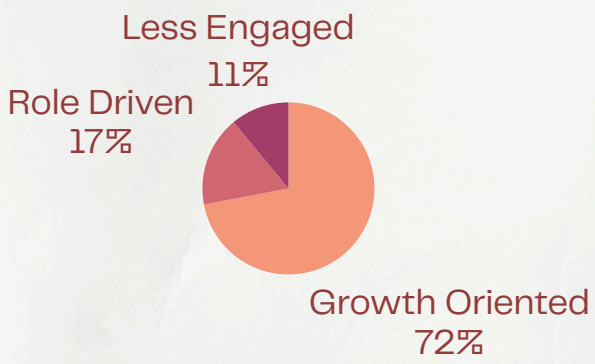
UNLOCKING EMPLOYEE ENGAGEMENT

Analyzing feedback from 600 North American employees to identify engagement themes, segment them by shared attitudes, and explore location-based differences for targeted strategies.

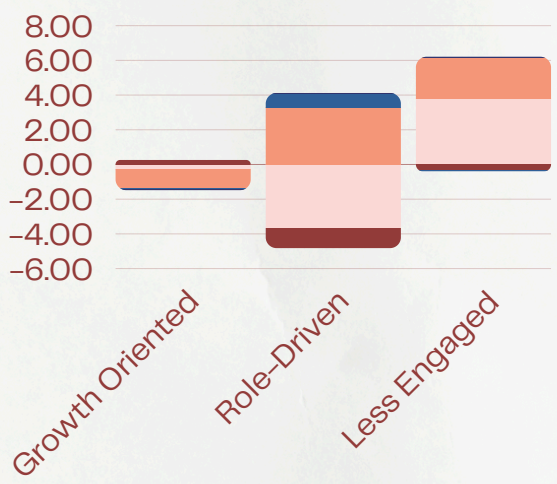
- Growth-Oriented (72%), Role-Driven (17%), Less Engaged (11%).
- Notable location-based differences in engagement and training preferences.
- Insights will inform targeted strategies to improve program effectiveness.

CLUSTER ANALYSIS



- **Growth-Oriented:** Focused on learning, flexible growth
- **Role-Driven:** Job-specific, practical skills
- **Low Engagement**: Minimal growth interest

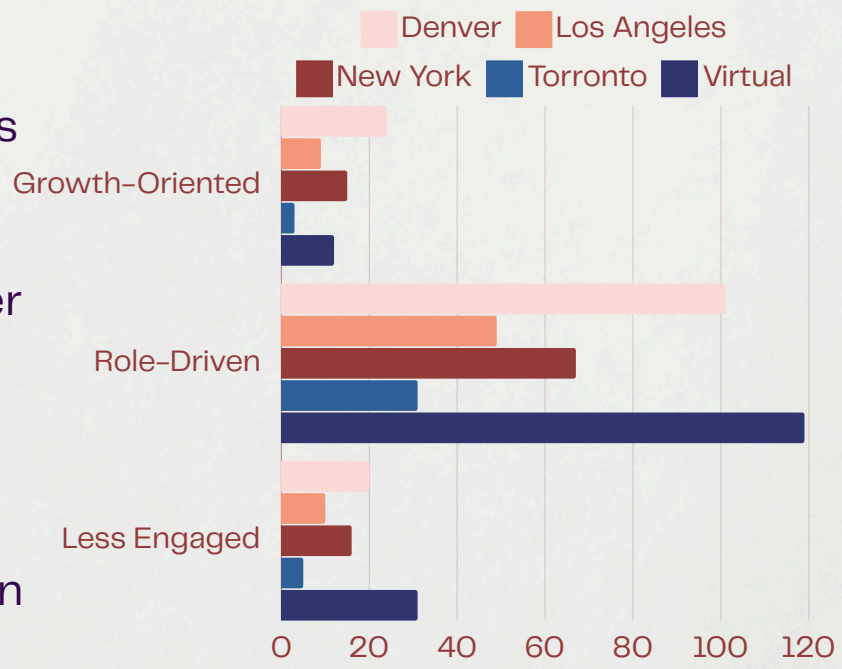
PCA LOADINGS



- **Growth-Oriented:** Emphasizes adaptability (PC2)
- **Role-Driven:** Focuses on job performance (PC1)
- **Less Engaged:** Low interest in training (PC1 & PC2)

By exploring the distribution of employee clusters in Denver, Los Angeles, New York, and Virtual, we aim to identify trends and develop **location-specific strategies** for improving program effectiveness.

- **Role-Driven:** Most employees in Virtual (119).
- **Growth-Oriented:** Higher presence in Denver (24) & New York (15).
- **Less Engaged:** Predominantly in Virtual (31).



Chi-Square Test Results:

- Chi-Square Statistic: 16.57
- p-value: 0.280
- Degrees of Freedom: 14

Interpretation:

With a p-value of 0.280 (greater than 0.05), there is no significant difference in the distribution of employee clusters across locations, indicating consistent clustering across cities.