




# Regional Employee Performance and Training Analysis

Analyzing the Impact of the NLS Employee Development Program

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## Introduction and Objective

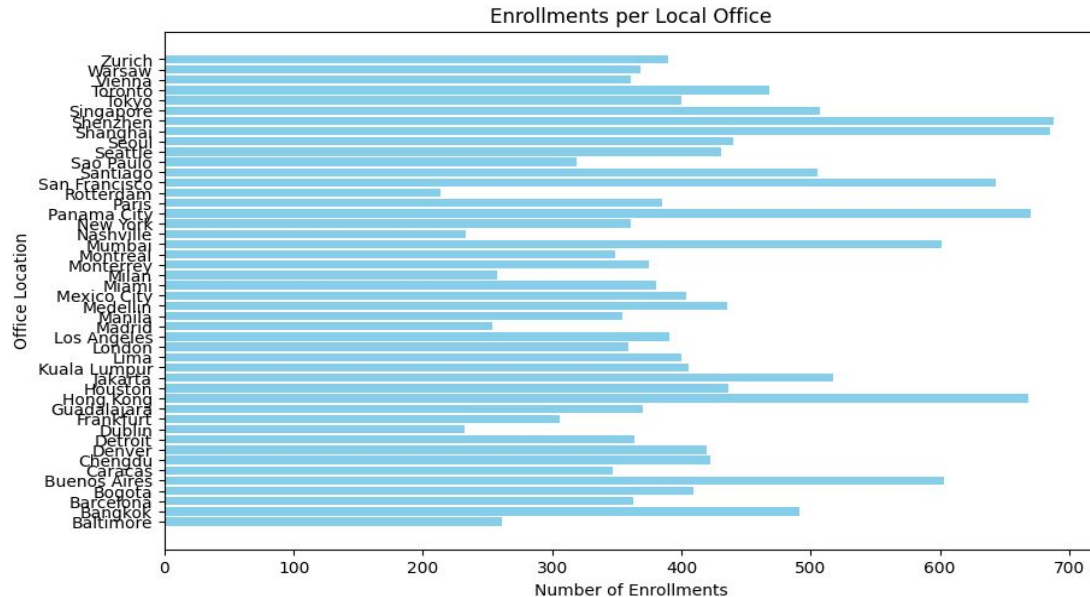
- **Objective:**
  - To analyze regional differences in employee training participation and performance improvement.
  - To assess the effectiveness of the NLS Employee Development Program across regions.
- **Key Focus:**
  - Enrollment variations across regions and courses.
  - Performance improvement through assessments in different regions.



## Overview of Data Sources

- **Datasets Used:**
  - Employee Data (e.g., department, office location)
  - Enrollment Data (course participation, completion dates)
  - Assessment Data (proficiency and application scores)
  - Regional Data (geographic distribution of offices)
- **Key Metrics:**
  - Enrollment trends by region and course.
  - Proficiency and application improvement scores.

# Enrollments in different region




**Shenzhen:** Leads with the highest enrollment, reaching **over 650** employees, showing strong engagement in the training program.


**Los Angeles & Houston:** Both offices show high participation, with enrollments of **around 600**, indicating robust involvement from these regions.

**Zurich & Warsaw:** Lower enrollment figures of **around 150**, suggesting potential opportunities to increase training engagement in these offices.

**Panama City & Dublin:** Moderate enrollment of **around 300**, indicating steady but improvable participation in training programs.

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- Some cities have significantly more enrollments than others. This variation could be driven by differences in employee population size or strategic importance of certain regions for the company. Cities with higher enrollments may have more employees, making it necessary to offer more training opportunities. Alternatively, it could reflect a stronger focus on employee development and upskilling in those locations.
  - Higher enrollments in certain cities may indicate these locations are business-critical hubs where employees need specialized skills to meet local or regional operational demands. Locations with lower enrollments might either have smaller workforces or could benefit from increased focus on promoting training programs.
  - Understanding where the most engagement occurs can help Nexus Logistics prioritize resource allocation. Regions with lower engagement may require targeted efforts to increase participation, while high-performing cities could be leveraged as examples of successful training implementation.





**Course Popularity by Location:** Different cities prioritize certain courses. For instance, some locations focus more on logistics or transportation-related courses, reflecting their local business needs.

**Strategic Focus:** Locations with high enrollments in specific courses likely align with regional goals, such as improving operational efficiency or meeting local industry demands.

**Core Courses Across Locations:** Courses with high enrollments across multiple locations likely cover essential skills that are crucial company-wide, indicating their strategic importance.

**Low Enrollment Areas:** Some regions have lower participation in key courses, which may highlight a need for better promotion or course relevance adjustments in those locations.

**Optimization Opportunity:** These insights help Nexus Logistics align training programs with regional needs, potentially leading to targeted marketing efforts or adjusted course offerings in certain areas.



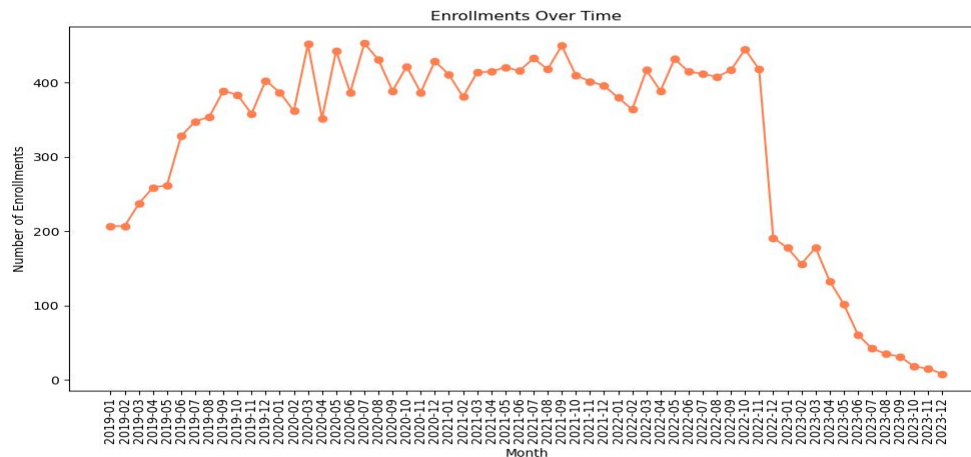
# Enrollments Over Time

**Early Growth:** Enrollment increased steadily from **200** in early 2019 to **over 400** by mid-2019, showing strong early engagement.

**Stability Period:** Between **late 2019** and **mid-2022**, enrollments consistently stayed around **400 to 450**, indicating stable participation.

**Sharp Decline:** After **mid-2022**, enrollments dropped sharply, falling to under **100** by mid-2023, signaling a significant decrease in participation.

**Recent Low:** As of **late 2023**, enrollments reached a low of nearly **0**, highlighting the need for strategies to re-engage employees.





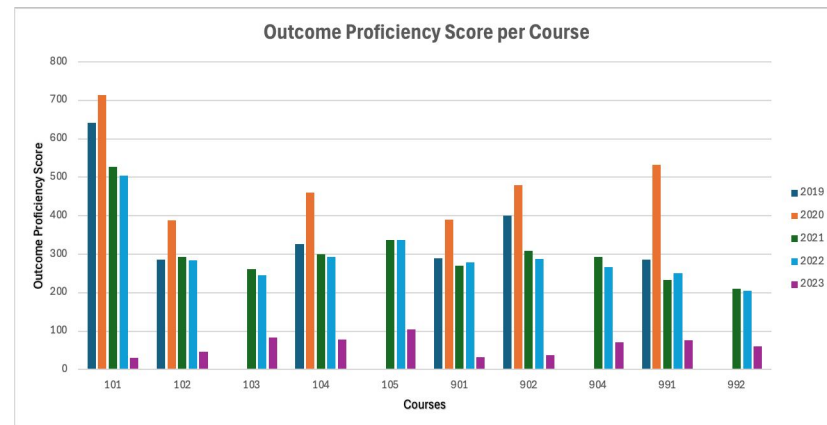
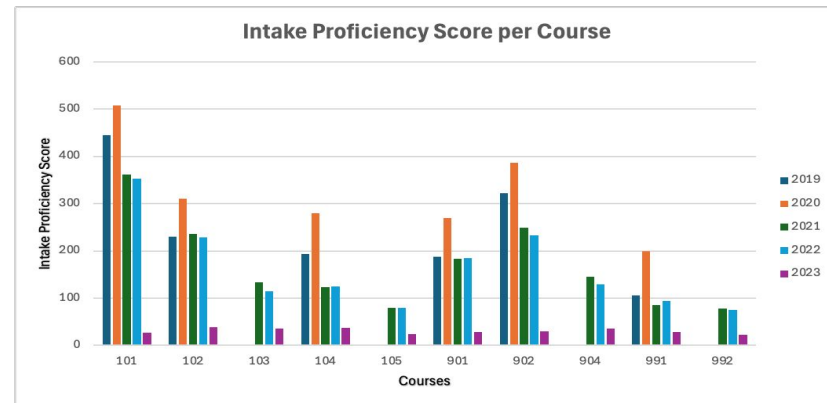
## Proficiency Score for Intake vs Outcome

Courses 101 and 104 started with high initial engagement (as reflected by high Intake Scores), but their Outcome Proficiency Scores dropped even more drastically.

Courses 901 and 902 have strong intake and high outcomes, indicating effective course content and delivery.

Despite growing interest in the course 103 (higher intakes), the drop in outcomes suggests a misalignment between expectations and results. Participants are not achieving the proficiency they seek.

For courses like 102 and 103, which show rising intake but lower outcomes, refocus on content quality to better match expectations and market their popularity effectively.



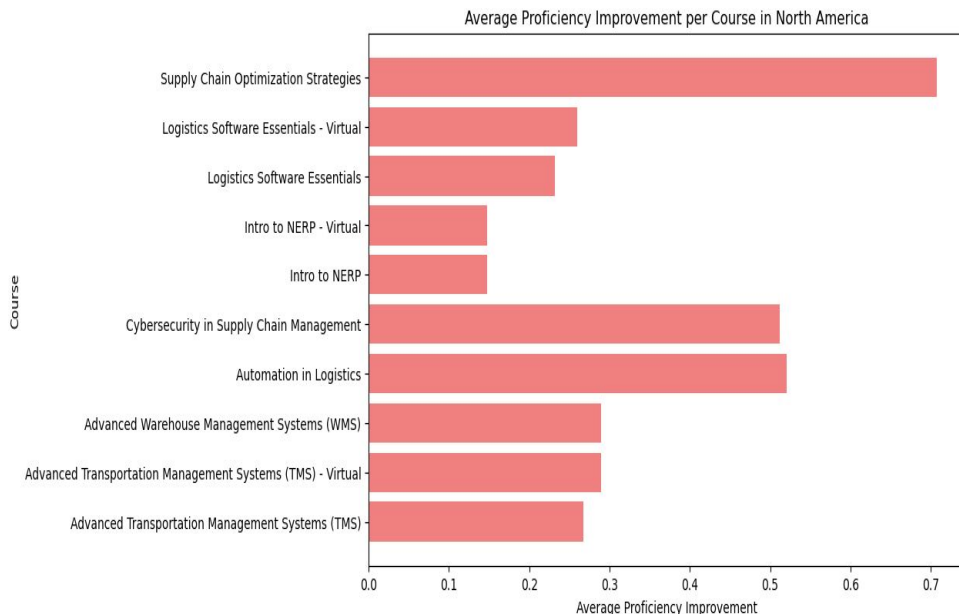
# Proficiency Improvement in NA

"Supply Chain Optimization Strategies" shows the highest proficiency improvement at **0.7**. Promote this course to boost enrollment.

Virtual courses like "Logistics Software Essentials - Virtual" achieve an improvement of **0.5**, showing similar effectiveness to in-person courses. Use this to attract remote employees.

Courses like "Advanced WMS" and "Advanced TMS" have proficiency improvements around **0.3**. Focus on refining content to drive greater knowledge gains.

"Cybersecurity in Supply Chain Management" shows a **0.45** improvement. Market it as a must-have skill to keep employees competitive in the industry.



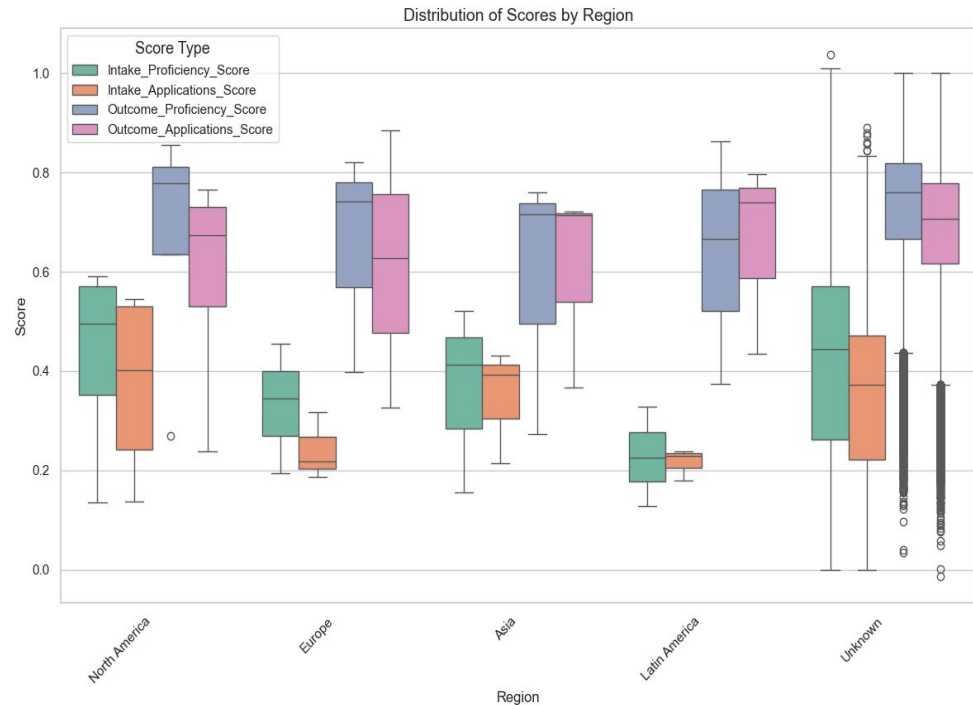
# Distribution of Scores by Region

**North America:** Shows strong **Outcome Proficiency Scores** with a median close to **0.7**, indicating significant improvement post-training.

**Europe:** Proficiency gains are moderate, with **Intake Proficiency Scores** around **0.4**, but **Outcome Proficiency Scores** improve to **0.6**.

**Asia:** High initial proficiency with **Intake Proficiency Scores** at **0.6**, but also achieves a notable improvement in **Outcome Applications Scores** reaching **0.8**.

**Latin America:** Low starting proficiency around **0.2**, but employees achieve moderate **Outcome Proficiency Scores** at **0.4**.





## Key Findings

**Shenzhen** leads with **650+ enrollments**, followed by **Los Angeles** and **Houston** at **600** each.

Enrollment remained stable at **400-450** from **2019-2022**, but dropped below **100** in **2023**.

**North America** shows strong proficiency gains with scores improving to **0.7** post-training.

**Asia** demonstrates high application skills, with **Outcome Application Scores** reaching **0.8**.

**"Supply Chain Optimization Strategies"** is the most effective course with a **0.7** proficiency improvement.



## Conclusion

The **Employee Development Program** has demonstrated a significant impact on employee performance across global regions, particularly in North America, Europe, and Asia.

Regions with high enrollments like **Shenzhen, Los Angeles, and Houston** are key areas of training success, while lower engagement regions like **Zurich** and **Warsaw** need focused efforts to boost participation.

The sharp decline in enrollments post-2022 highlights the need for immediate re-engagement strategies, such as revising course content, promoting virtual options, and aligning training programs with regional business needs.

Proficiency improvement data underscores the effectiveness of certain courses like **"Supply Chain Optimization Strategies"** and **virtual learning modules**, which can be further leveraged to attract more employees.

**Ongoing assessments** are critical for continuous improvement, with a focus on tailoring courses to better meet regional and operational demands while promoting higher participation in low-engagement areas.