Skills Gap Analysis Forecast

Team/Department: Marketing
Analysis Period: Q3-Q4 2024
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Summary: This analysis identifies critical skill gaps in the Marketing team, with a forecast of future requirements for the upcoming two quarters.

Skills Gap Table

Skill	Current Proficiency Level	Required Proficiency Level	No. of Employees with Gap	Forecasted Demand (Next 6 Months)	Action Plan
Data Analytics	Intermediate	Advanced	4	High	Training sessions & mentoring
SEO Optimization	Basic	Intermediate	3	Medium	External workshops
Content Strategy	Intermediate	Advanced	2	Low	Peer learning, online courses
Social Media Campaigns	Intermediate	Advanced	3	High	Project-based learning

Action Plan Summary

- Conduct monthly training in Data Analytics and Social Media Campaigns
- Collaborate with external experts for SEO workshops
- Encourage knowledge sharing within team on content strategy

Important Notes

- This forecast supports resource planning and targeted upskilling.
- Requires periodic review to adapt to changing business needs.
- Employee engagement and feedback are key for effective implementation.
- Align action plans with organizational goals and available resources.