



T H E S T A T E O F

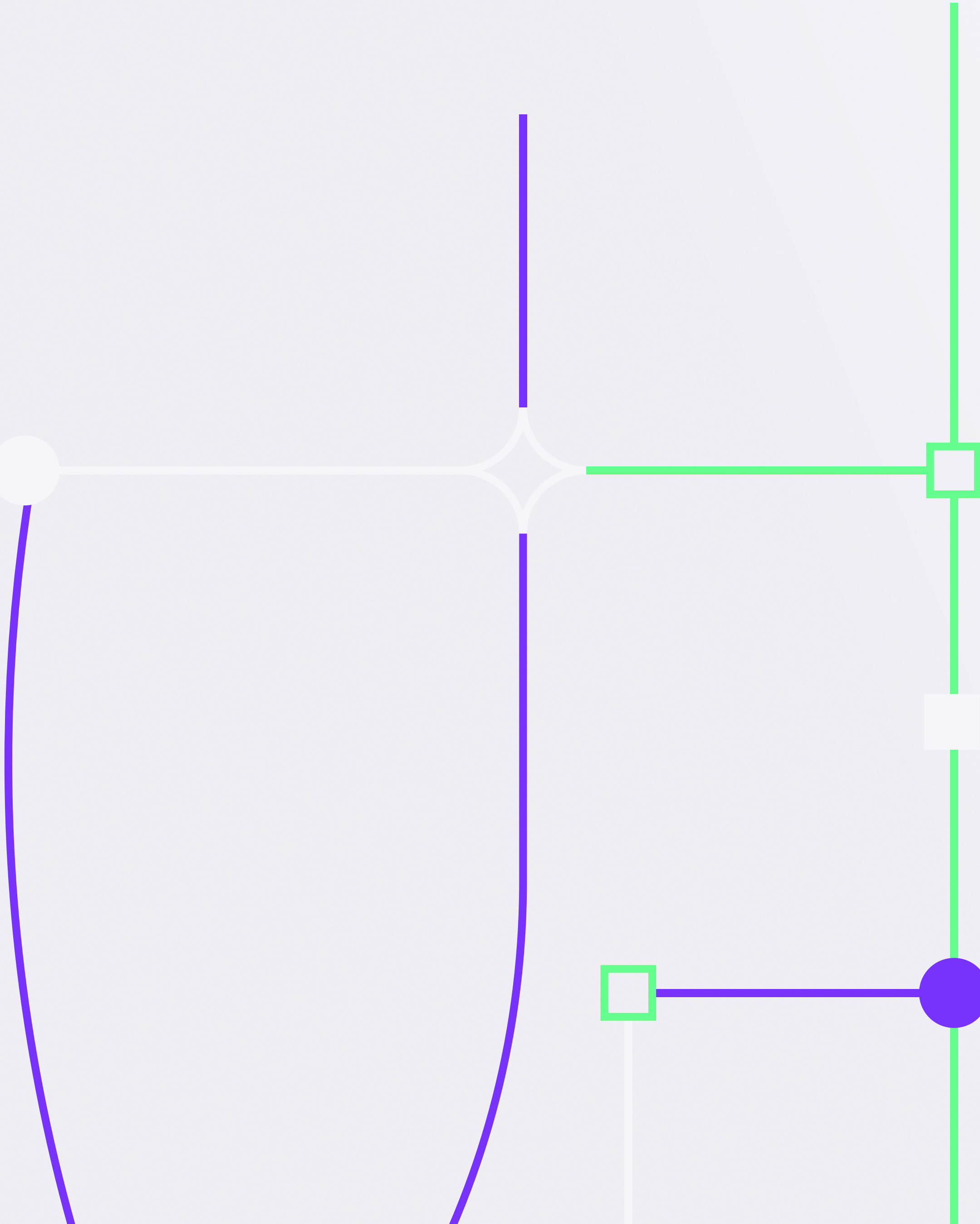
Data + AI

L I T E R A C Y

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REPORT

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Introduction

We stand at the cusp of a **new industrial revolution**—driven by the power of data and AI.

Just as electrification reshaped industries long after the discovery of electricity, the full potential of AI will take time to unfold. We are in a multi-year transformation in which awe-inspiring research will continue to outpace real-world adoption.

In this era of change, one factor remains constant: **skills**.

Now in its third edition, ***The State of Data & AI Literacy Report*** continues to track the skills agenda amidst an ever-shifting landscape, shedding light on how organizations are adapting to the AI era.

This year, we asked 500+ leaders in the US and the UK and **explored key questions shaping the future of data and AI literacy**:

- How has the data and AI skills agenda evolved over the past 12 months?
- How are organizations adopting AI?
- How are organizations adapting to the data & AI skills gap?
- What best practices can help organizations future-proof their workforce?

To add to their perspectives, we have collected insights from industry thought leaders and DataCamp for Business customers on many of the themes and trends covered in this report and those for the decades to come.

Join us as we navigate the road ahead.

SECTION 1

Data and AI Literacy in 2025

A GENERATIONAL TRANSFORMATION

In this first section, we revisit the data and AI literacy skill gap, uncover how AI literacy is outgrowing data literacy, and unpack the most important data and AI skills leaders need from their teams.

The Data and AI Skills Gap Revisited

Over the past three years of running this report, we have established just how important data and AI literacy skills have become for leaders. This year's insights do not buck the trend.

Today, more than **86% of leaders across the US and UK identify data literacy as an important skill for their team**, and **69% identify AI literacy as an important skill for their team**.

While we see AI literacy increasing in importance and data literacy remaining stable year over year, the fact is: **the majority of leaders believe that data and AI literacy remain essential for the future**.

A large purple circular graphic with a thick purple border. The number 86% is centered in a large, bold, dark blue font. Below it, in a smaller, dark blue, all-caps font, is the text: "OF LEADERS BELIEVE DATA LITERACY IS IMPORTANT FOR THEIR TEAMS' DAILY TASKS, STABLE SINCE LAST YEAR." The background features a faint grid of squares and circles connected by lines.

86%

OF LEADERS BELIEVE DATA LITERACY IS
IMPORTANT FOR THEIR TEAMS' DAILY
TASKS, STABLE SINCE LAST YEAR.

A large green circular graphic with a thick green border. The number 69% is centered in a large, bold, dark blue font. Below it, in a smaller, dark blue, all-caps font, is the text: "OF LEADERS BELIEVE AI LITERACY IS IMPORTANT FOR THEIR TEAMS' DAILY TASKS, UP 7% FROM LAST YEAR." The background features a faint grid of squares and circles connected by lines.

69%

OF LEADERS BELIEVE AI LITERACY IS
IMPORTANT FOR THEIR TEAMS' DAILY
TASKS, UP 7% FROM LAST YEAR.

Is AI literacy outpacing data literacy?

We also surveyed leaders about the growing importance of data and AI skills over the last five years.

The same question was posed to leaders in 2023 and 2024, and the results show an interesting trend: the demand for AI literacy skills is outgrowing that of data literacy. We learned that two of the five fastest-growing skills leaders needed from their teams over the past five years are data and AI skills—**47% of leaders equally point to AI literacy and business intelligence as the fastest-growing skills** they need from their teams.

Furthermore, while **AI literacy scored 7% higher** on this question compared to last year, **data literacy and data science skills decreased by 2%** in the same time frame.

Interestingly, this is even more pronounced among the C-suite, who see AI as the fastest-growing skill they need from their organizations—with **55% of executives pointing to AI literacy as the fastest-growing skill-set** over the past five years versus **41% for data literacy**.

While this is not surprising given the democratization of AI over the past 12 months, treating AI literacy in isolation from data literacy would be short-sighted.

As we explore in the final section of this report, AI literacy and data literacy go hand-in-hand. Effective AI adoption requires a strong foundation in data skills, from understanding data governance to framing analytical questions. Organizations that invest in both areas will be best positioned to navigate the complexities of the AI era.

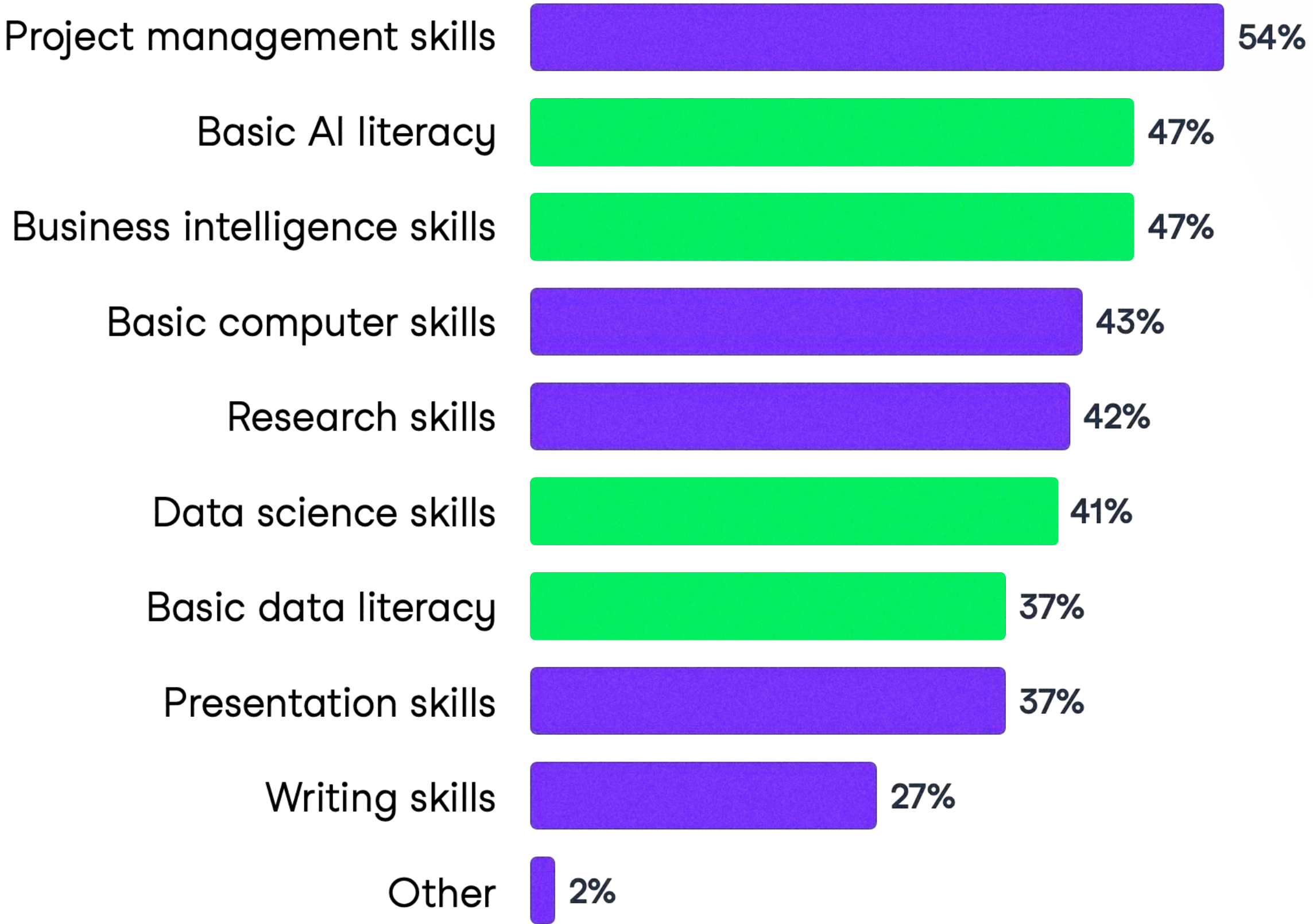
“Having some sort of data literacy—understanding what you can do with data and what data insights mean, understanding what correlation is, what regression is—is going to be a skill that’s fundamentally useful even more in the future than today.”



Michael Berthold
CEO at KNIME

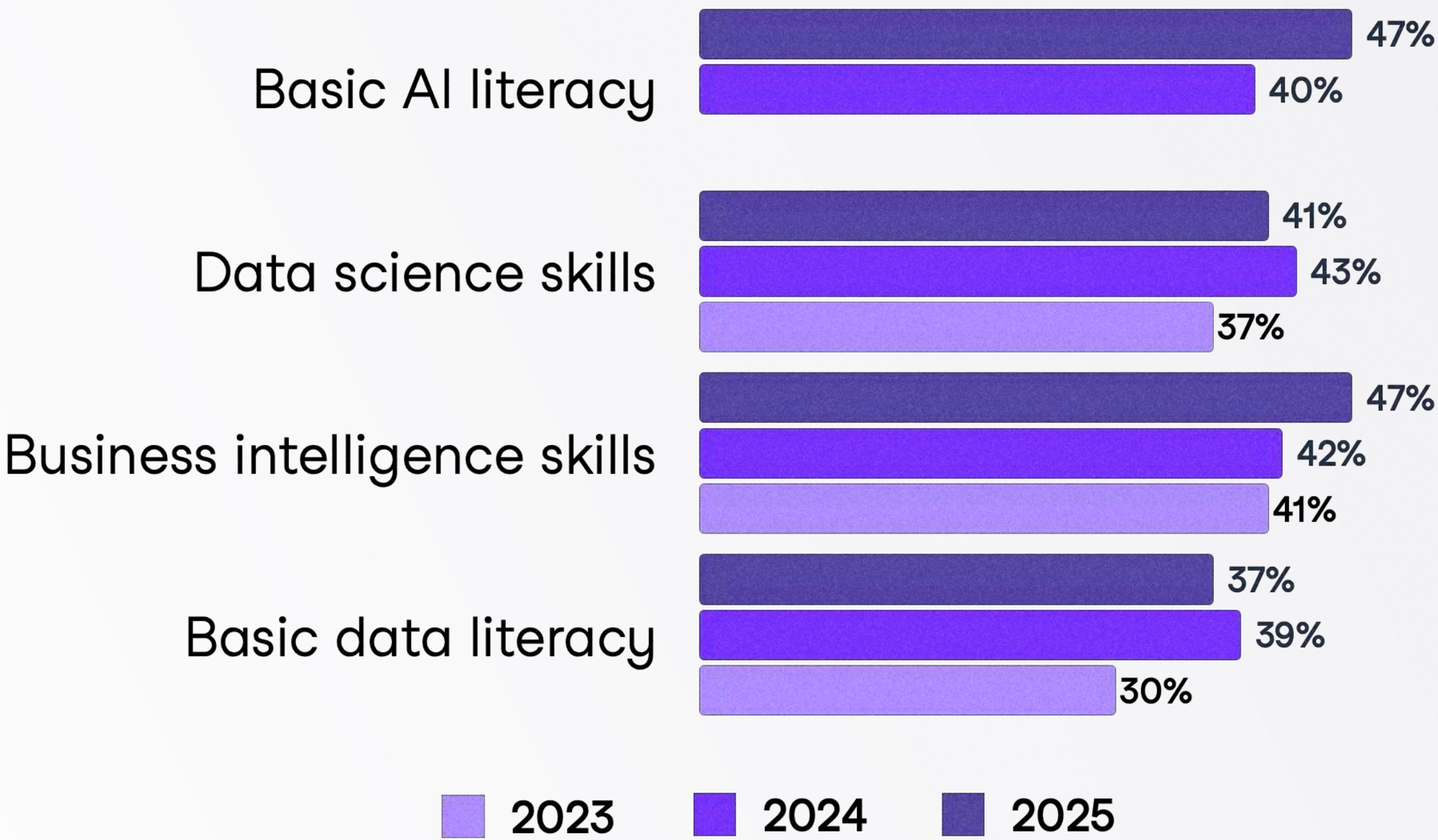
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FOUR OF THE TOP SEVEN FASTEST-GROWING SKILLS WERE DATA AND AI SKILLS



“In the past five years, which skills have grown most important for your team (or department)? Rank by order of importance.”

BI AND AI SKILLS HAVE GROWN MORE IN IMPORTANCE FOR LEADERS IN THE PAST 12 MONTHS



“In the past five years, which skills have grown most important for your team (or department)? Rank by order of importance.”

The data and AI skills gap: Slow gains

Despite growing awareness of the importance of data and AI skills, progress in closing the data and AI skills gap remains slow.

- **50% of leaders in the US and UK report a data literacy skills gap**, marking a 7% improvement from last year.
- **60% of leaders say there is an AI literacy gap**, a modest 2% decrease from the previous year.

While these figures indicate some progress, the overall picture remains roughly the same. Year over year, the data shows that half of leaders still struggle with a data literacy gap, while three out of five report an AI literacy gap. The question begs here: given how important data and AI are for leaders, why do we not see improvement in the skills gap? Let's explore this in more detail.



Data and AI Skills: The Engines of Better Performance

We've already seen how the demand for data and AI skills continues to rise and how the skills gap persists.

Unsurprisingly, when leaders are asked why these skills matter, we hear the same response: data and AI literacy are engines of better business performance.

Specifically, data literacy powers better decision-making, while AI literacy fuels innovation. Moreover, as you'll see throughout this report—there is a strong interplay between data and AI literacy, as **80% of leaders agree that AI will make it easier for their teams to work with and draw insights from data.** As a result, instead of being just an innovation engine, AI literacy is also a force multiplier for better decision-making.



80%

OF LEADERS AGREE THAT AI WILL MAKE
IT EASIER FOR THEIR TEAMS TO WORK
WITH AND DRAW INSIGHTS FROM DATA.

Data literacy: The engine for better decision-making

We also surveyed leaders about the growing importance of data and AI skills over the last five years.

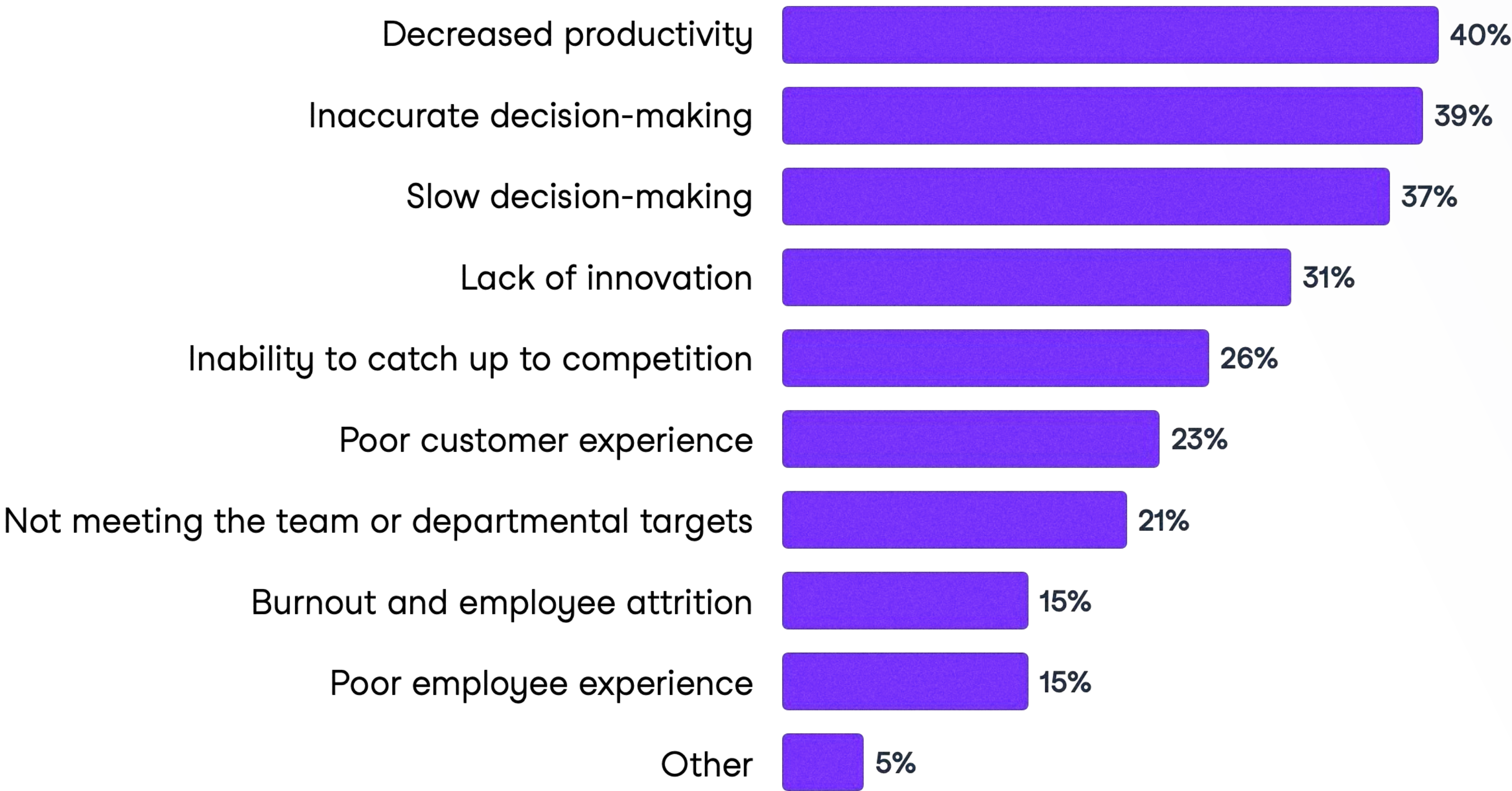
Once again, US and UK leaders point to poorer productivity and decision-making as the main risks of not developing data literacy skills. When asked, **40% cited decreased productivity**, while **39% highlighted inaccurate decision-making** as the principal risks of not developing adequate data literacy skills. Beyond individual decision-making, **31% of leaders report that a lack of data literacy stifles innovation**, and **26% say it makes it harder to keep pace with competitors**.

The consequences aren't just operational; they affect workplace morale, too. **15% of leaders cite burnout and employee attrition** as direct outcomes of poor data literacy, underscoring that data skills are not just a business necessity but a key factor in employee satisfaction and retention.

The impact extends to both customer experience and the ability to meet goals—**23% of leaders believe a lack of data literacy negatively affects customer service**. In comparison, **21% say it leads to missed team or departmental targets**.

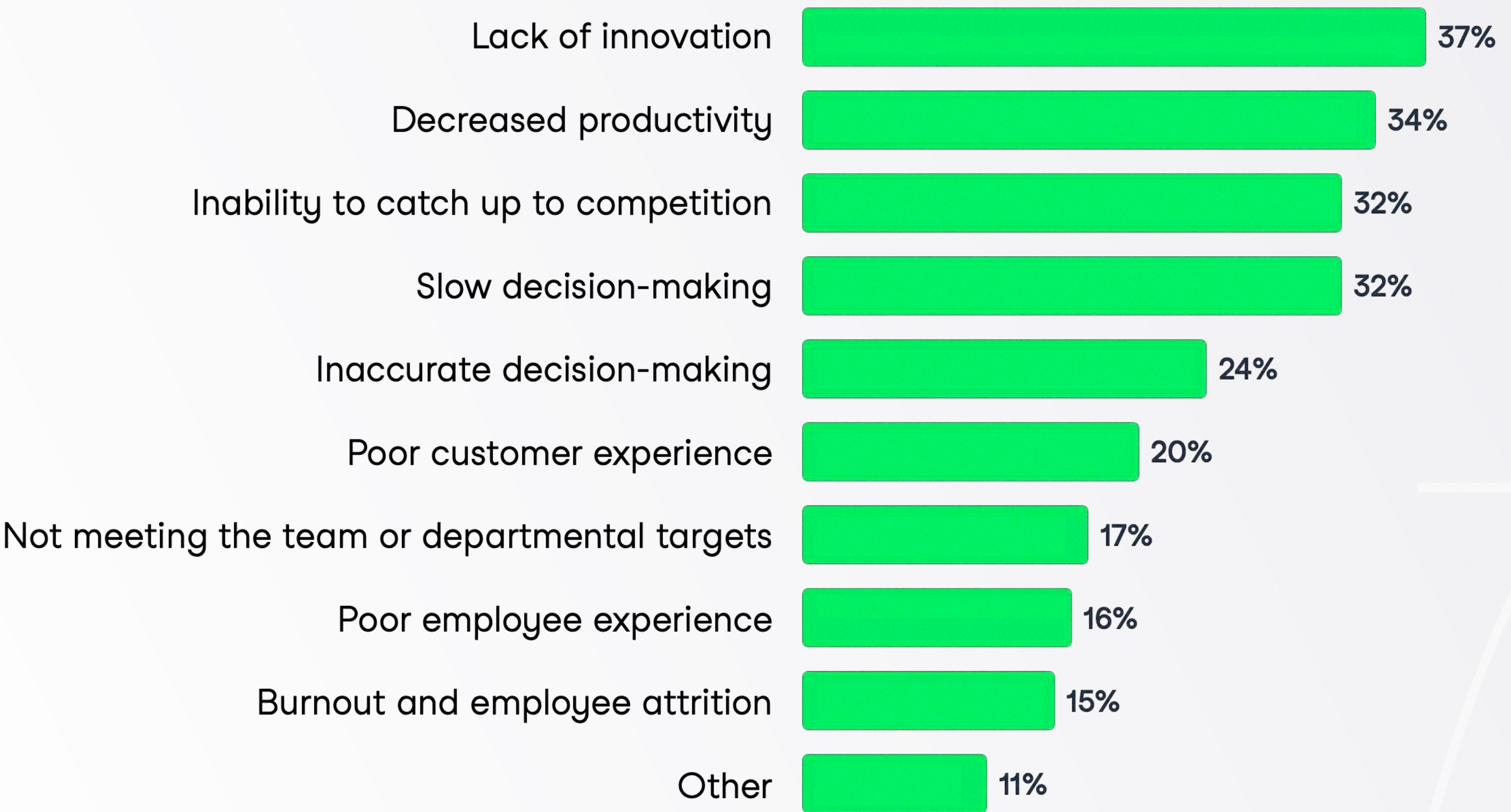


DATA LITERACY SKILLS ARE SEEN AS ENGINES OF IMPROVED DECISION-MAKING



“What risks is your department or team facing if your people do not have adequate data skills?”

AI LITERACY SKILLS ARE SEEN AS ENGINES OF IMPROVED INNOVATION



“What risks is your department or team facing if your people do not have adequate AI skills?”

AI literacy: The engine for better innovation

While data literacy underpins improved decision-making, leaders point to AI literacy as a key driver of innovation. When asked about the risks of not developing AI literacy skills, **37% of leaders say it slows innovation**, while **34% report decreased productivity due to ineffective AI adoption**.

The competitive risks are equally pressing—**32% of leaders believe their teams struggle to keep up with competitors without AI skills**, and the same percentage say it leads to **slower decision-making**. **20% highlight poor customer experience**, while **17% cite missed internal targets**, reinforcing AI literacy as a critical factor in business performance.

Like data literacy, AI skills gaps also impact workplace morale. **16% of leaders cite poor employee experience**, and **15% highlight burnout and attrition**. As AI adoption accelerates, closing the AI skills gap is no longer optional; it's necessary for long-term success.



The early adopter advantage

We can also glean the value leaders see in building data and AI literacy skills by looking at early adopters. With any new technology, there are always individuals within organizations who push adoption forward, setting the standard for others to follow. When asked about the performance of these individuals, leaders overwhelmingly agree that those with stronger data and AI skills consistently outperform their peers.

According to this year's survey, **78% of leaders report that employees with strong data literacy skills consistently outperform their less data-literate counterparts.** Similarly, **65% of leaders say AI-literate employees drive better results than those without AI skills**, further showcasing the growing importance of these competencies in today's workforce.

When looking at how employees with data and AI literacy skills outperform those without them, we see measurable improvements across key dimensions. Employees with stronger data literacy skills make faster, more accurate decisions and drive better business outcomes. Meanwhile, employees with AI literacy skills excel at innovation and creating novel customer experiences. Beyond technical skills, leaders also perceive data- and AI-literate employees as more engaged, resilient, and likely to stay with their organizations longer.



78%

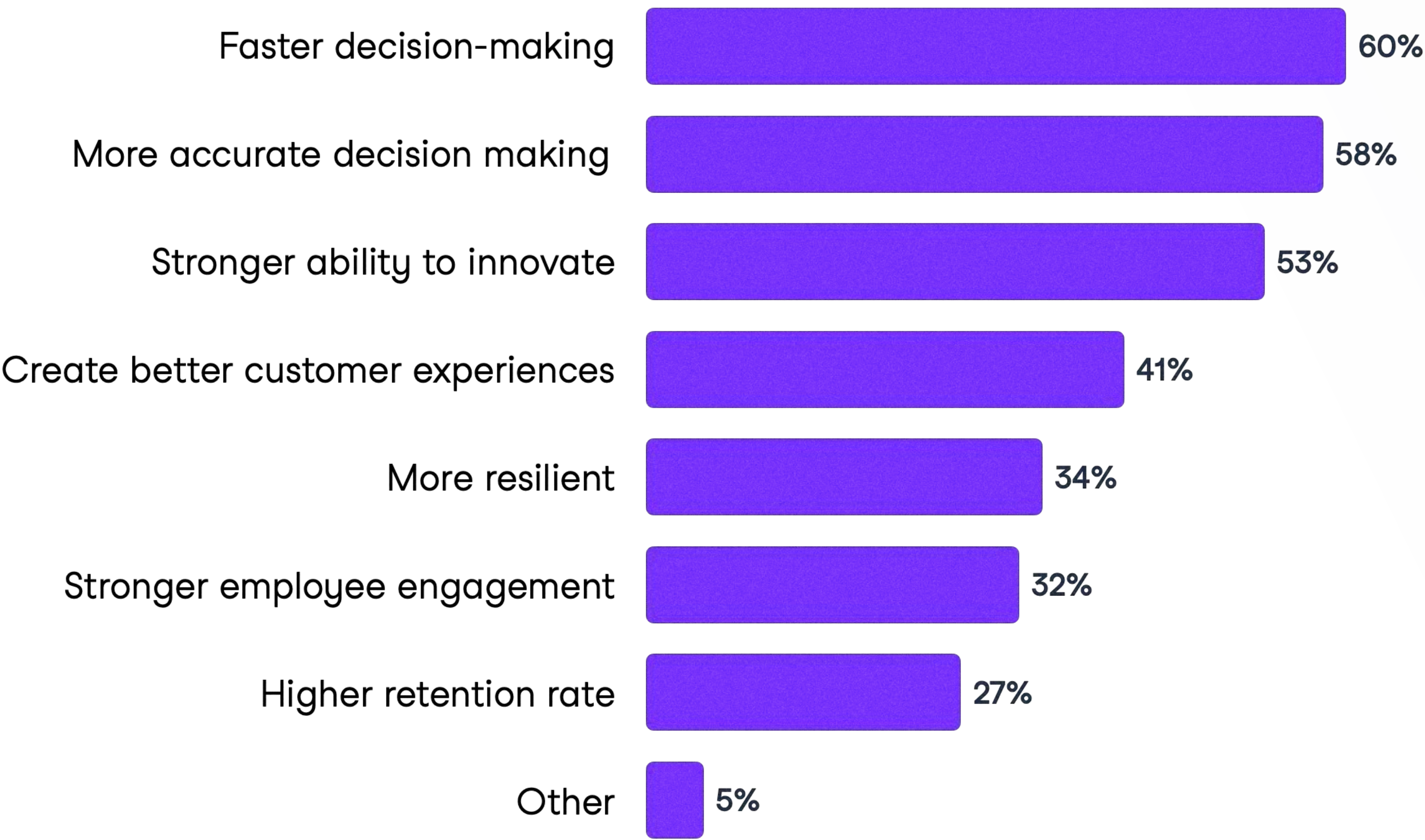
OF LEADERS REPORT THAT EMPLOYEES
WITH STRONG DATA LITERACY SKILLS
CONSISTENTLY OUTPERFORM THEIR LESS
DATA-LITERATE COUNTERPARTS.



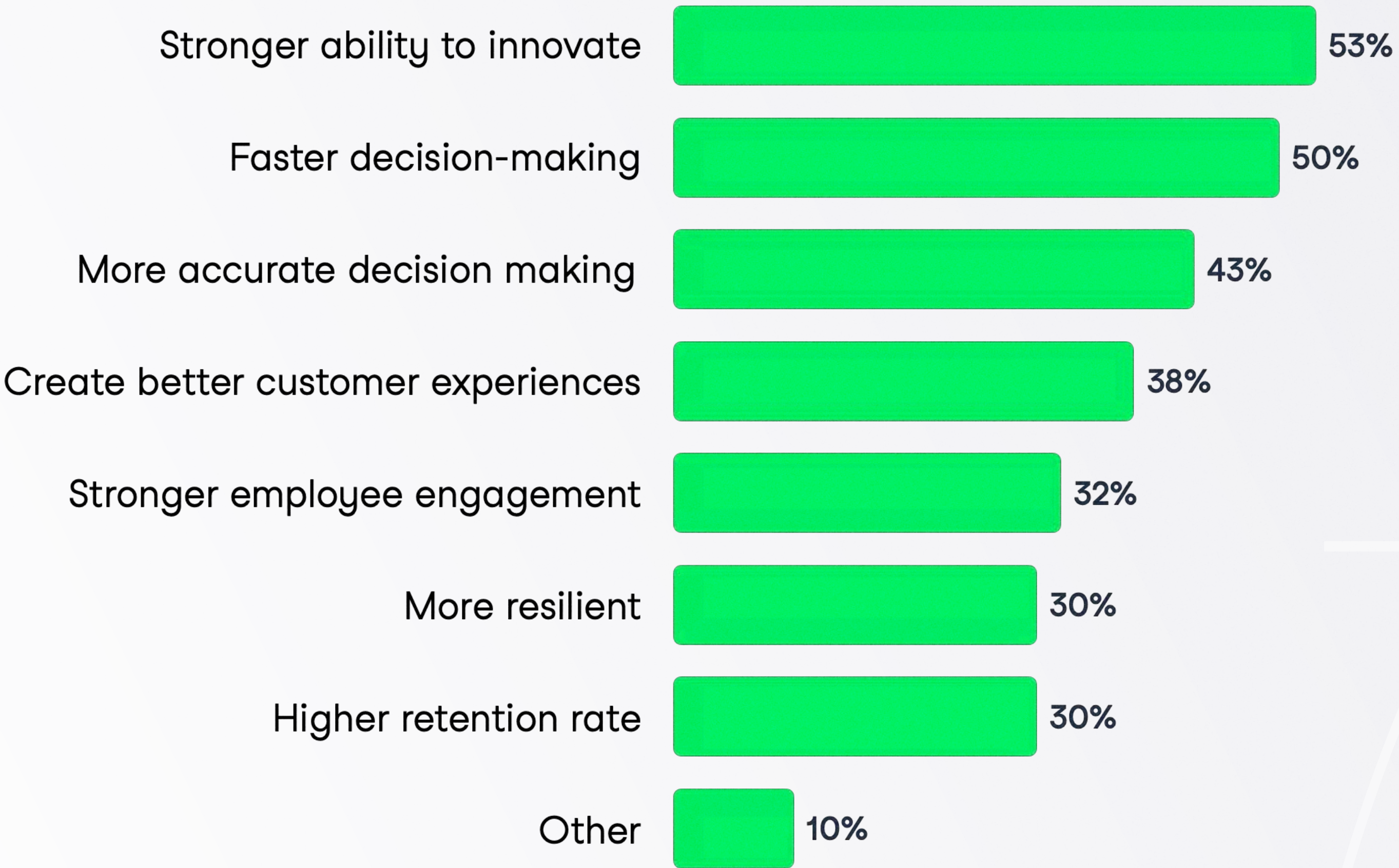
65%

OF LEADERS REPORT THAT AI-LITERATE
EMPLOYEES DRIVE BETTER RESULTS THAN
THOSE WITHOUT AI SKILLS.

EARLY ADOPTERS OF DATA AND AI LITERACY ARE ALREADY OUTPERFORMING THOSE WITHOUT DATA AND AI SKILLS



“What value do data-literate employees provide over those with insufficient data skills? (Rank them by importance)”



“What value do AI-literate employees provide over those with insufficient AI skills? (Rank them by importance)”

This trend is also apparent in hiring dynamics. Leaders are increasingly willing to pay a premium for talent with strong data and AI skills:

- **79% of leaders now say they would offer higher salaries for candidates with strong data literacy skills**, up from 66% in 2023 and 72% in 2024.
- Similarly, **71% of leaders are prepared to pay more for AI-skilled employees**, a significant jump from 60% in 2024.

Beyond the willingness to pay, the salary premiums are also significant. For data literacy, **21% of leaders would offer an extra 10-15%**, while **20% are prepared to pay 15-20% more**.

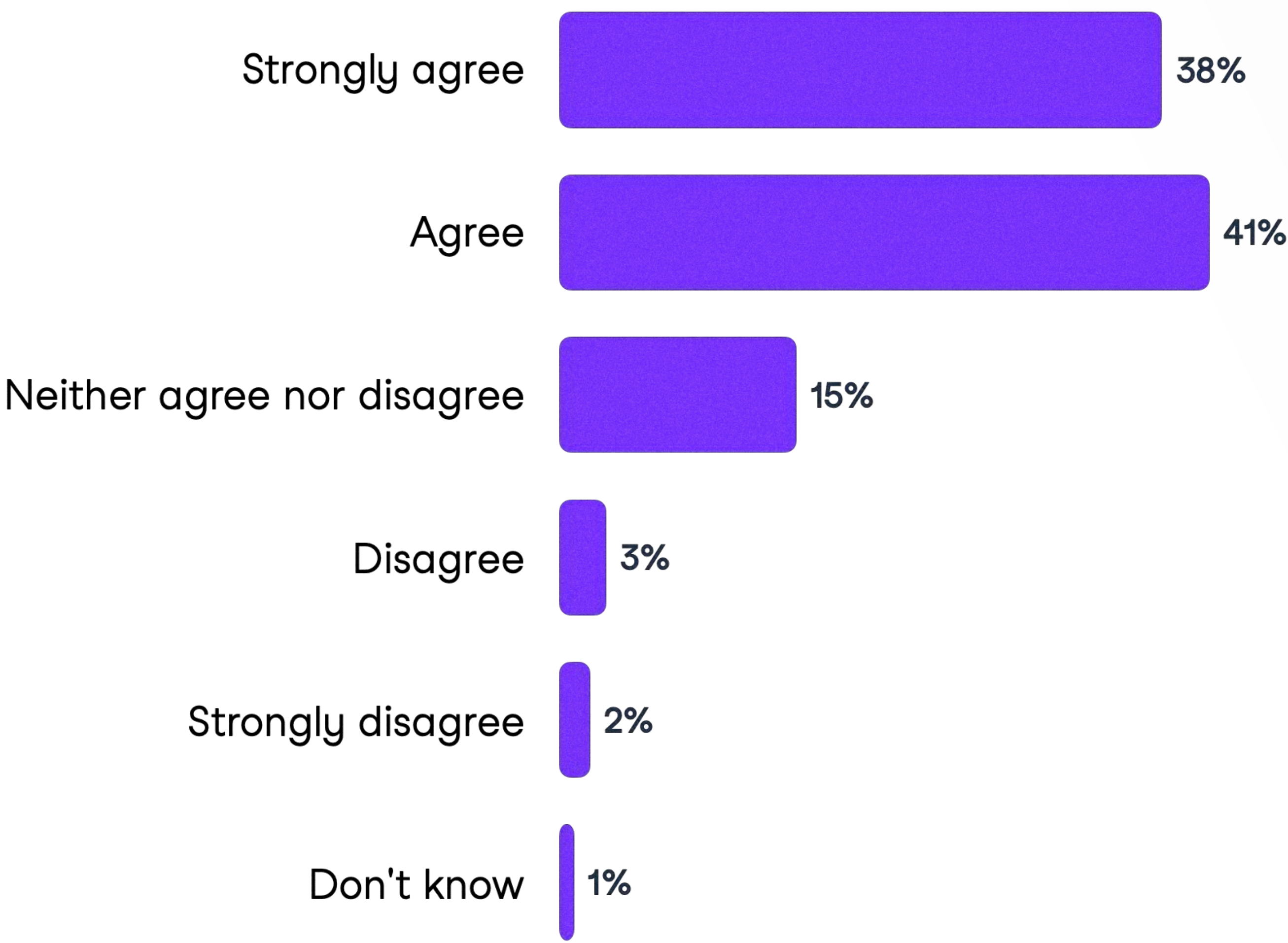
Additionally, **14% would pay 20-30% extra**, and **15% are willing to offer 30-40% higher salaries** for employees with better data literacy skills.

The numbers for employees with AI literacy skills are equally striking. **19% of leaders would offer a 10-15% premium**, while **18% would pay 15-20% extra**, and **16% are willing to go as high as 30-40%**. Most notably, **12% of leaders say they would increase salaries by 40-50% for candidates with AI skills**.

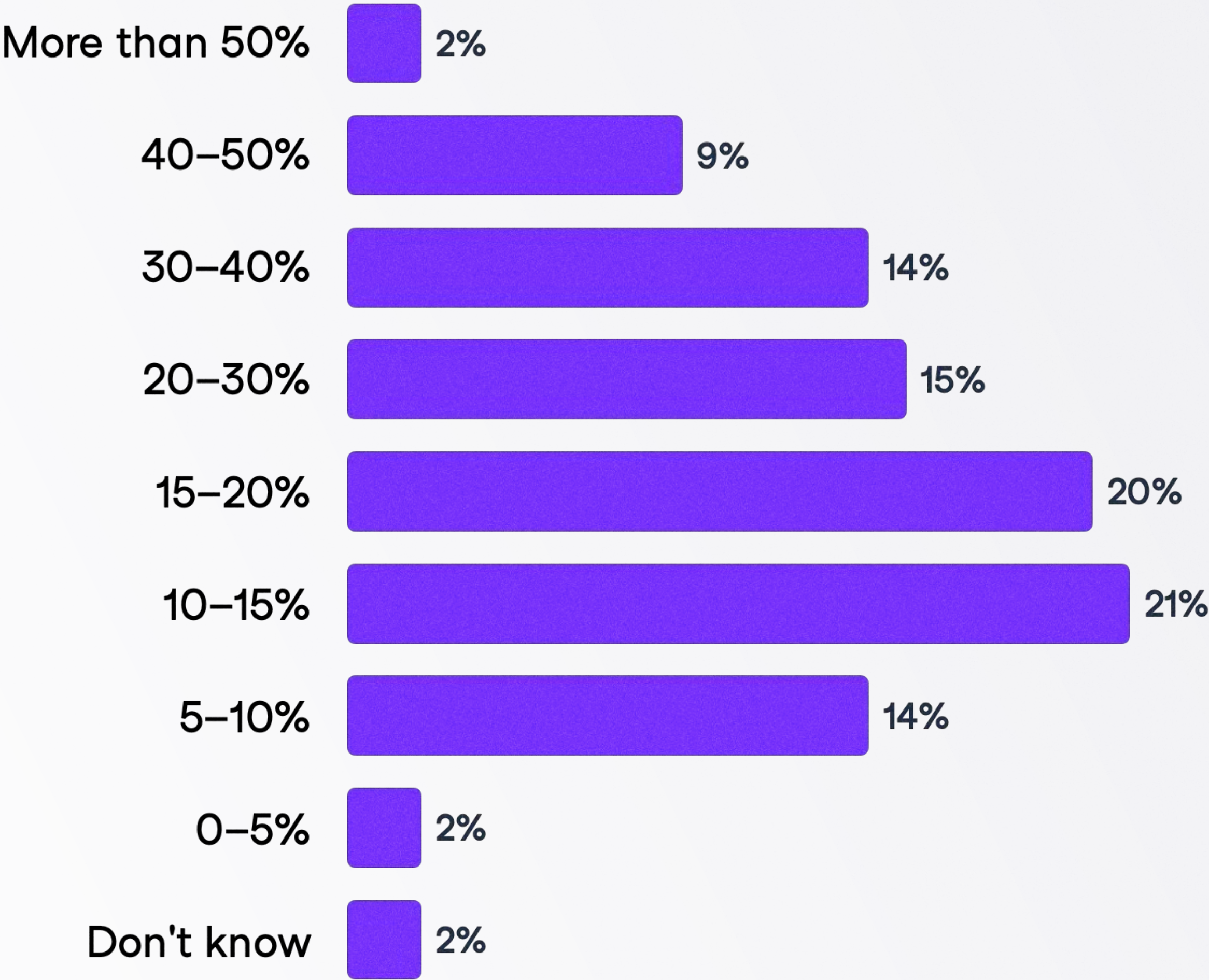
These figures make one clear: those who invest in data and AI literacy outperform their peers and command higher salaries in a market that increasingly values these skills.



LEADERS ARE WILLING TO PAY A PREMIUM FOR DATA LITERACY SKILLS

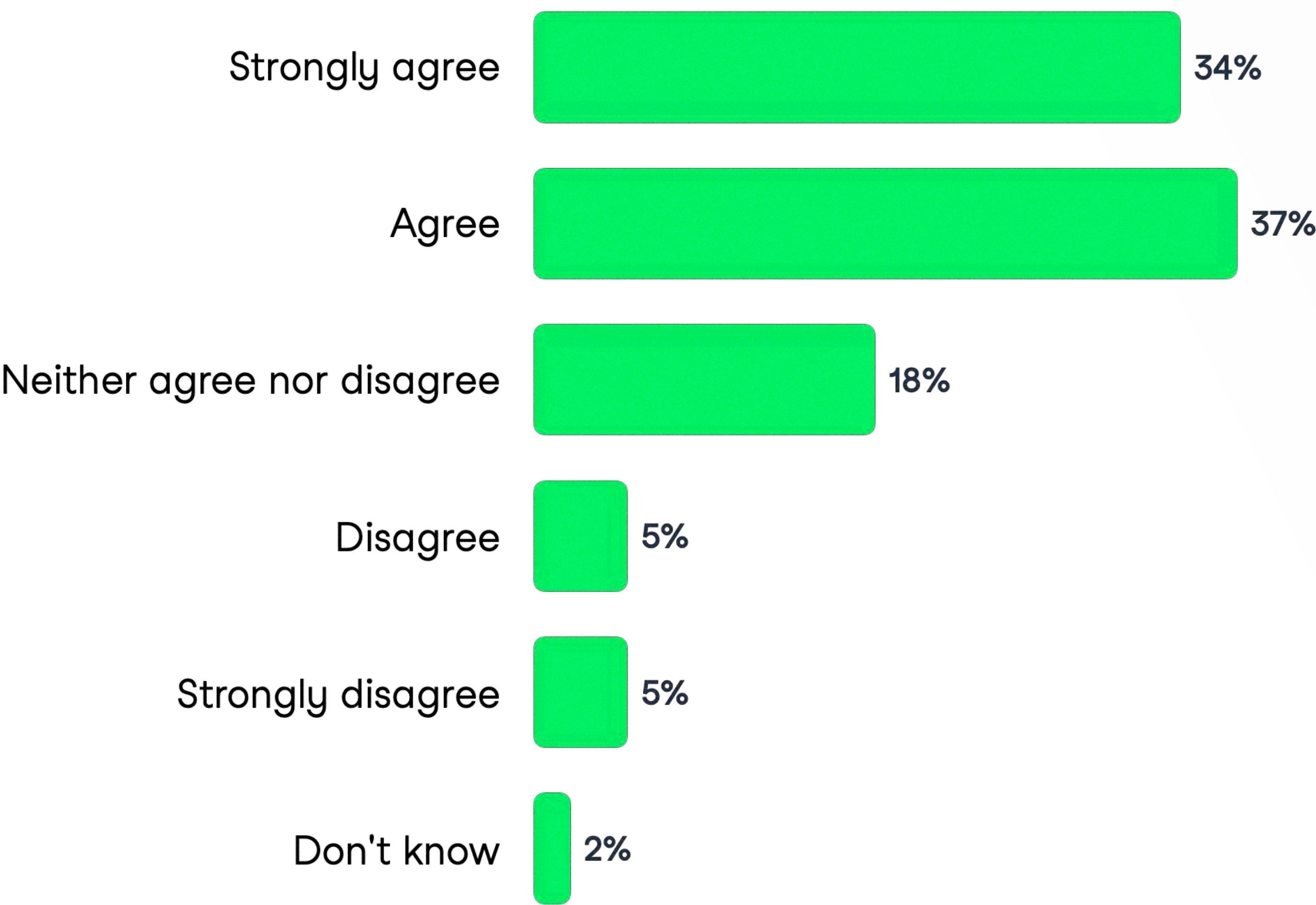


*Do you agree or disagree with the following statement:
“When hiring someone new, I’m willing to pay a higher salary to a candidate
who has good data literacy skills over a candidate who does not.”*

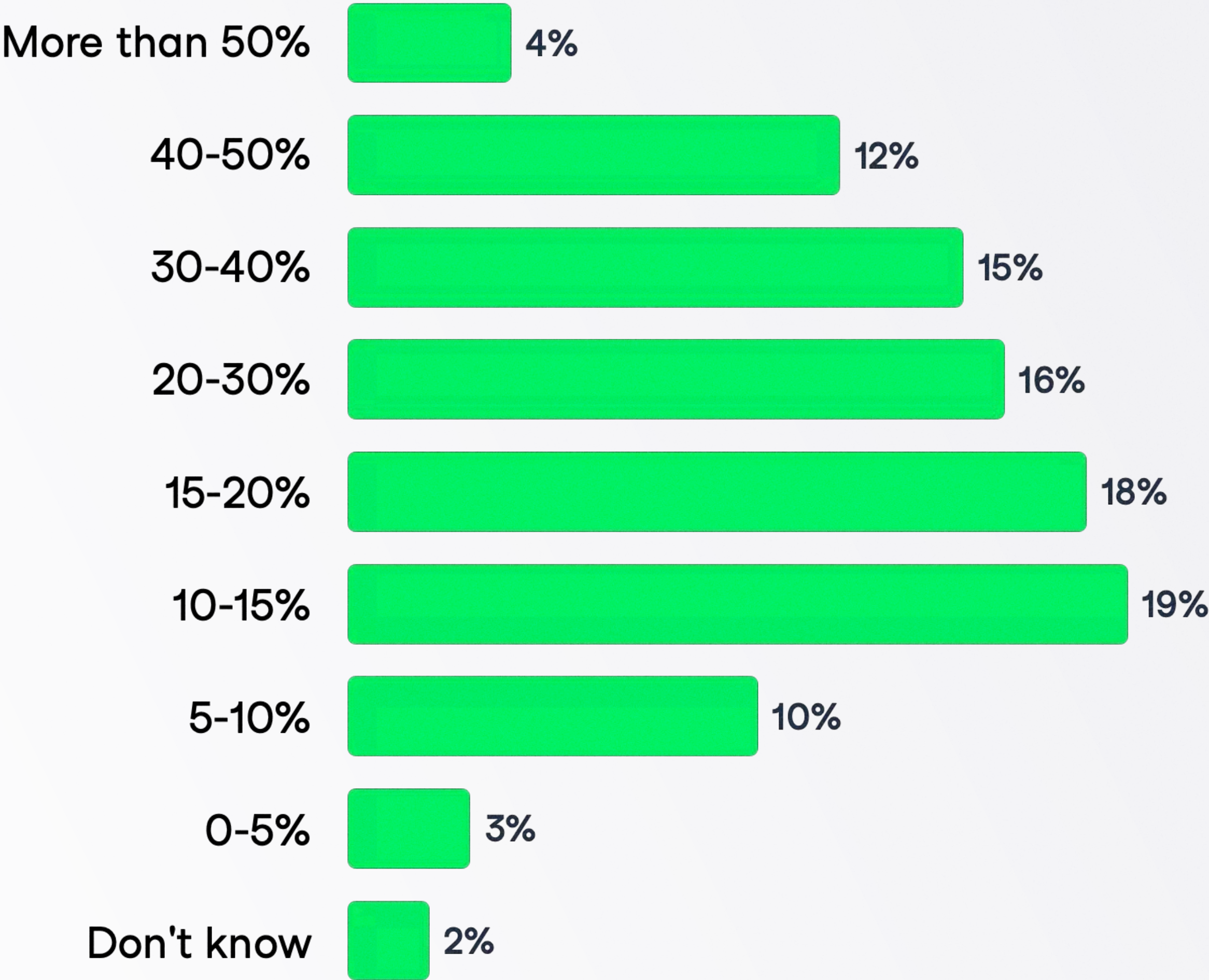


*If you answered yes to the previous question, what salary premium will you pay
to a candidate with high data literacy skills?*

LEADERS ARE WILLING TO PAY A PREMIUM FOR AI LITERACY SKILLS



*Do you agree or disagree with the following statement:
“When hiring someone new, I’m willing to pay a higher salary to a candidate
with good AI literacy skills than a candidate without?”*



*If you answered yes to the previous question, what salary premium are you
willing to pay to a candidate with high AI literacy skills?*

The Data and AI Skills Ecosystem

As leaders continue to value data and AI competencies, the specific data and AI skills they prioritize remain consistent with trends from the past two years.

Once again, leaders emphasize that the most valuable skills today are at the foundation of the data and AI literacy spectrum—practical, non-technical competencies that enable employees to work effectively with data and AI in daily workflows.

The most important data skills leaders need from their teams today

When asked about their teams' most critical data skills, leaders prioritize data-driven decision-making, analysis, and storytelling over highly technical skills like programming or machine learning.

At the top of the list, **84% of leaders identify data-driven decision-making as the most important skill**, followed by **data analysis and manipulation (81%)** and **interpreting data visualizations and dashboards (80%)**. **Business intelligence** tools also remain a key focus, with **77% of leaders emphasizing their importance**, alongside the **ability to create visualizations and dashboards (76%)**. Given the importance of communicating with data, it's no surprise that **69% of leaders highlight data storytelling as essential**.

While more **technical skills like databases (68%), data engineering (65%), machine learning (61%), and programming (58%)** hold value, they tend to rank lower in importance than skills that are applicable to everyone. As in previous years, equipping all teams with descriptive analytics skills is central to allowing effective data utilization throughout an organization.

“Nearly every business function is working with data—clear, evidence-based communication isn’t just for data teams—it’s a vital skill for everyone.”



Paulina Davila
VP, Analytics Insights & Storytelling,
JPMorganChase

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The most important AI skills leaders need from their teams today

When asked about the most critical AI skills they need for their teams, leaders continue to prioritize foundational AI knowledge, responsible AI practices, and practical business applications over deep technical expertise.

77% of leaders identify a basic understanding of AI concepts as the most essential skill. Close behind, **74% emphasize AI ethics and responsible AI best practices**, which we'll explore in depth later. Similarly, **72% of leaders stress the importance of understanding AI applications in business**, reinforcing the need for employees to identify relevant AI use cases and recognize where AI adds value—and where it does not.

As AI-powered tools like ChatGPT become embedded in workflows, **68% of leaders cite prompt engineering** and the ability to guide AI-generated outputs as a valuable skill. Meanwhile, **developing AI systems from scratch ranks significantly lower (56%)**, underscoring the reality that most organizations are more focused on leveraging AI effectively rather than building it themselves.

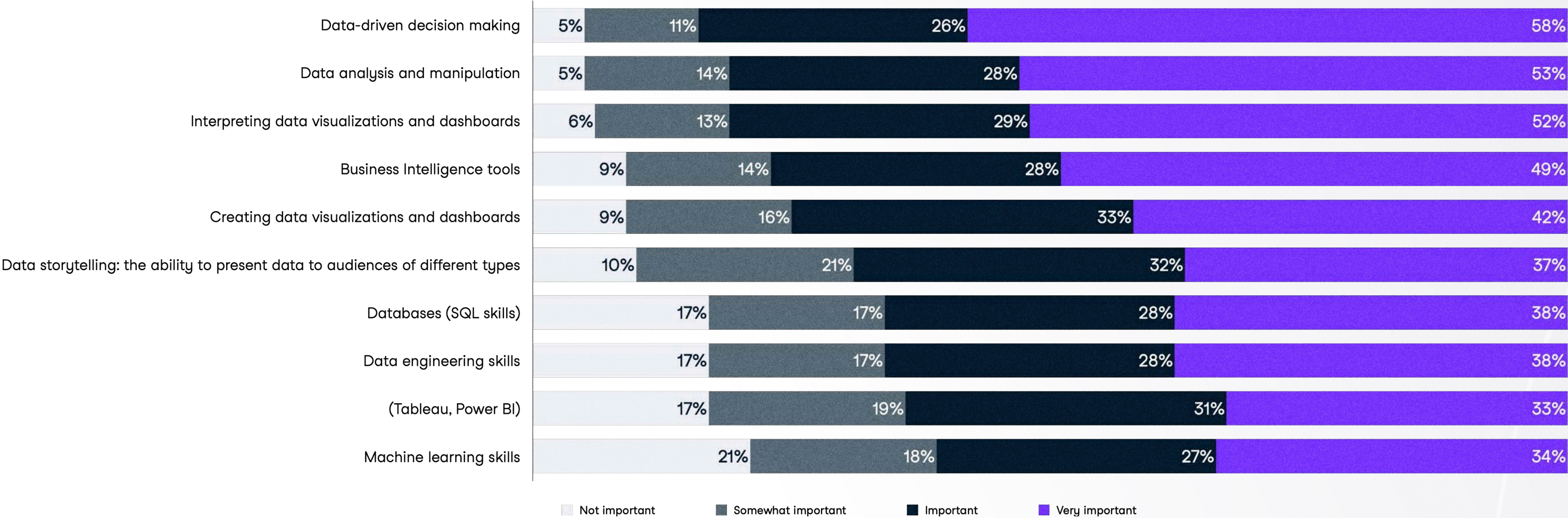
"What does every organization want? They want all of their employees to use AI safely, with awareness of the risks and how to mitigate them. If you want AI scaled up and used appropriately, your organization needs to train and upskill its employees on Responsible AI."



Uthman Ali,
Global Head of
Responsible AI at BP

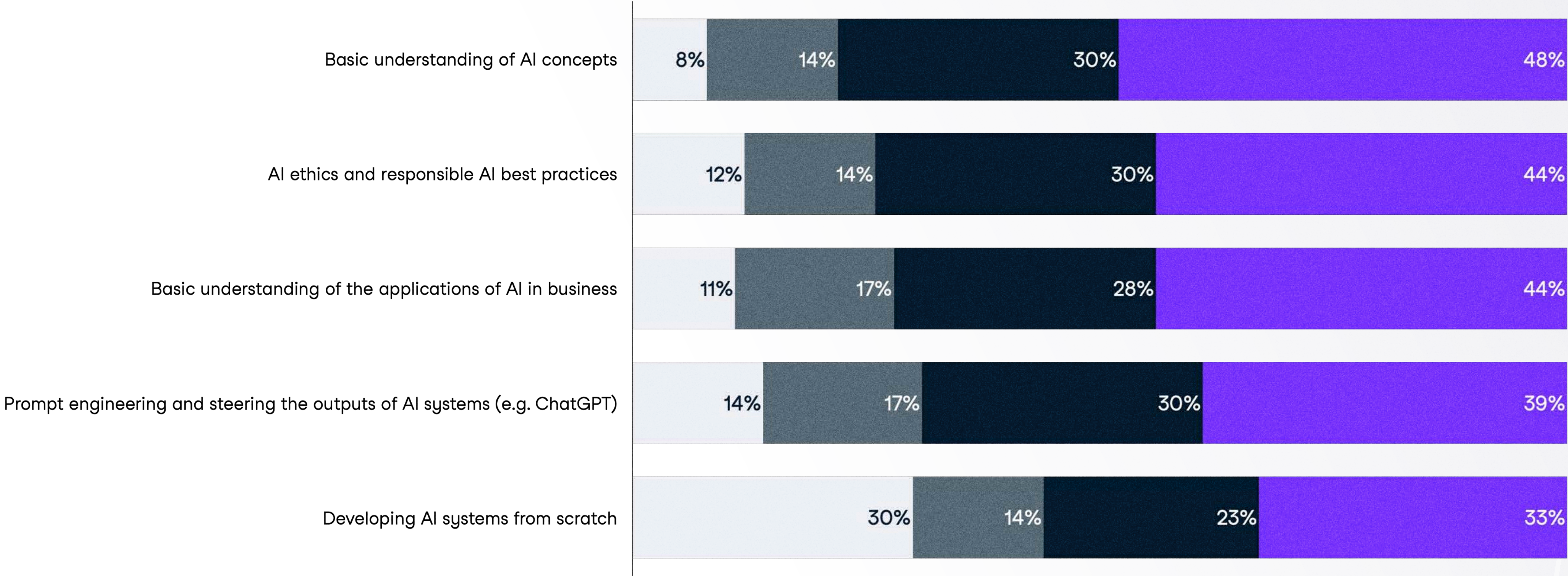
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SKILLS AT THE FOUNDATION OF THE DATA AND AI LITERACY SPECTRUM ARE SEEN AS MOST IMPORTANT BY LEADERS



"How important, if at all, are the following data skills for the day-to-day tasks of employees in your organization?"

DATA AND AI SKILLS AT THE FOUNDATION OF THE DATA AND AI LITERACY SPECTRUM ARE SEEN AS MOST IMPORTANT BY LEADERS



"How important, if at all, are the following data skills for the day-to-day tasks of employees in your organization?"

SECTION 2

The State of AI Adoption in the Enterprise

FROM EXPERIMENTATION TO
WIDESPREAD ADOPTION

In this section, we examine the current state of AI adoption in the enterprise, who are the biggest users of generative AI, the gains and challenges coming out of early adopters, and a lot more.

The Who, What, and How of AI Adoption

As AI continues to reshape the enterprise, we set out to understand the current state of AI adoption—who is using AI, how frequently, and for what purposes. Three key insights emerged.

First, AI adoption is already widespread, with the majority of organizations actively using it. Second, technical teams, especially IT, data, and R&D, are leading the way in AI adoption. Finally, coding and data analysis are, so far, the killer apps of AI, reinforcing our assertion that AI will lower the barrier to working with data.



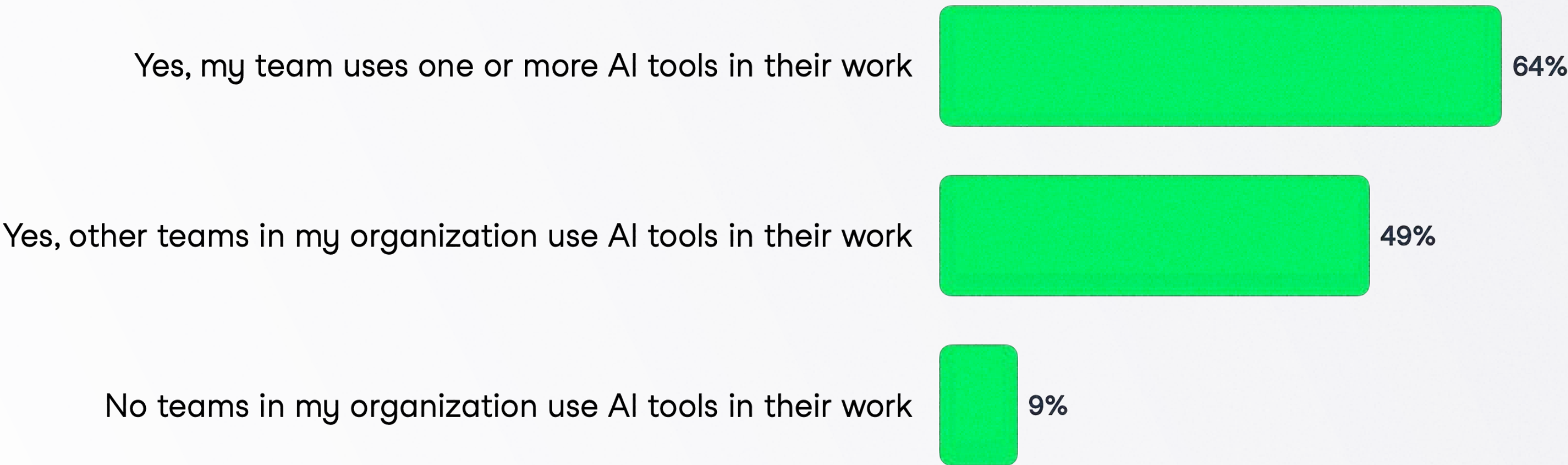
AI adoption is growing rapidly

We first wanted to understand how many teams within organizations are actively using AI, and our research revealed a striking statistic: only 9% of leaders report that no one in their organization uses AI. This means that for most organizations, AI has already become part of workflows in some capacity. Expanding on adoption patterns, **64% of leaders say their teams actively use AI**, while an additional **49% report that other teams in their organization also leverage AI**.

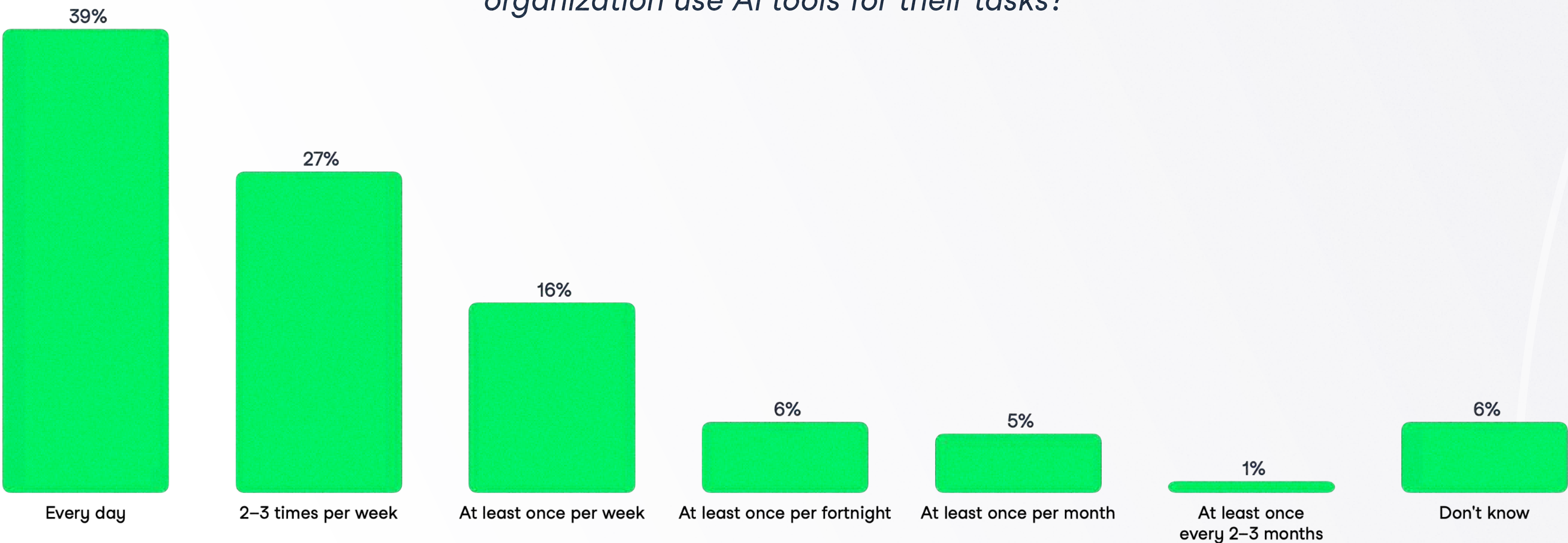
Beyond mere adoption, AI is being used frequently. **82% of leaders state that AI is used at least once a week**, with **39% saying it is used daily**, **27% reporting use two to three times per week**, and **16% stating it is used once a week**. These numbers clearly show one thing: **AI is here to stay**.

AI ADOPTION IS ALREADY AT HEALTHY LEVELS

“Does your team or any other team within your organization use one or more AI tools in their work?”

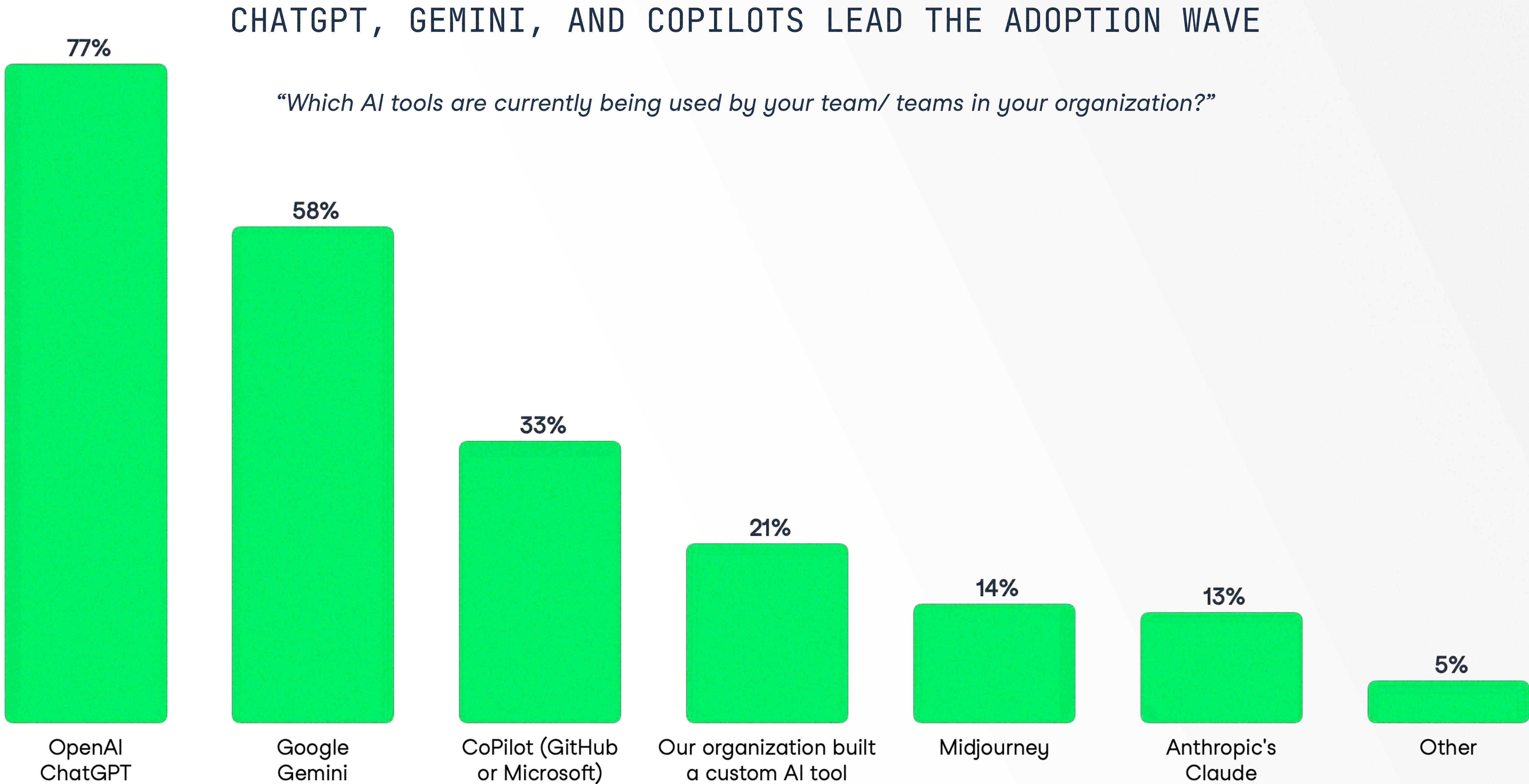


“How often does your team/teams within your organization use AI tools for their tasks?”



When looking at specific tools, we can see AI adoption is primarily driven by widely available generative AI systems, with **77% of leaders reporting that their teams use ChatGPT**, making it the most commonly adopted AI tool in the enterprise. **58% use Google Gemini**, **14% use Midjourney**, and **13% use Anthropic’s Claude**, reflecting growing adoption across both productivity and creative AI applications.

Beyond consumer-facing applications, **33% of organizations have integrated Microsoft or GitHub Copilot**. Additionally, **21% of organizations have built custom AI tools**, a trend particularly common in large enterprises that prioritize security, privacy, and compliance.



Technical teams are leading AI adoption, but functional teams lag

As AI adoption expands across enterprises, we also wanted to understand who uses AI the most within organizations. The results were both predictable and counterintuitive. Unsurprisingly, technical teams are the biggest adopters of AI, particularly those focused on coding, data, and research. **60% of IT teams, 54% of data & analytics teams, and 43% of R&D teams actively use AI for coding, research, and experimentation.** This finding should not be surprising, as coding has become one of the killer apps of LLMs. As Eran Yahav, CTO at Tabnine, said on DataFramed:

“AI will accelerate all activities across the software development lifecycle. Code generation, documentation generation, test generation, code review and deployment to production. At all stages of the software development lifecycle, you already see assistance providing significant value and significant acceleration.”



Eran Yahav
CTO at Tabnine

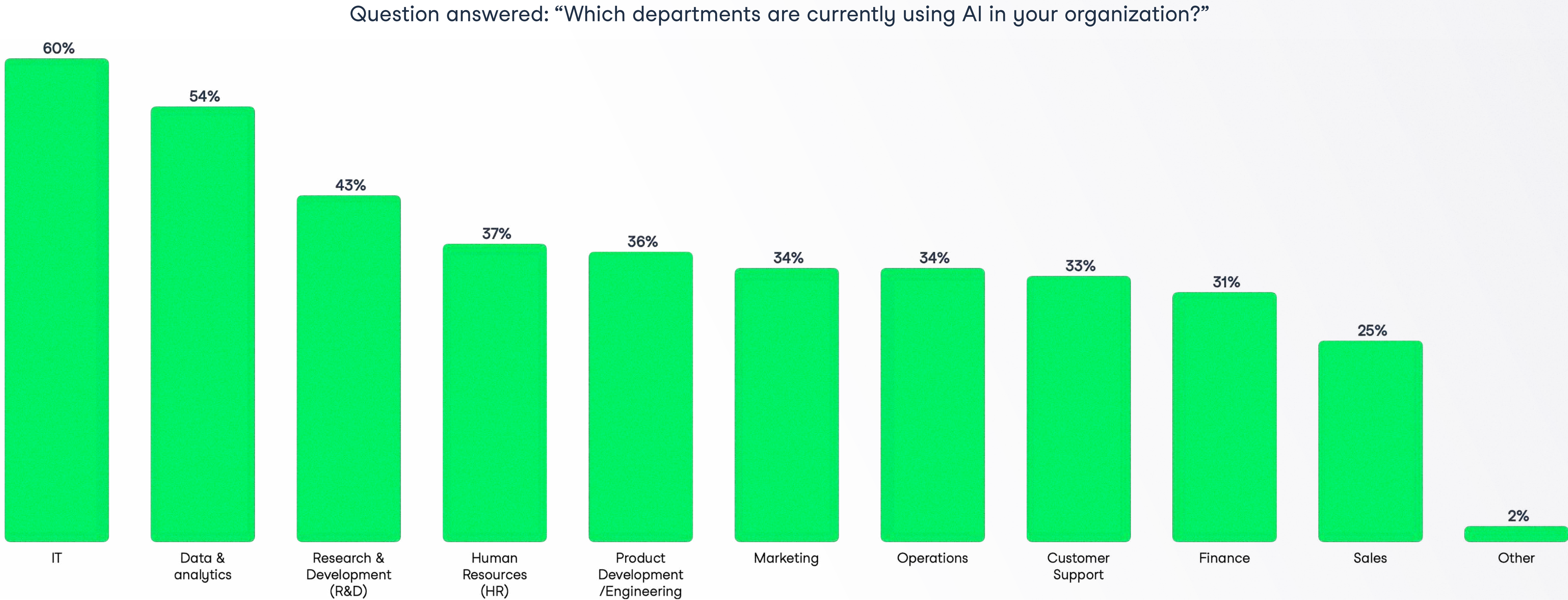
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However, what stands out is the relatively low adoption in business functions that could greatly benefit from AI-assisted workflows. **Marketing (34%), operations (34%), customer support (33%), and finance (31%),** all functions where AI could enhance productivity, decision-making, and customer interactions, show lower-than-expected adoption.

Even **sales teams (25%),** which could leverage AI for personalized messaging, better prospect research, and more, are among the slowest adopters. This gap suggests that while technical teams are leading the charge, many functional areas have yet to fully embrace AI’s potential, presenting a significant opportunity for broader enterprise AI integration.

TECHNICAL TEAMS LEAD ADOPTION—BUT A BIG OPPORTUNITY FOR FUNCTIONAL TEAMS REMAINS



The Gains and Challenges of Early Adopters

When looking at the impact of AI on teams that have already adopted it, leaders are seeing measurable gains in productivity. When asked about the effects of generative AI tools on their teams, **84% of leaders agree that these tools have improved team productivity**. More significantly, only **3% believe AI has had no impact on productivity**, reinforcing that AI is already making a tangible difference in workplace efficiency.

While full-scale AI adoption still has a long way to go, especially among functional teams, these early gains are welcome news. The clear productivity boost is creating momentum and excitement around AI adoption, encouraging more teams to explore how they can leverage AI effectively in their workflows.

“AI adoption has to be seen as a tide that lifts all the boat together. So if you really want to scale adoption, you have to have the leadership setting the agenda and making sure that they are engaged. It’s really a question of making sure that you are watering all the plants at the same time.”



Tathagat Varma
Global TechOps Leader
at Walmart Global Tech

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With the benefits of AI adoption clear, we also asked leaders to report on any downsides they've encountered when implementing the tools. While **36% of leaders say AI has had no negative impact on their teams**, concerns remain.

For example, **30% report an increase in falsehoods and hallucinations in AI-generated outputs**, highlighting the risks of relying on AI content without human oversight. Similarly, **30% cite increased bias in work**, while **25% highlight a rise in low-quality outputs**, reinforcing the need for stronger AI literacy and responsible AI practices.

“It’s crucial for everyone to grasp issues like bias and fairness. And now with the rise of generative AI, our attention has shifted toward challenges like hallucinations, misinformation, toxicity, and intellectual property concerns. Unless a business truly understands these complexities, it’s hard to navigate the risks in this space effectively.”

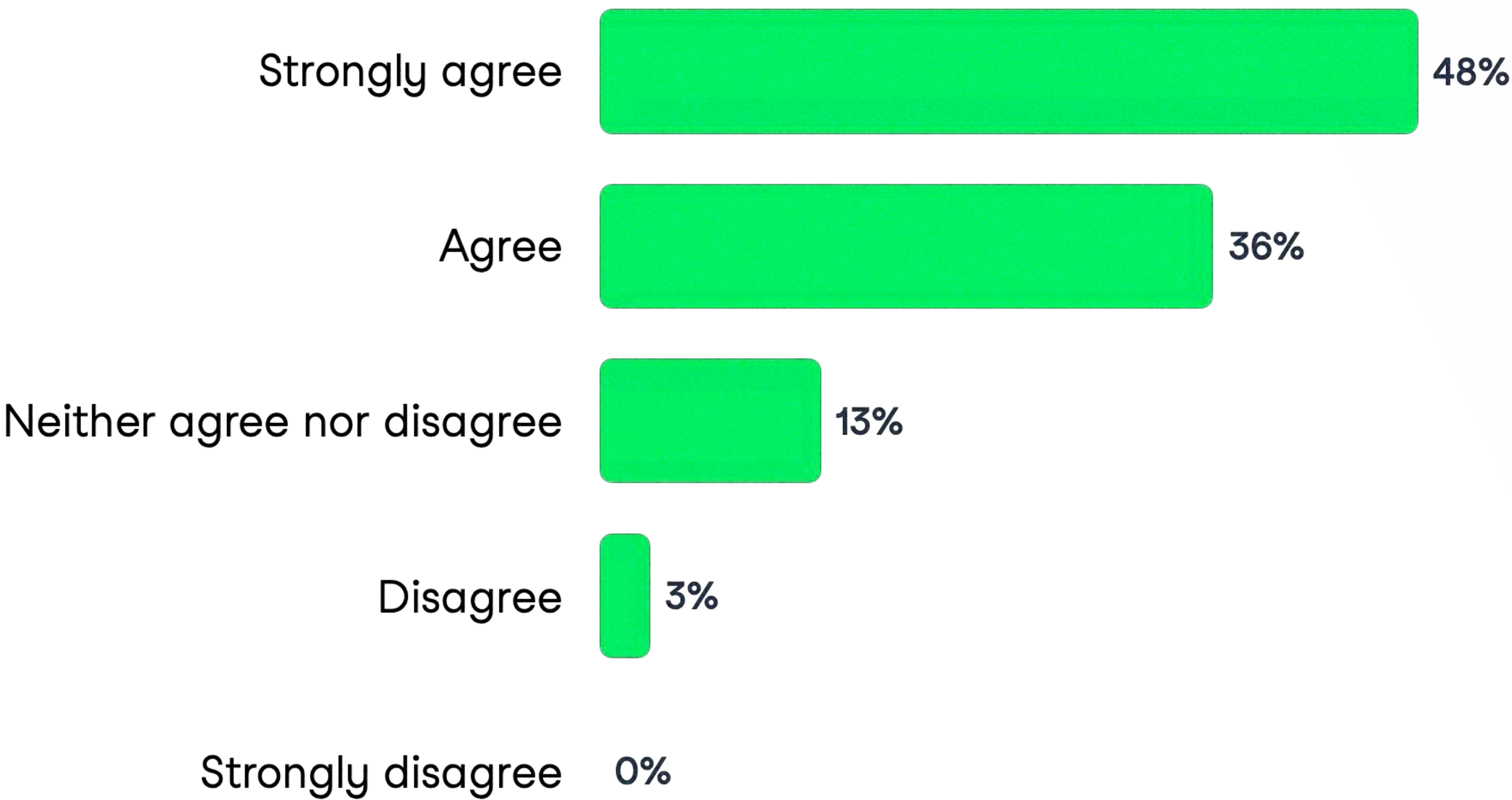


Ranil Boteju

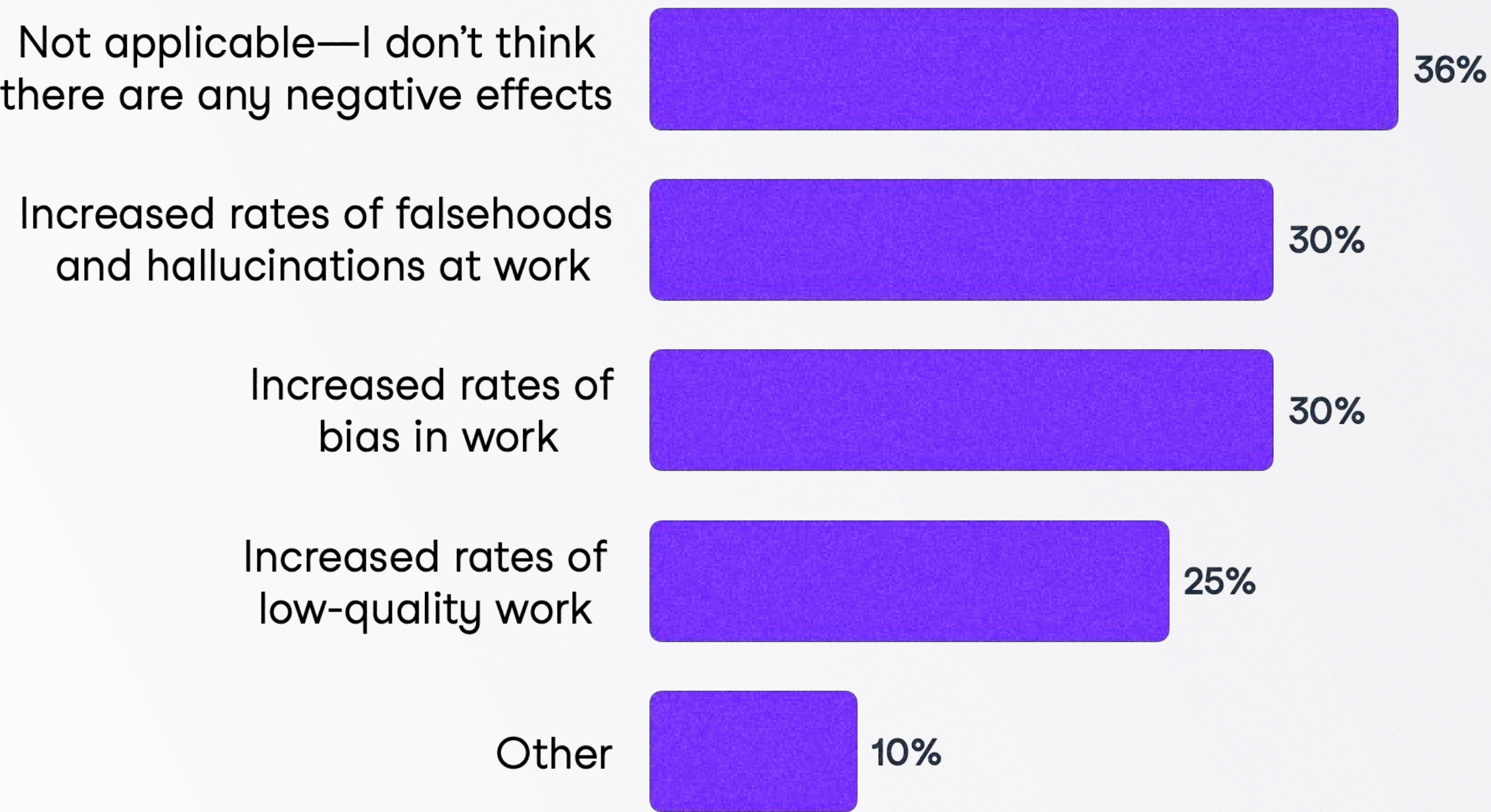
Chief Data and Analytics Officer
at Lloyds Banking Group

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AI IS DRIVING PRODUCTIVITY GAINS, BUT THE RISKS CANNOT BE IGNORED



“To what extent do you agree or disagree with the following statement: “AI tools like ChatGPT have increased productivity in my team?”



“What negative effects have you noticed from your team/ teams in your organization using AI tools daily? (Select all that apply)”

The challenges in scaling AI adoption

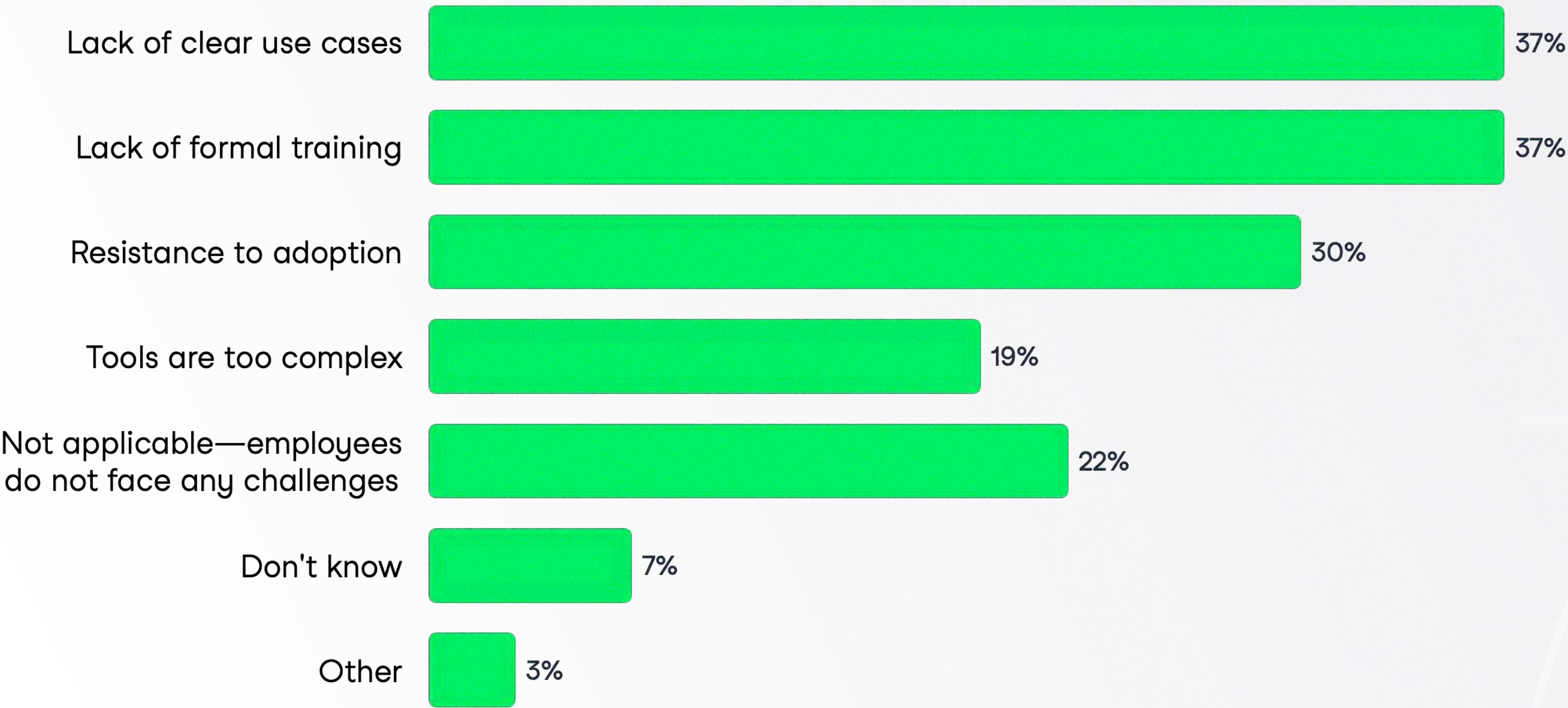
We also wanted to understand the challenges associated with AI adoption, and leaders identified several key barriers to scaling the use of AI throughout their organization. **37% point to a lack of clear use cases**, making it difficult for teams to determine where AI can be effectively deployed.

32% cite a lack of formal training, underscoring the need for structured AI upskilling programs to ensure employees use AI effectively and responsibly. Adjacent to training, **26% find AI tools too complex**, making them less accessible for non-technical employees. Adoption challenges are also cultural. **32% of leaders report resistance to AI adoption within their teams**, highlighting the importance of change management and cultural shifts in successful AI adoption.

Looking at these findings from a high level, the challenges organizations face are fundamentally people issues. From lack of clear use cases to resistance and insufficient training, the biggest barriers to AI adoption stem from how teams understand, interact with, and implement AI.

In the next section, we'll explore how organizations are approaching the data and AI skills agenda and how upskilling and reskilling initiatives have changed since our last report.

THE MAJORITY OF CHALLENGES TEAMS ENCOUNTER WITH USING AI EFFECTIVELY ARE ALL PEOPLE-BASED



“What challenges do employees in your organization face when using AI tools effectively?”

SECTION 3

The Data and AI Skills Agenda

STEADY GAINS

In the last section, we saw that a third of leaders cite lack of formal training as the biggest challenge teams face when using generative AI effectively.

Now, let's examine how organizations are addressing this problem and how data and AI upskilling efforts have evolved over the past year.

The State of Data and AI Upskilling

Leaders report significant changes in how their organizations address the data and AI skills gap compared to last year. The good news is that organizations are making significant improvements in workforce training.

When asked about the state of data literacy training, **46% of leaders now report having a mature, organization-wide data literacy program**, a significant increase from 35% last year. Meanwhile, **29% of leaders say that only technical roles receive data training**, marking a 5% decrease, while **20% report that only non-technical roles also receive training**, reflecting a 6% improvement. Encouragingly, the percentage of **organizations that do not provide any data training has dropped to 7%**, down from 12% last year.

AI training has seen even greater growth. **43% of leaders now report having a mature AI literacy program for all employees**, a substantial jump from 25% last year.

Meanwhile, **23% of organizations limit AI training to technical roles** (down from 26%), and **16% extend AI training to non-technical roles** (down slightly from 18%). Most notably, the **number of organizations that do not upskill employees on AI has dropped from 26% to 15%**, highlighting a clear shift toward recognizing AI literacy as a critical workforce skill.

This increase in upskilling efforts is further supported by an improved perception of access to learning resources. **74% of leaders now say their teams have access to training resources for data skills** (up 9% since last year), and **69% report that their teams have resources for AI skills** (up 13%). This reflects a growing recognition among leaders that organizations are beginning to invest in their workforce's skills.

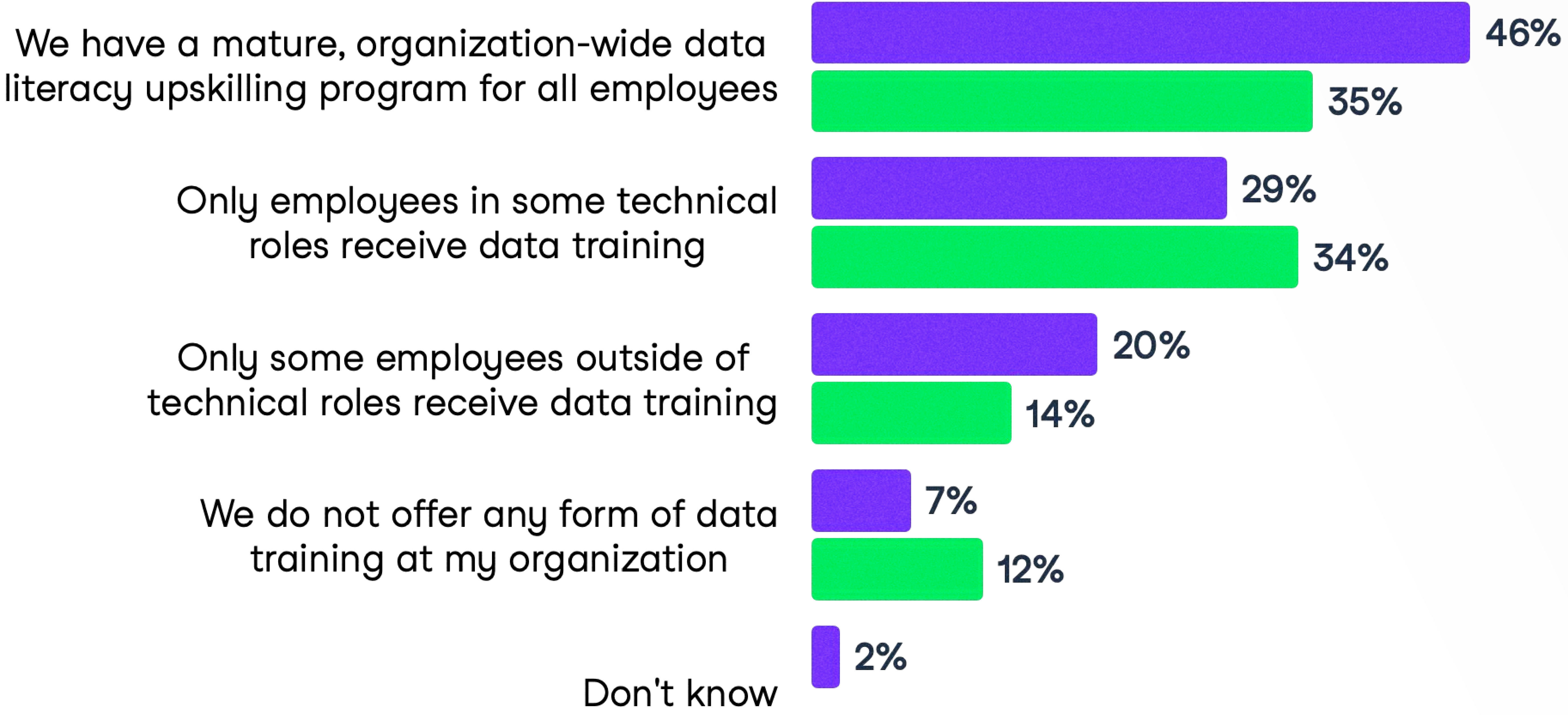
“Our roles as leaders is to think about how can we empower people across an organization to effectively use the data product or service we’re building. When we approach this through a data maturity lens, it’s important to also consider the different user personas within each domain. The skills and capabilities you need to develop for technologists will differ from those required on the business side.”



Robin Sutara
Field Chief Data Strategy
Officer at Databricks

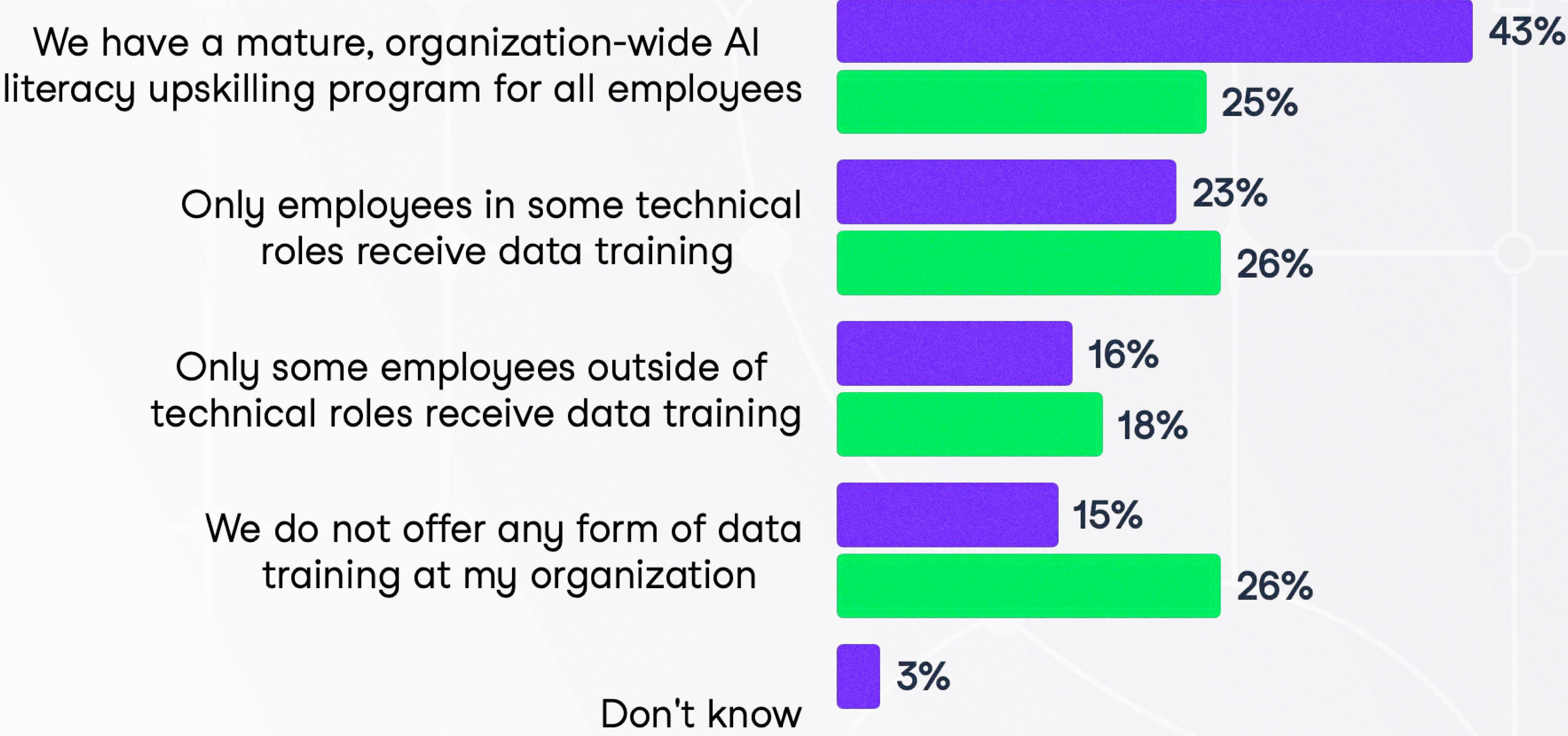
 Watch Here

THE DATA AND AI UPSKILLING AGENDA IS GAINING MOMENTUM



2024 2025

“What would best describe the state of data training at your organization?”



“What would best describe the state of AI training at your organization?”

Blended learning is the most widely used form of upskilling

When it comes to how organizations are approaching data and AI training, blended learning (a mix of online-based training and instructor-led sessions) remains the most popular method. **42% of leaders report using blended learning** as their main upskilling methodology. We see this first-hand with DataCamp for Business customers—who combine the use of DataCamp courses and live sessions to effectively drive learning outcomes.

Bloomberg combines online learning with instructor-led sessions to drive learning outcomes

Key features of the program:

- DataCamp courses as pre-requisites for live sessions
- Online sessions delivered by Bloomberg in-house experts
- Capstone projects built with Bloomberg data

“With our blended learning program, learners were able to go from never writing a line of code in their entire life to completing a data-driven news analysis.”



Sheil Naik

Senior Technical Trainer and
Technical Program Manager for
Global Data, Bloomberg

[Learn More](#)

Volkswagen kickstarts a learning culture with a deeply immersive week of training

Key features of the program:

- One-week immersive session designed and curated by the DataCamp team
- Sessions delivered to different teams by DataCamp instructors
- Meant to kickstart a wide-ranging skills transformation project

“Together with DataCamp, we created custom projects using company-specific data, allowing participants to apply their new skills in a practical, business-relevant way.”



Hannah Cuypers

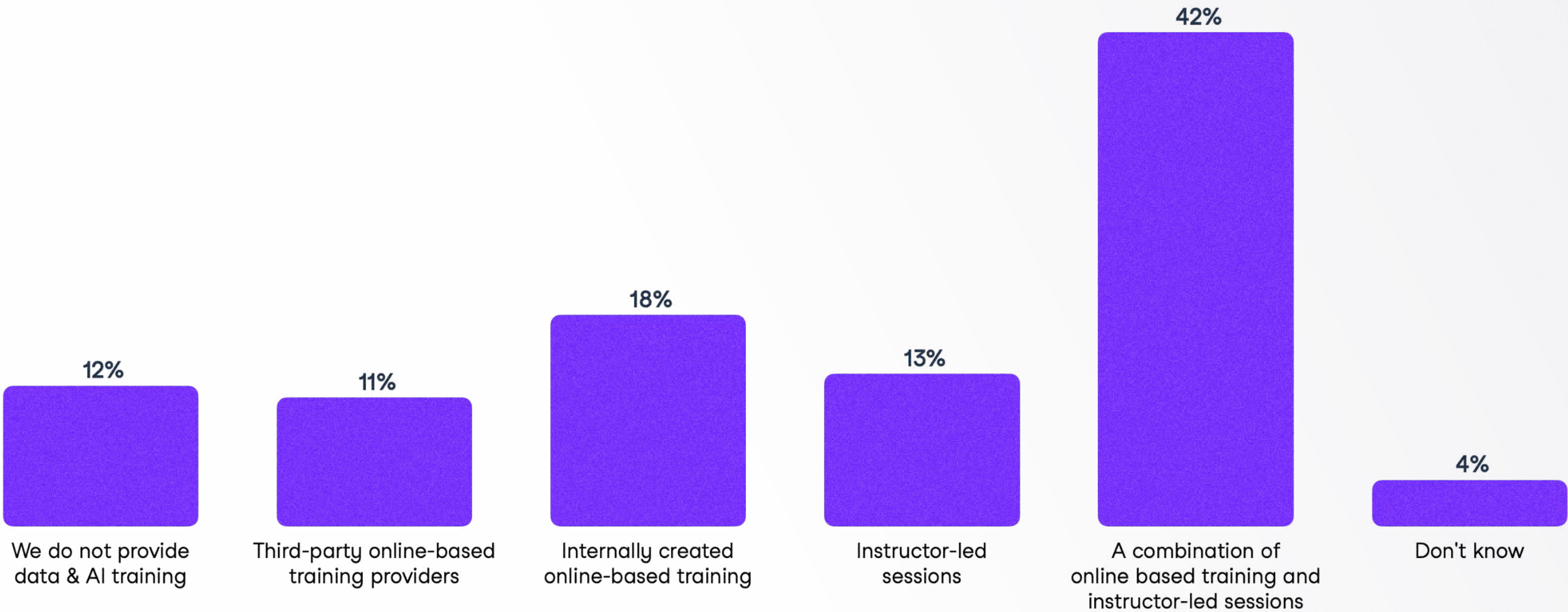
Project Leader Digitalisation & IT at
Porsche AG

[Learn More](#)

Other approaches include internally created **online-based training (18%)**, **instructor-led sessions (13%)**, and **third-party online-based training providers (11%)**. While external training providers remain a smaller piece of the puzzle, the fact that only **12% of organizations report not providing any data and AI training is a positive sign that upskilling is becoming a higher priority**.

BLENDING LEARNING AND ONLINE LEARNING ARE THE MOST POPULAR WAYS OF ADDRESSING THE DATA & AI SKILLS GAP

"How do you upskill your workforce on data & AI skills?"



The Challenges Leaders Are Facing in Filling the Data and AI Skills Gap

Despite progress in upskilling, many organizations still face significant challenges in closing the data and AI skills gap. From budget constraints to employee resistance and lack of executive support, these barriers continue to slow down large-scale training initiatives.

When asked about the biggest obstacles to data and AI training, **33% of leaders cite a lack of budget as the primary challenge**, making it the most frequently reported barrier. Employee engagement also remains a concern. **27% of leaders report resistance to training**, while **27% also highlight inadequate training resources**, suggesting that organizations are still struggling to provide effective, accessible, and engaging learning experiences.

Beyond budget and resources, leaders also face structural challenges in implementing training programs. **25% say they struggle to understand where to start**, and **24% cite a lack of executive support**, making it difficult to drive company-wide adoption. Additionally, **23% point to a lack of ownership over training programs**, further reinforcing the need for a playbook on how to approach building data and AI literacy.

Interestingly, **20% of leaders say they face none of these challenges**, indicating that some organizations have already built mature, structured training programs. However, for the majority, overcoming these barriers is essential for closing the skills gap and ensuring long-term AI and data literacy.



LACK OF BUDGET, EMPLOYEE RESISTANCE, AND INADEQUATE TRAINING RESOURCES TOP THE LIST OF CHALLENGES

"What challenges have you faced or are you currently facing when improving your workforce's data and AI skills? Please select all that apply."



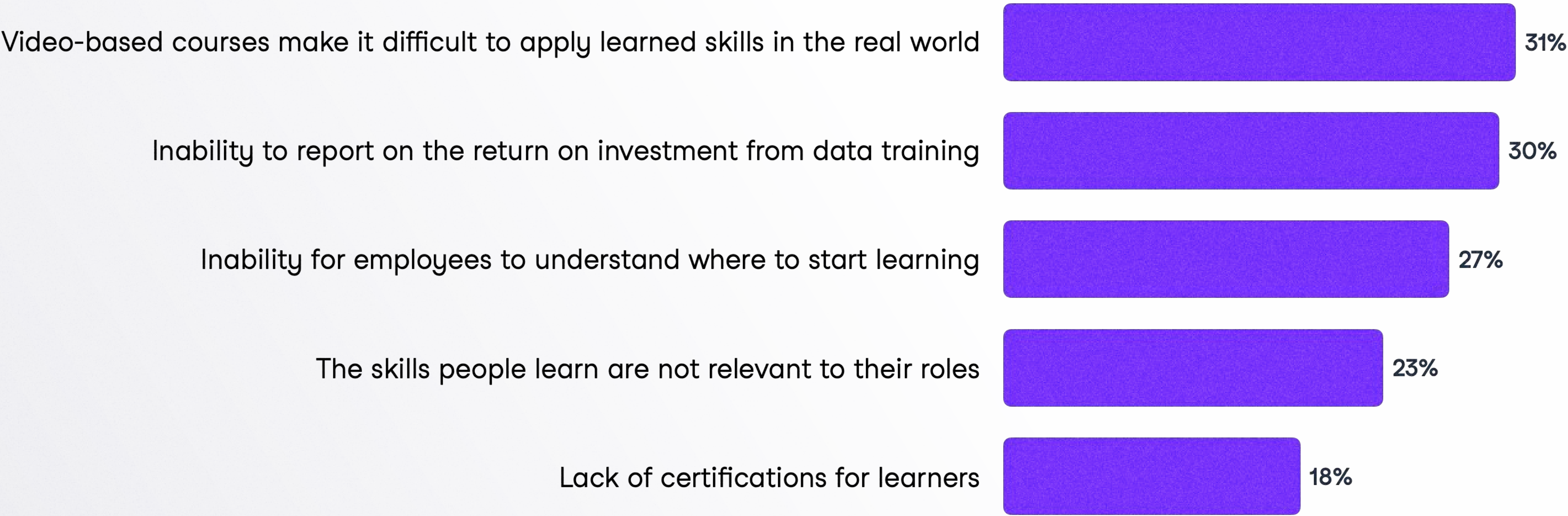
Online learning resources do not provide the needed level of personalization and interactivity

Despite data and AI being primarily active skills, many education providers have yet to adapt training methods to reflect this reality. Leaders report three key barriers that limit the effectiveness of third-party training providers: lack of applicability, lack of personalization, and difficulty measuring impact.

- **Lack of applicability:** Many people struggle to apply AI and data training in real-world scenarios. **31% of leaders say video-based courses alone are insufficient**, and **27% report that employees don't know where to start**, highlighting the need for structured, hands-on learning paths.
- **Lack of personalization:** Training programs often fail to align with job-specific needs. **23% of leaders say the skills taught are not relevant to individuals' roles**, while **18% cite a lack of certifications**, indicating demand for credentials that validate expertise and encourage participation.
- **Difficulty measuring impact:** Many organizations struggle to assess the effectiveness of training programs. **30% of leaders say they cannot measure ROI**, making it hard to justify ongoing investment.



ONLINE LEARNING RESOURCES DO NOT PROVIDE THE NEEDED LEVEL OF PERSONALIZATION AND INTERACTIVITY



"If you use a third-party online training provider, what challenges have you faced? Please select all that apply."

Scale **deeply personalized interactive learning** experiences with **DataCamp**

Get Started

Whether data and AI literacy for beginners, prompt engineering with ChatGPT, or machine learning for developers, your teams will put their skills into action with hands-on interactive exercises right in the browser.

Daily XP 500

You've been hired by a media company reporting on a new AI model called vidAlo. Use ChatGPT to write a template post providing this prompt:
[Create a social media post about the release of vidAlo.]
Which limitation means this prompt is unlikely to produce an accurate response?

☒ Answer the question100 XP

☐ ChatGPT was potentially trained with biased datapress1

☐ ChatGPT can struggle to track conversation context if the focus shiftspress2

☐ ChatGPT has a knowledge cutoffpress3

Take Hint (-30XP)

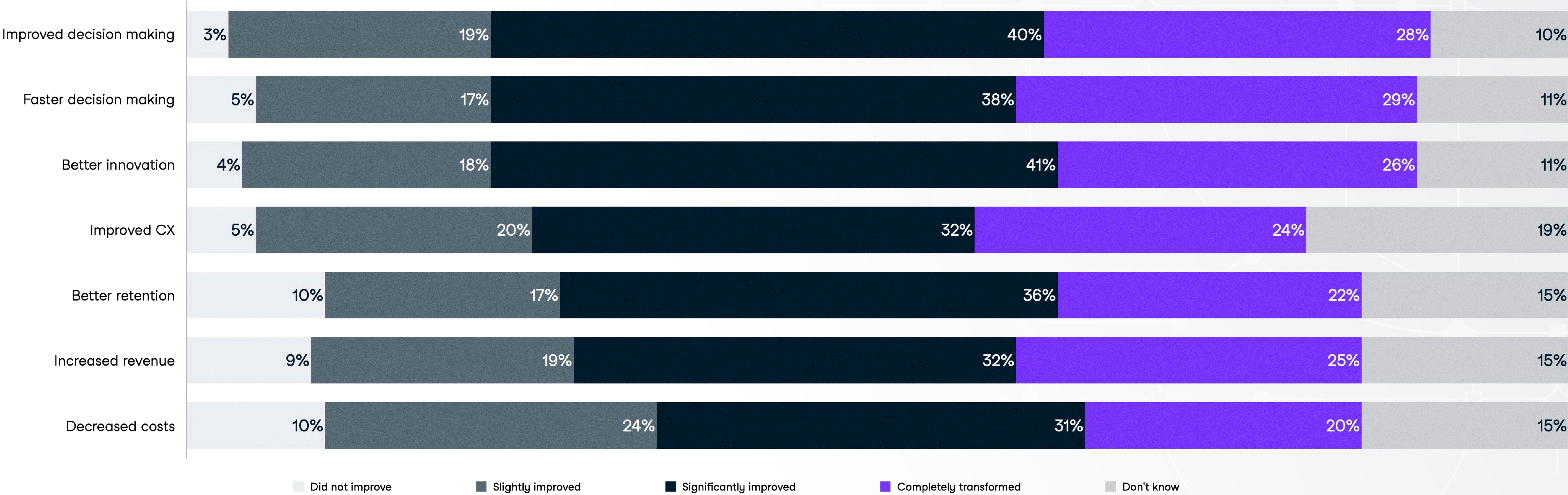
Submit Answer

The ROI of Data and AI Upskilling

Despite some organizations struggling to measure ROI, leaders overwhelmingly report improved business performance from data and AI upskilling efforts. When asked to rank how their organization has benefited from data and AI training, leaders point to tangible benefits across decision-making, innovation, customer experience, and financial performance. Let's break it down:

- **86% say training has improved decision-making**, with **40% seeing significant improvements** and **28% experiencing a complete transformation**.
- **83% report faster decision-making**, with **38% seeing significant improvements** and **29% reporting a complete transformation**.
- **85% cite better innovation**, with **41% seeing significant improvements** and **26% reporting a complete transformation**.
- **76% say training has improved customer experience (CX)**, with **32% seeing significant improvements** and **24% reporting a complete transformation**.
- **75% highlight better employee retention**, with **36% seeing significant improvements** and **22% reporting a complete transformation**.
- **75% say training has increased revenue**, with **32% seeing significant improvements** and **25% reporting a complete transformation**.
- **75% report decreased costs**, with **31% seeing significant improvements** and **20% reporting a complete transformation**.

LEADERS ARE ALREADY SEEING THE ROI OF DATA AND AI UPSKILLING



"How has your organization benefited from data & AI training?"

What's interesting here is that these are aggregate numbers. When we segment the results based on data and AI upskilling program maturity. When looking at results from leaders who have either a mature organization-wide data literacy program or a mature organization-wide AI literacy program, we can see significant increases in the benefits received from data and AI training.

The difference is striking. When we isolate responses from leaders whose organizations have mature data and AI literacy programs, the ROI from training is even more pronounced across every metric.

For example, **83% of all leaders saw improvements in faster decision making**—but that number jumps to **95% among those with mature programs**. Similarly, while **75% of the broader group reported increased revenue**, that rises to **92% for those with mature initiatives**. This trend continues across the board: **better innovation (95% vs. 85%), improved CX (93% vs. 76%),** and **even decreased costs (91% vs. 75%).**

The data clearly shows that as organizations invest in maturing their data and AI literacy programs, the benefits scale significantly. This is especially the case when looking at leaders who report “complete transformations” across these different dimensions.

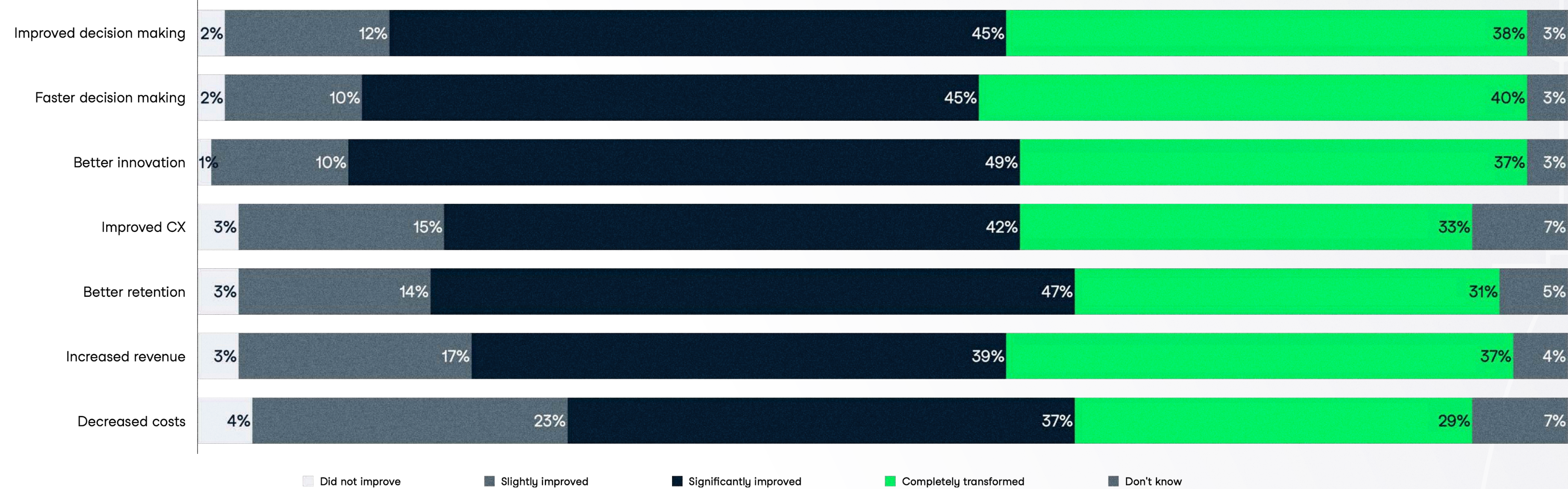
“Our goal is to upskill everyone within our organization, because we know how important a common data and AI understanding is for everyone.”



Markus Rolle
Chief Financial Officer at
Telefónica Germany

 [Watch Here](#)

LEADERS WITH MATURE DATA AND AI LITERACY TRAINING PROGRAMS SEE EVEN HIGHER ROI



"How has your organization benefited from data and AI training? (Mature data and AI literacy programs only)"

Beyond business performance: Data and AI literacy as social safeguards

While AI and data literacy are critical for business performance, efficiency, and innovation, leaders also recognize their broader societal impact. The findings suggest that AI literacy is increasingly seen as a safeguard against automation risks, misinformation, and ethical concerns.

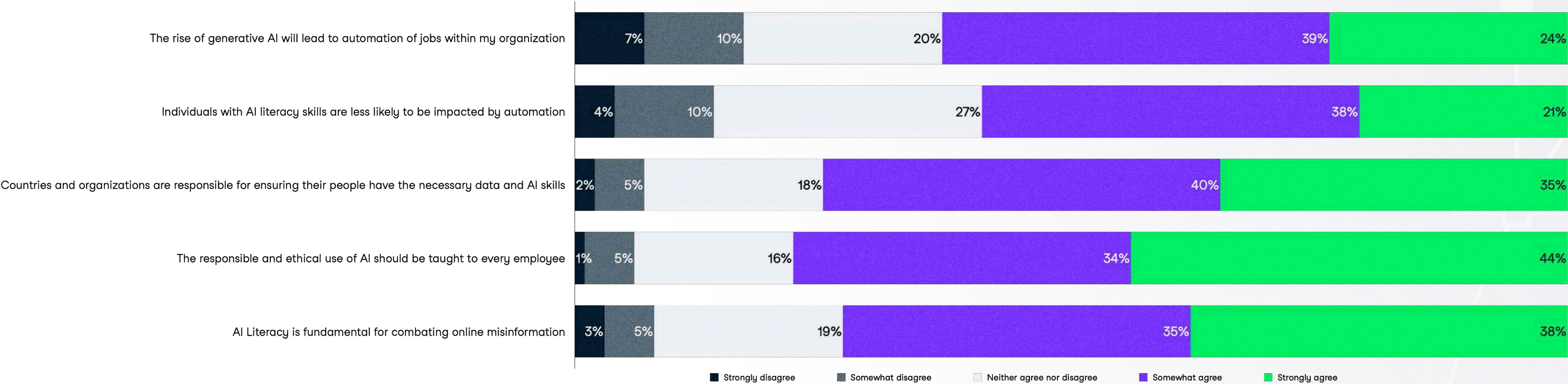
- **63% of leaders agree that generative AI will lead to job automation within their organization**, reinforcing the potential problems AI may introduce into the labor market. However, **59% believe that individuals with AI literacy skills are less likely to be impacted by automation**, highlighting AI literacy as a protective measure against workforce displacement.
- **75% of leaders believe that countries and organizations are responsible for ensuring their people have the necessary data and AI skills**, emphasizing the role of governments and businesses in preparing society for the AI-driven future.

- **79% agree that the responsible and ethical use of AI should be taught to every employee**, showing a strong consensus that AI education must go beyond technical skills and include ethical considerations and responsible AI use.
- **73% say AI literacy is fundamental for combating online misinformation**, reinforcing the idea that data and AI skills are not just about productivity but also about ensuring informed, responsible digital citizens.

These findings underscore that AI and data literacy are not just competitive advantages—they are essential tools for navigating the risks of automation, misinformation, and ethical AI deployment. Organizations that invest in AI literacy today are improving workforce resilience and contributing to a more informed and responsible society.



DATA AND AI LITERACY ARE ESSENTIAL TOOLS FOR NAVIGATING THE RISKS OF AUTOMATION, MISINFORMATION, AND ETHICAL AI DEPLOYMENT



“To what extent do you agree or disagree with the following statement”

SECTION 4

5 Lessons to Effectively Upskill and Reskill Your Teams in the Age of AI

LEARNINGS FROM THE FRONTLINE

While AI adoption is accelerating, success hinges on how well the workforce is prepared to use data and AI effectively.

In this section, we share five best practices from DataCamp for Business customers on building scalable, high-impact literacy programs that drive real business value.

1—Align Learning ROI with Business Objectives

In the previous section, we saw that **30% of leaders struggle to measure the ROI of their training programs.**

One of the biggest pitfalls when launching an upskilling initiative is failing to align learning objectives with business objectives. When training is disconnected from real business needs, it becomes difficult to track impact, gain leadership support, and drive meaningful change.

To bridge this gap, organizations should move beyond skill-based learning objectives and adopt an outcome-driven approach. This means working closely with functional leaders to ensure that upskilling efforts are aligned with business priorities and measurable success metrics.

Skill-based vs. outcome-based learning objectives

Many upskilling programs focus on learning a specific tool or skill, such as “Learn ChatGPT” or “Master Power BI.” While valuable, these skill-based objectives often lack direct business impact. Instead, leaders should shift to outcome-based goals that directly tie learning to measurable efficiency, accuracy, or innovation improvements.

For example, suppose you want to upskill a finance team on Power BI. A skill-based goal might be to simply learn Power BI. An outcome-based goal, on the other hand, would be to reduce manual reporting time by transitioning from Excel to Power BI. This approach not only provides a clear business rationale for adopting Power BI, making change management easier but also creates a measurable success metric: time saved on reporting.

By linking upskilling efforts to tangible business outcomes, organizations can drive greater adoption, justify training investments, and ensure learning translates into real-world impact.

A great example comes from Rolls Royce, which worked with DataCamp for Business to upskill engineers in Python to automate engineering design processes. By focusing on a business process instead of a skill, Rolls Royce was able to curate the right learning resources, upskill their engineers, and deliver a 100x improvement in the speed of design engineering processes.

How Rolls Royce 100x'ed the speed of their design engineering processes with DataCamp

Key features of the program:

- Outcome-based goal of improving design engineering processes with Python skills
- Worked with DataCamp for Business to build custom learning pathways that support these skills
- Engineers upskilled were able to 100x the speed of their design engineering processes

“At Rolls-Royce, we’re dealing with complex data sets related to airlines and engines. Through DataCamp, our engineers gained valuable experience and learned how to automate multiple data-handling processes that previously had to be completed manually.”



Akin Keskin
Chief of Design Systems,
Rolls-Royce

 [Learn More](#)

Build interlocks with the business

If you are a data or learning leader looking to build data and AI literacy skills across the organization, the best way to define outcome-based goals is by building interlocks with the business. Rather than offering generic AI and data training, work closely with functional leaders to ensure upskilling efforts directly address business challenges and drive measurable impact. Here's how to do it effectively:

- **Collaborate early:** Meet with department heads to understand the specific pain points that AI and data skills can help solve, such as automating reporting, improving decision-making, or enhancing customer insights.
- **Create role-specific learning pathways:** Different teams require different skills. Finance may need Power BI training, while marketing might focus on ChatGPT for marketing copy creation.
- **Define KPIs and measure impact:** Set clear business-aligned success metrics (e.g., "reduce manual reporting time by 30%") and track progress to demonstrate ROI.

By embedding learning into business priorities and maintaining ongoing alignment with functional leaders, organizations can ensure upskilling drives real outcomes, adoption, and competitive advantage.

“To truly understand learners’ needs, it’s essential to engage in direct conversations—not just with learners, but also with their managers. These business leaders provide crucial context about how data and AI skills are applied today and what’s expected in the future. Communication with both groups ensures training aligns with real business impact.”



Janice Burns
Chief Learning Officer, Degreed

 [Watch Here](#)

2—Focus on Change Management

We've already seen that resistance to change is one of the biggest barriers to data and AI adoption and upskilling. This should come as no surprise, as the workforce naturally feels uncertainty and fear when new technologies emerge. Proactively addressing this resistance is key to successful AI and data training initiatives.

Communication, communication, communication

People are more likely to embrace AI and data upskilling when they see how it directly aligns with their current role and career ambitions. When your workforce understands how these skills can enhance daily operations, streamline tasks, and open new growth opportunities, they are far more likely to engage with training programs. However, simply announcing upskilling initiatives isn't enough—leaders must think like marketers when communicating about AI and data literacy, ensuring that messaging is clear, relevant, and compelling to every employee.

This approach means going beyond standard email newsletters with training announcements and instead reaching employees in meaningful ways with messaging that resonates. To drive engagement, excitement, and adoption, organizations must treat upskilling like any internal product launch, delivering the right message at the right time through the right channels. Here are four tactics you can adopt today to effectively communicate the importance of AI and data literacy:

- **Use diverse and creative communication channels:** Engage employees through internal AI events, podcasts, office hours, and town halls to spark interest and dialogue.
- **Focus on the “What’s in it for me”:** Show how AI helps in daily tasks—saving time, reducing manual work, and unlocking new possibilities—rather than using abstract terms.
- **Build a decentralized network of champions:** Empower AI advocates in each department to share wins, guide peers, and build excitement locally.
- **Create a centralized knowledge hub:** Provide a single resource with FAQs, case studies, and learning paths to make AI training easy to access and apply.

By treating AI and data upskilling as a company-wide movement and adopting a marketer's mindset, organizations can boost engagement, build trust, and drive meaningful adoption of AI literacy across the workforce.

“People are busy and organizations face constant change. To make your upskilling program stand out—especially at scale—it must be engaging and memorable. Strong change management, with clear communication, branding, and personal marketing, is often what turns a good initiative into a successful one.”



Emily Hayward
Transformation Team Manager at
Financial Conduct Authority

 [Watch Here](#)

Have leaders lead by example

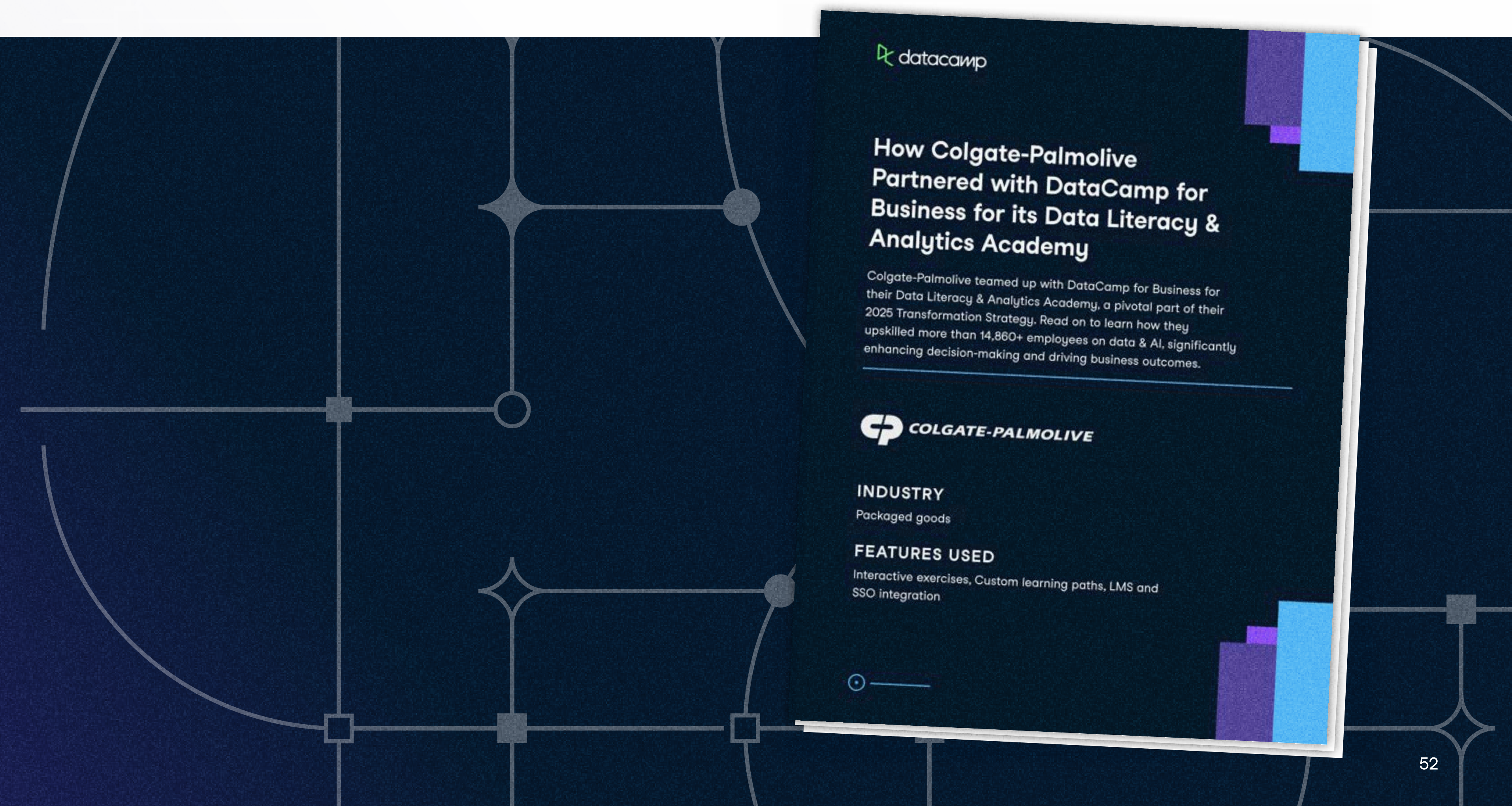
The best way to create excitement for data and AI literacy is to incentivize leaders to lead by example. Executives and managers should not just endorse AI upskilling—they should actively participate. When leadership commits to learning AI, it reinforces AI adoption as a strategic priority rather than a passing trend.

Leaders who engage in training, share their learning experiences, and integrate AI into their workflows help normalize AI adoption across the organization. The following are three tactics to help leaders lead by example:

- 1. Make leaders the first learners:** Have executives and managers complete AI and data literacy training before rolling it out to the broader workforce.
- 2. Encourage leaders to share their learning journeys:** Feature leadership stories in town halls, LinkedIn, internal newsletters, or company-wide discussions to show data and AI upskilling in action.
- 3. Enable leaders to use data and AI in daily work:** Help leaders identify real data and AI use cases for their roles—whether it is leading with the data during meetings or building automations with AI.

How Colgate upskilled 14,000+ employees with DataCamp

A great example comes from Colgate, which used DataCamp for Business to upskill 14,000+ employees, with active participation from the CEO and leadership team. By leading by example, Colgate reinforced AI and data literacy as a company-wide priority, driving engagement and making upskilling a strategic imperative.



3—Make Learning Interactive and Useful

We saw earlier that one of the biggest challenges with online learning is that passive, video-based learning does not drive learning ROI. While videos can be useful, they often fail to build practical, job-ready skills. Instead, organizations should focus on creating memorable, pedagogically sound learning experiences that engage learners and drive real-world application.

Use interactive learning if you're using online training

Data and AI skills are active by nature, requiring practice, experimentation, and application. We've seen firsthand how transformative active learning experiences can be, ensuring that learners consume information and apply it in real-world scenarios.

A great example of this comes from Just IT, which runs a data expert apprenticeship program designed to help organizations upskill teams on Python, R, SQL, Power BI, and Tableau.

Despite offering Pluralsight courses and instructor-led training, instructors found themselves spending too much time helping beginners catch up instead of focusing on higher-level learning objectives.

To solve this, Just IT leveraged DataCamp for Business' custom learning tracks to provide a modern, engaging learning experience that helped learners develop prerequisite skills before entering the program. As a result, instructors spent less time on beginner fundamentals and more time on advanced topics, leading to a 100% pass rate in their certification program.

How Just IT accelerated its blended learning program with DataCamp

Key features of the program:

- Personalized learning paths with 100% active learning experiences
- A blended learning program where learners complete prerequisites on DataCamp and Just IT instructors provide in-person training
- 100% certification pass rate for Just IT learners

"If we compare other providers to DataCamp, they are polar opposites. Most learning providers are video-based, and lack that crucial interactivity needed to learn data skills. So for us, choosing DataCamp was a no-brainer."



Scott Worland

Service Delivery Manager
at Just IT

 [Learn More](#)

Use blended learning as the stepping stone for a learning culture

A mix of online training and instructor-led sessions can ensure your teams learn new AI and data skills and apply them effectively. However, building a true learning culture requires more than structured training.

Organizations that foster collaboration, engagement, and friendly competition create an environment where upskilling becomes a shared experience rather than an isolated task.

Here are three practical ways to build a strong learning culture:

- 1. Competitions:** Organize data and AI challenges, hackathons, and leaderboard-based competitions to create excitement and engagement around learning.
- 2. Lunch and learns with experts:** Bring in internal and external experts for informal knowledge-sharing sessions where employees can ask questions and discuss real-world applications of AI and data.

3. Internal conferences: Host company-wide learning summits to showcase AI and data use cases, employee success stories, and emerging trends—making data and AI literacy a strategic priority.

Specsavers boosted engagement in their upskilling program by using DataCamp's gamification features like XP and leaderboards. To address skill gaps in Power BI and Databricks, they launched tailored learning paths and competitions that drove adoption.

The result: 115+ employees upskilled, each saving three–four hours per week—showcasing how blended learning and gamification drive real business impact.

“We’ve begun to build a “ritual” using DataCamp to set fun challenges followed by presentations for our internal data community. So far, we’ve had around 45 completed challenges. Over time we’ll build an expectation around these challenges, which we’re running on an approximately monthly schedule. Using DataCamp’s gamification, we’re able to generate some real energy for data learning.”



Lorraine Pocklington
Data Community Manager
at Specsavers

[Read The Case Study](#)

4—Make Sure Data and AI Literacy Go Hand-in-Hand

Earlier in this report, we saw that the demand for AI literacy skills is now outpacing the demand for data literacy. This is not surprising, especially given the urgency around the adoption and deployment of AI within the enterprise. That said, organizations should not make the mistake of deprioritizing data literacy.

Why data and AI literacy are two sides of the same coin

In many ways, data literacy and AI literacy are two sides of the same coin; one cannot exist effectively without the other. While generative AI has recently dominated public discourse, it is just one piece of the broader AI landscape.

Traditional machine learning and predictive modeling—deeply rooted in data literacy—continue to be some of the most valuable AI applications in organizations today. Additionally, understanding data collection, quality, and structure is essential for making sense of generative AI models.

More importantly, as AI reduces the barrier to working with data, having strong data literacy is essential for preventing errors and ensuring responsible AI-assisted data work. That's why data and AI literacy must be mutually supportive. Ultimately, data literacy enables employees to:

- **Frame the right questions:** AI can process data, but employees must define what to measure and why.
- **Understand data quality:** AI is only as good as its data. Employees need to identify poor-quality or biased data before trusting AI-generated insights.
- **Assess bias in AI models:** AI can amplify biases in the data it's trained on. Employees must critically evaluate AI-driven decisions to avoid reinforcing inaccuracies.

“AI is everywhere now, so it’s critical employees use it responsibly. At Salesforce, AI safety training is central to our data literacy efforts. We’ve run live demos of AI “hacks” to highlight risks and teach safe, effective use.”



Anjali Samani
Senior Director of AI
Engineering, Salesforce

 [Watch Here](#)

5—Personalize Learning at Scale

As we've seen throughout this report, data and AI literacy are not one-size-fits-all skills. Employees interact with data and AI differently based on their roles, responsibilities, and technical expertise. A finance executive may need to understand how AI impacts risk modeling and regulatory compliance, while a product manager might focus on integrating AI into product development.

Similarly, marketers may need to become proficient in AI-driven content generation, while engineers require deeper knowledge of AI model development. To ensure relevance and effectiveness, organizations must design learning experiences that cater to these varying needs. This is where learning personas come into play.

Find your learning personas

A learning persona is a well-developed archetype representing a specific segment of your workforce based on their data and AI learning needs. Personas help you structure AI literacy programs in a way that makes training more engaging, relevant, and practical for different teams.

At DataCamp, we have identified four distinct learning personas for data and AI literacy programs, each requiring different levels of competency, as laid out in our [Data & AI Competency Framework](#). You can download and edit this framework to customize personas for your own organization.

How to create your own learning personas

While we recommend using the Data & AI Competency Framework to get started, every organization is unique. Below are best practices for developing your own learning personas from scratch:



Understand your learners

Start by gathering insights into your workforce's knowledge, usage patterns, and learning preferences related to data and AI. Use surveys, interviews, focus groups, or assessments to collect data on:

- **Current role:** How do individuals use data and AI in their daily tasks?
- **General data and AI understanding:** What is their baseline knowledge?
- **Current data and AI usage:** What tools are they using, and how comfortable are they?
- **Learning needs and preferences:** How do people prefer to learn—self-paced courses, hands-on projects, or workshops?
- **Barriers to adoption:** What challenges prevent individuals from using data and AI effectively?
- **Motivation to learn:** What incentives would drive engagement in an data and AI literacy program?

Summarize and identify patterns

Once you've collected data, analyze it to identify common themes. Look for patterns in:

- How people interact with AI and data?
- Their learning preferences
- The barriers they face
- Their common learning goals

Build your personas

Using these insights, create fictional profiles that represent each learning persona in your organization. These profiles should capture key characteristics, such as:

- AI and data literacy level
- Common use cases for AI and data in their role
- Preferred learning methods
- Challenges they face with AI adoption

To simplify this process, we recommend using the DataCamp persona framework alongside the [Data & AI Competency Framework](#) to build personas tailored to your organization.

Iterate with learner feedback

Once your learning personas are in place, validate them with employee feedback. Conduct follow-up surveys or interviews to refine personas and ensure they accurately reflect your workforce's needs.

By continuously iterating, you'll develop a more effective and scalable data and AI literacy program that evolves with your organization. By leveraging learning personas, organizations can deliver personalized, role-specific data and AI training, ensuring that every employee receives training that is practical, relevant, and aligned with their responsibilities.

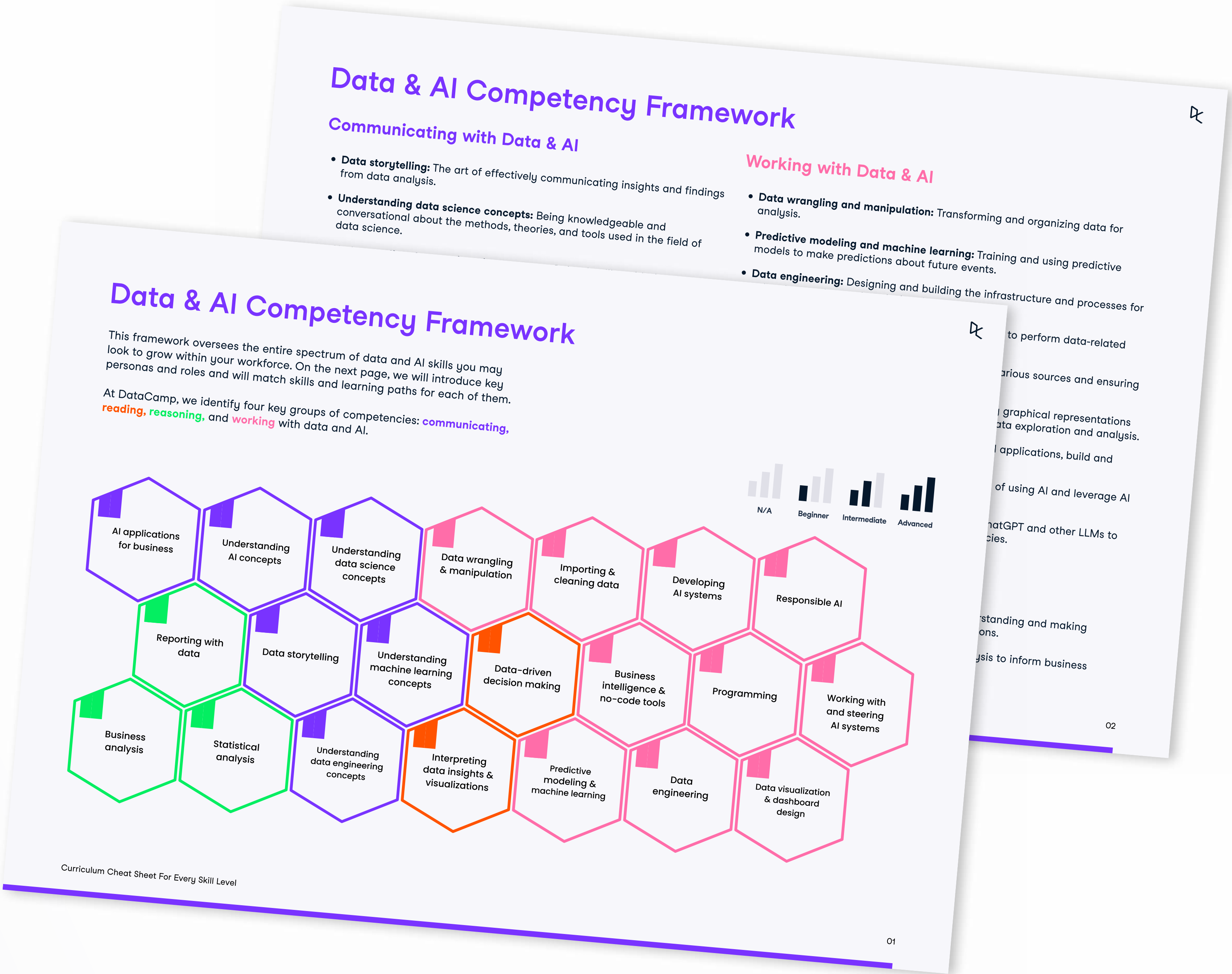
The 2025 Data & AI Competency Framework

Introduced in the **State of Data Literacy 2023 Report**, DataCamp’s Data and AI Competency Framework has evolved significantly over the past two years to reflect the rise of generative AI, growing demand for domain-specific data skills, and the need for cross-functional collaboration.

Despite these changes, it remains a key tool used by DataCamp for Business customers and learning leaders worldwide to assess skill gaps, guide upskilling, and build data-driven cultures across roles and industries.

Below you will find an **updated competency framework including key data AI literacy skills** covered throughout this report with updated curriculum recommendations. We highly encourage you to use this when building your data and AI upskilling and reskilling programs.

 [Access the Data & AI Competency Framework](#)



SECTION 5

What the Future Holds for Data and AI Literacy

ON THE CUSP OF THE NEXT
INDUSTRIAL REVOLUTION

We opened this report by exploring how data and AI are poised to usher in a future of abundance—transforming industries, accelerating innovation, and unlocking new opportunities at scale.

But to truly seize this abundance, data and AI literacy must become a non-negotiable.



Subscribe to the DataFramed podcast

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[Watch Here](#)

Watch DataCamp RADAR recordings

[Watch Here](#)

Conclusion

The work on this report began in early January 2025, with the goal of uncovering how organizations are navigating the shifting dynamics of data and AI literacy. Throughout this report, we've explored the growing demand for AI skills, the persistent need for data literacy, the challenges organizations face in upskilling, and the best practices that drive meaningful learning outcomes.

At DataCamp, we've had the privilege of collaborating with organizations worldwide to bridge the data and AI skills gap. Through these partnerships, we've witnessed firsthand how leaders champion data and AI literacy initiatives, drive workforce transformation, and prepare their teams for an AI-driven future.

This journey is just beginning. If you're looking to equip your workforce with the skills needed to thrive in the AI era, speak to our team today. Let's build a more data-literate, AI-empowered world—together.

Methodology

This research was conducted using an online interview administered to members of YouGov Plc UK and a USA panel of individuals who have agreed to participate in surveys. In this research, the survey features the opinions of a sample of 533 business leaders in the UK and the USA. The data was collected between 22.01.25—11.02.25. The qualitative interviews referenced with thought leaders in the data and education space were featured from the DataFramed podcast and DataCamp's Webinars and Conference Series.

Panel of experts



Ellie Fields
Chief Product & Engineering
Officer at Salesloft



Paulina Davila
VP, Analytics Insights &
Storytelling at
JPMorganChase



Robin Sutara
Field Chief Data Strategy
Officer at Databricks



Hannah Cuypers
Project Leader Digitalisation
& IT at Porsche AG



Emily Hayward
Transformation Team Manager
at Financial Conduct Authority



Lorraine Pocklington
Data Community Manager
at Specsavers



Anjali Samani
Senior Director of AI
Engineering at Salesforce



Janice Burns
Chief Learning Officer,
Degreed



Eran Yahav
CTO at Tabnine



Michael Berthold
CEO at KNIME



Uthman Ali
Global Head of Responsible
AI at BP



Tathagat Varma
Global TechOps Leader at
Walmart Global Tech



Markus Rolle
Chief Financial Officer at
Telefónica Germany







Ranil Boteju
Chief Data and Analytics
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Empower your business with world-class data and AI skills

DataCamp is the go-to data and AI transformation platform. Equip your workforce with the skills and tools to work with data and AI at scale.

-  **Make data-driven decisions—at scale**
Empower your workforce to make faster and better decisions with data.
-  **Drive technology adoption**
Drive technology ROI by equipping your workforce with the necessary skills to work with modern data and AI tools.
-  **Accelerate growth and innovation**
Drive and sustain innovation and enable your workforce with a common data and AI language.
-  **Retain and attract talent effectively**
Make skills the key to retaining and attracting top talent with tools to easily drive learner engagement.

The DataCamp Edge

Learn why 16M+ learners and 6,000+ organizations prefer DataCamp for data and AI upskilling. With DataCamp, build everyone’s data & AI skills, from busy executives to front-line workers.

A hands-on interactive learning experience that works

From conceptual to coding exercises, your teams will put their skills into action with hands-on interactive exercises, right in the browser.

A curated data and AI curriculum for everyone

Whether aimed at executives or machine learning engineers, each DataCamp course is curated and handcrafted by a team of experts to help you get started quickly.

Deep personalization and reporting capabilities

Build tailored learning paths and custom capstone projects with our track editor. Uncover learning ROI with DataCamp’s admin platform.

Beyond online learning—scale effective blended learning programs*

We know that online learning is not the only way to bridge the data and AI skills gap. This is why we combine online learning on DataCamp with instructor-led sessions tailored for your exact industry and audiences.

The best data and AI certifications for your team

Keep your team's data skills sharp at all career stages with DataCamp Certifications, an industry-aligned credential that validates their expertise during onboarding, transitions, or promotions.

* Available as an added-value service

More than **6,000+** organizations use DataCamp to transform how their teams use data and AI



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your data and AI literacy skills?

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