Case 5: Course 103: Advanced Warehouse Management Systems (WMS) Curriculum Experiment - Case Overview

Case Summary:

Nexus Logistics Solutions is looking to enhance its Advanced Warehouse Management Systems course by evaluating two potential new training curricula for Course 103. This project aims to analyze the results of a recent experiment conducted across six North American office locations to determine the effectiveness of the new training programs on employee performance. Your task is to assess the impact of each curriculum (A and B) on proficiency and applications test scores, compare them with the current training program, and identify which, if any, should be adopted. Additionally, include an evaluation of the experimental design, discussing any factors that may influence the validity of the results.

Materials:

- **Case 5 Documentation from NLS**
- **nls_experiment.csv data file**
- **Nexus materials from Case 1, 2 and 3**

Deliverables: due Tuesday, December 10 @ 11:59 PM ET

Slide deck uploaded on Blackboard

Your slide deck should include:

- **Title slide**: team members, title of presentation, date, etc.
- **Main presentation**: Main presentation slides should contain your analysis 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. Your slides should include:
    - A summary of the results, comparing the performance of employees across the different training programs.
    - A recommendation on whether either of the new training programs (A or B) should be adopted.
    - A discussion of the experimental design, including any factors that may have influenced the results, to ensure the validity and reliability of the conclusions drawn.
- **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 5 Learning Objectives:

- Analytics Concepts and Skills:
  - Analyze a business scenario and design experiments based on identified information needs
    - Identify the key elements of experimental design, data design and analytics approach
    - Compare potential concerns and tradeoff between approaches
    - Analyze data collected in experiment and present results in business context

Gen AI Policy

• You may use ChatGPT or other AI tools to help you draft your survey questions or analysis report.

Grading

Your work will be graded according to the following rubric:

	Needs Improvement	Partially Meets Expecations	Meets Expecations	Exceeds Expectations
Analysis (30 points)	**22**	**28**	**34**	**40**
Experiment Analysis:	11 Analysis of experiment results is performed incorrectly	14	17	20 Analysis of experiment results is accuracte and complete
Experiment Analysis: Discussion	11 Experimental design is not discussed in the presentation	14	17	20 Discussion of main elements of experimental design is included and tied to business objectives.
Framing (40 points)	**16**	**24**	**32**	**40**
Content related to business needs	8 Incorrect understanding of nature of business and business needs.	12 Overgeneralized or inappropriate assumptions	16 A few minor irrelevant points or assumptions	20 All content accurate and relevant to business objetctive
Focus on managerial insight	8 Analysis presented, but not framed as managerial insight just regression results	12 Some insight, but not clear and/or mostly technical results	16 Good description for insight, but could be taken further	20 Well-developed managerial insights main focus
Communication (20 points)	**8**	**12**	**16**	**20**
Communication - Presentation Skills: Clarity in report writing; content and style appropriate for business communication	2	3	4	5
Communication - Audience Focus: Appropriate complexity and technical detail for audience; Concise wording	2	3	4	5
Communication - Visuals: Design of visualizations; Use of tables and exhibits	2	3	4	5
Communication - Organization: Report layout, transition between sections, point headings and report layout	2	3	4	5
TOTAL	**46**	**64**	**82**	**100**