them in strategic, long-term projects.
- Practical Performers:
- Low in both motivation and skill development.
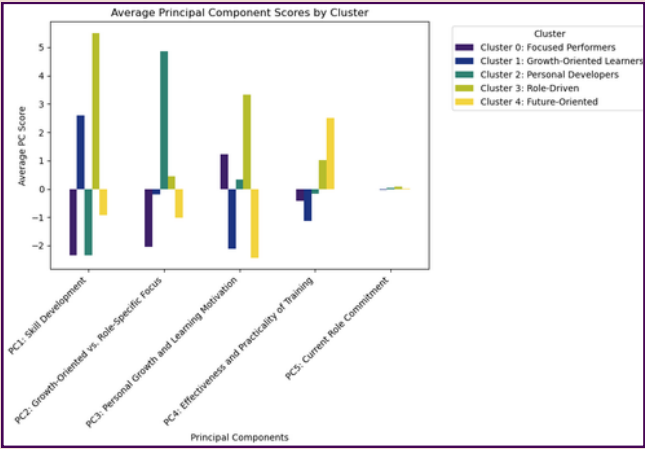- Maintain stable roles, with occasional new tasks to boost engagement slightly.

Current Role Loyalists:
- Low motivation but high skill development.
- Large, red bubble suggests dissatisfaction—consider new engagement or growth opportunities.

Personal Growth Seekers:
- High motivation and skill development, with high satisfaction (green).
- Keep offering career growth paths to maintain engagement.

- **Baltimore** and **New York** have a high concentration of Skill Development enthusiasts.
- **Los Angeles** shows a strong presence of Ambitious Skill Builders (growth oriented vs role specific employees).
- **Detroit** exceptional interest in effectiveness of training.

Recommendation:
- **Skill Development Focus: Baltimore** and **Los Angeles** prioritize Skill Development (PC1), emphasizing job-specific training.
- **Stability Over Growth**: **Houston** and **Toronto** focus on Current Role Commitment (PC5) and Training Effectiveness (PC4), favoring stability and role-specific skills.
- **Growth and Learning Motivation**: **Denver** and **Miami** emphasize Growth Orientation (PC2) and Personal Development (PC3), indicating a preference for career advancement and broader learning.

Principal Component Mean Values by Local Office

CLUSTER DISTRIBUTION BY LOCAL OFFICE

AVERAGE PC VALUES BY CLUSTER


Average Principal Component Scores by Cluster

- **PC1 (Skill Development):** Focuses on enhancing skills directly related to job performance.
- **PC2 (Growth-Oriented vs. Role-Specific Focus)**: Balances between career growth opportunities and role-specific training.
- **PC3 (Personal Growth and Learning Motivation):** Emphasizes a motivation for personal development and broader learning.
- **PC4 (Effectiveness and Practicality of Training):** Assesses the practicality and immediate effectiveness of training.
- **PC5 (Current Role Commitment)**: Reflects a commitment to stability and long-term engagement in the current role.

- **Skill Development Dominance:** Cluster 0 (Focused Performers) and Cluster 1 (Growth-Oriented Learners) emphasize Skill Development (PC1), with Cluster 1 showing a more moderate focus across other PCs.
- **Future-Oriented Learning:** Cluster 4 (Future-Oriented) scores highest in Growth-Oriented Focus (PC2) and Current Role Commitment (PC5), indicating both career advancement aspirations and long-term engagement.
- **Personal Growth Priority:** Cluster 2 (Personal Developers) stands out with high scores in Personal Growth and Learning Motivation (PC3), highlighting a strong preference for self-improvement beyond immediate job needs.

## CLUSTERS MAPPED ON PC1 AND PC2

Clusters Mapped on PC1 and PC2

- Clusters are well-separated in this PCA plot, showing distinct groups based on skill development **(PC1)** and growth vs role-focus **(PC2)**.
- **Ambitious Skill Builders and Personal Growth Seekers** are closely aligned on motivation but differ slightly in their approach to skill development.
- **Practical Performers** are distanced from other clusters, underscoring their unique focus on practicality over growth or engagement.
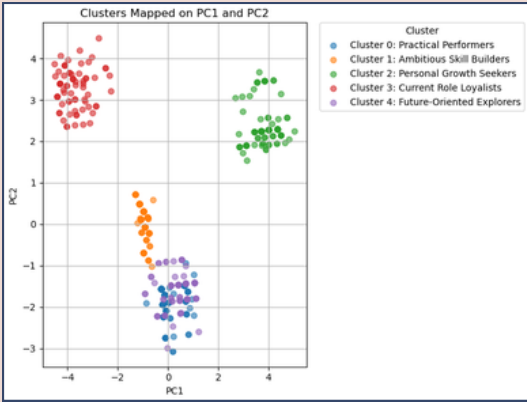
R**ecommendation:**
- Use this separation to design targeted training programs based on each cluster's motivation level and interest in development.
- Create cross-functional teams by combining high-motivation clusters with Practical Performers to enhance engagement through peer influence and collaborative tasks.
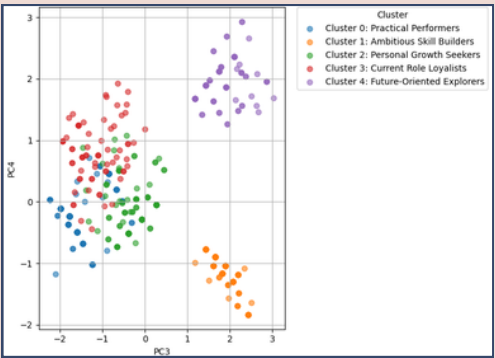
- **The PCA plot with PC3 and PC4** shows clusters based on personal growth levels and effectiveness of training.
- **Current Role Loyalists** are positioned distinctly, reflecting high stability and contentment with their current responsibilities.
- **Future-Oriented Explorers and Personal Growth Seekers** have lower scores on stability, indicating a preference for dynamic and evolving roles.

CLUSTERS MAPPED ON PC3 AND PC4

Clusters Mapped on PC3 and PC4

Recommendation:
- **For Current Role Loyalists**: Maintain role stability, provide long-term benefits, and support work-life balance to retain these employees.
- **For Future-Oriented Explorers and Personal Growth Seekers**: Offer rotational programs or opportunities to work on different projects within the organization to satisfy their preference for change and growth.

Appendix

PC Analysis

	PC1	PC2	PC3	PC4	PC5	PC6	PC7	PC8	PC9	PC10	PC11	PC12
Q1	0.377841	0.224249	-0.115196	-0.357202	-0.027824	-0.377597	0.147696	0.009394	0.007303	0.014827	0.023578	-7.071068e-01
Q2	-0.253190	0.276803	0.383411	-0.213789	-0.013124	0.003765	0.045597	0.127882	0.459144	-0.659940	0.040145	2.557355e-18
Q3	0.351393	0.251104	-0.138598	-0.356234	0.049858	0.751025	-0.304280	-0.067082	-0.008995	-0.034620	-0.049681	3.645988e-16
Q4	0.072333	-0.445143	0.198855	-0.311536	-0.486822	0.089384	-0.006558	0.631054	-0.116429	0.051592	-0.023319	4.475542e-18
Q5	-0.260122	0.267763	0.382000	-0.221837	-0.002444	-0.076255	-0.127828	-0.140555	-0.784702	-0.073497	0.049283	-3.789535e-16
Q6	0.366604	0.029642	0.343320	0.282507	0.018812	-0.227827	-0.682999	0.080038	0.112877	0.046582	0.356342	-6.800692e-16
Q7	0.361852	0.033165	0.360231	0.273266	0.029664	-0.019944	0.061169	-0.003594	-0.059887	-0.091904	-0.804026	7.439131e-16
Q8	-0.237301	0.288001	0.393521	-0.195376	0.011486	0.045639	0.046428	0.010984	0.335004	0.736643	-0.091389	4.915748e-17
Q9	0.355177	0.024317	0.375288	0.250666	-0.055231	0.283121	0.602802	-0.093015	-0.078781	0.010038	0.456122	1.340176e-17
Q10	0.043768	-0.457583	0.195117	-0.284303	-0.310746	-0.047849	-0.086211	-0.732470	0.157249	-0.037628	-0.029358	4.415544e-17
Q11	0.377841	0.224249	-0.115196	-0.357202	-0.027824	-0.377597	0.147696	0.009394	0.007303	0.014827	0.023578	7.071068e-01
Q12	0.065438	-0.441593	0.200932	-0.299368	0.811057	-0.012278	0.046220	0.096341	-0.014054	0.001328	0.033722	-3.703363e-17

Question wise segmentation
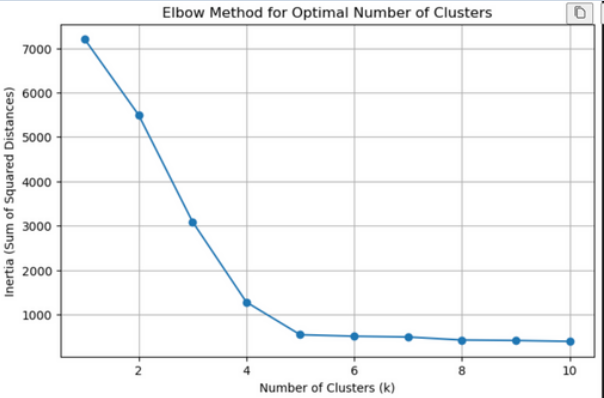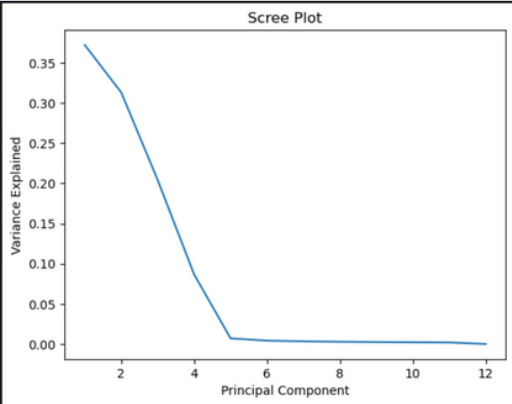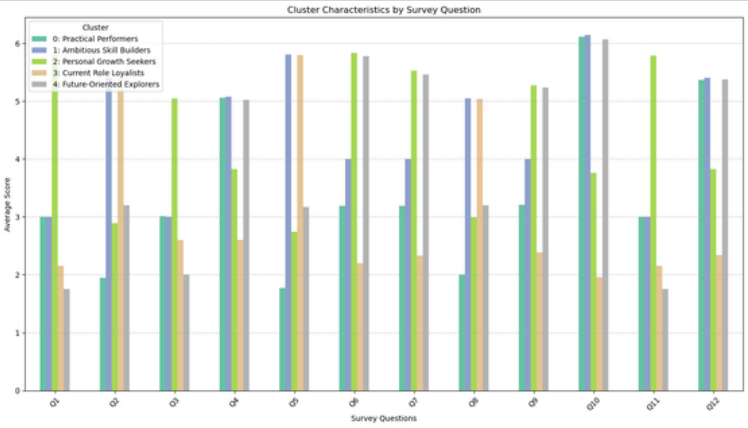
Cluster Analysis

	PC1	PC2	PC3	PC4	PC5	size	Label
0	-0.022648	-1.786986	-1.563080	-0.200969	-0.014090	0.333333	Practical Performers
1	-0.979671	0.131788	1.833395	-1.103187	-0.024617	0.250000	Ambitious Skill Builders
2	3.835531	2.363906	-0.330290	-0.068264	0.025718	0.166667	Personal Growth Seekers
3	0.336524	-1.603355	1.873454	1.953427	0.003862	0.133333	Current Role Loyalists
4	-3.699924	3.278670	-1.132007	0.803201	0.051854	0.116667	Future-Oriented Explorers

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