



2026

Professional Services, Served

Your guide & agenda



Claire Williams

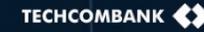
Sr. Product Marketing Manager
@ DataCamp

- How data and AI mature is your organization?
- Introduction to DataCamp Professional Services
- Real world example: Allianz
- Blending live and platform learning for impact
- Executive masterclasses





The platform for universal AI and data fluency



Trusted by **6,000+ companies** and **18 million+ learners**
worldwide to power their skills transformation



python™

INSTRUCTIONS

- Import matplotlib.pyplot with the alias plt.
- Subset food_consumption to get the rows where food_category is 'rice'.

```

1 # Import matplotlib.pyplot with alias plt
2 import matplotlib.pyplot as plt
3
4 # Subset for food_category equals rice: rice_consumption
5 rice_consumption =
6 food_consumption[food_consumption['food_category'] == 'rice']
7
8 # Histogram of co2_emission for rice and show plot
9 rice_consumption['co2_emission'].hist()
10 plt.xlabel("CO2 emission")
11 plt.title("CO2 emission for rice consumption")
12 plt.show()
13

```

[🔗 Explain](#) [Run Solution](#)

+ a b l e a u

INSTRUCTIONS

1 2 3 4 5 6

Convert your current visualization to a treemap using Show Me.

Tableau_1_4_treemaps_chart

File Data Worksheet Dashboard Story Analysis

Combo chart

[Hint](#) [Next →](#)

Copilot

INSTRUCTIONS

- What: You need a summary of the top five most significant impacts of climate change on coastal cities.
- Format: Return the answer in bullet points.

Chat | M365 Copilot

Top 5 Climate Change Impacts on Coastal Cities [Work](#) [Web](#) [Auto](#) [📧](#) [🗨️](#) [⋮](#)

Today

You're an expert in climate change and need to write a policy brief. Write a summary of the top 5 most significant impacts of climate change on coastal cities. The answer should be constructed in bullet points. Make sure the response is concise and accurate.

Here's a concise summary of the top 5 most significant impacts of climate change on coastal cities:

- **Sea-Level Rise**
Accelerated melting of ice sheets and thermal expansion of oceans lead to chronic flooding, land loss,

[Yes, please expand it into a full policy brief.](#)

aws

INSTRUCTIONS

Configure log export in CloudWatch:

From the Log groups menu, configure log export to Amazon S3. Select your newly created log group and use the Actions menu to Export data to Amazon S3.

Log groups [Data sources](#) [Actions](#)

- Log group
- [datacamp-loggroup](#)

Delete log group(s)

Edit deletion protection

Edit retention setting(s)

Anomaly detection

Export data to Amazon S3

View all exports to Amazon S3

Hands-on learning people love

➤ Learn by doing, using real tools

➤ Apply skills in real-world scenarios

➤ Role-relevant tracks

➤ Experiment with new solutions

➤ **AI-NATIVE**



“[DataCamp] helps us solve engineering problems. We dive right into the details, and it helps us develop skills quickly.”

Ricardo Paiva
Design Systems Specialist at Rolls-Royce

6x higher completion rates than traditional learning platforms





Build skills across the full AI and data stack



Areas	Example courses and tracks			
AI and Data Fundamentals	<small>Certification Available</small> AI Fundamentals	<small>Certification Available</small> Data Literacy	<small>Certification Available</small> Data Governance & Compliance	<small>Certification Available</small> EU AI Act Fundamentals
Digital Leadership	AI Leadership	Data-driven decision making	AI Strategy	Monetizing AI
Business Intelligence	<small>Certification Available</small> Tableau	<small>Certification Available</small> Power BI	Excel	<small>Certification Available</small> Alteryx
AI Tools	Open AI & ChatGPT	GenAI & Large Language Models	Llama & PyTorch	AI for Developers and Data Scientists
Data Science and Analytics	<small>Certification Available</small> SQL	<small>Certification Available</small> Python	R	Julia
Data and Machine Learning Engineering	ML Engineering	MLOps	<small>Certification Available</small> Data Engineering	Databricks & Snowflake
Cloud and Developer	<small>Certification Available</small> Azure	AWS	Docker and Kubernetes	Git & Shell

500+ interactive courses, 200+ real-life case studies & projects, 90+ curated learning paths, 60+ practice sessions, 10+ certification exams, 310+ expert instructors, and 20+ skill assessments
 * this is a non-exhaustive list of curricula in these AI transformation-related areas



Establish an AI and data academy, fit for the **entire** organization



The **#1** platform for building AI and data skills

COURSE

Developing LLM Applications with LangChain

Intermediate 3 hours

[See Details →](#) [Start Course](#)

COURSE **AI-NATIVE**

Introduction to AI for Work

Basic 2 hours

[See Details →](#) [Start Course](#)

COURSE **AI-NATIVE**

Introduction to SQL

Basic 2 hours

[See Details →](#) [Start Course](#)

TRACK

Associate AI Engineer for Data Scientists

40 hours 22.1k learners

[See Details →](#) [Start Course](#)



Self-paced learning engine, from assessment to certification

Engaging and hands on (6x higher completion rates)



- ✓ Enterprise-wide solution
- ✓ Learning people love
- ✓ Dynamic & role specific
- ✓ Covers every AI and data skill
- ✓ Taught & curated by experts
- ✓ Hands-on support
- ✓ Trusted by 6,000+ companies



Transforming organizations with real-world **AI and data** capabilities at scale.

Allianz

6,000+ employees learning on DataCamp.

ESSEX

24x productivity gains in data-related tasks.

COLGATE-PALMOLIVE

80% learners applied DataCamp skills for better decision-making and business outcomes.

100x faster data processing thanks to skills learned in DataCamp.

Enterprise ready, including reporting, progress tracking, LMS/SSO integration...

Custom anything, from courses to projects, certifications...

Live learning to compliment self-paced on platform



Data and AI maturity

Where are you now,
and where are you going?



Overheard any of these?



"Data remains siloed with inconsistent access & quality."

"Teams rely on static dashboards & outdated insights"

"Management needs to be inspired to use AI"

"AI efforts exist in silos without shared direction."

"Teams lack common language for data and AI."

"AI copilots are deployed but poorly used by teams."

"Employees lack confidence to use AI in workflows."

"Employees don't know how to evaluate AI accuracy."

"AI is used in all our core workflows."

"Exec have clear AI ownership & KPIs."

"The majority of our workforce is trained in and using AI."

"AI and data fluency is a hiring standard."

Where are you?



1. Report driven

- AI mostly a buzzword, data in Excel
- < 10–20% of employees use AI tools
- Decisions follow hierarchy and gut
- Numbers often don't match

2. Data-driven

- Management uses reports & dashboards
- AI pilots exist, but only in pockets
- < 50% of employees use AI tools
- Data \ AI team is bottleneck

3. AI Augmented

- Live AI use cases across functions
- 50–70% work with AI tools
- Governance exists, but varies by team
- Heavy reliance on a few “AI heroes”

4. AI-native

- AI in all core workflows
- 70%+ trained AI users
- Exec AI ownership/KPIs
- AI/data fluency is hiring standard

Benefits of leveling up



1. Report driven



2. Data-driven

Benefits

- Better decisions
- Lower costs
- Faster insight



3. AI Augmented

Plus...

- Automation
- Productivity
- Innovation



4. AI-native

Plus...

- Scaled automation
- Strategic differentiation

Leveling up through strategic, targeted learning

↳ Leadership

Enable a visionary AI & data strategy

- Data and AI Fluency for Leaders
- Data & AI Strategy enablement
- Data & AI Alignment Across Levels
- Responsible AI & Compliance

↳ ROI

Drive tech adoption and standardize workflows

- New Data/AI Tech Stack Intro
- Tech Stack Adoption
- Tool & Workflow Standardization
- End-to-End Data Flow Alignment

↳ Fluency

Build a strong data & AI culture

- Data & AI Academy Launch
- Data and AI Literacy at Scale
- AI Readiness & Confidence
- Breaking Data and AI Silos Down

↳ Talent

Workforce transformation & onboarding

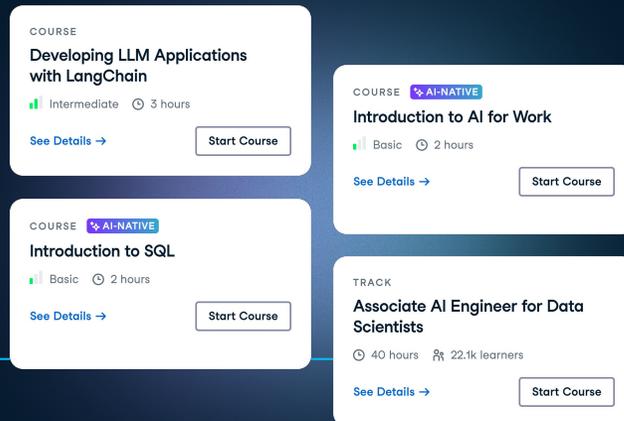
- New Hire Data & AI Onboarding
- Skill Validation & Assessment
- Role-Based Upskilling (Career Pathing)
- Horizontal Upskilling
- Internal Mobility & Reskilling





How it works

Elevate your skills transformation with DataCamp Professional Services



A screenshot of the DataCamp website showing four course cards. The first card is 'Developing LLM Applications with LangChain' (Intermediate, 3 hours). The second is 'Introduction to AI for Work' (Basic, 2 hours). The third is 'Introduction to SQL' (Basic, 2 hours). The fourth is 'Associate AI Engineer for Data Scientists' (Track, 40 hours, 22.1k learners).



Scalable learning platform for self paced AI and data upskilling

- Extensive content library in AI and data
- Hands-on learning, in real tools

Live learning and custom content for excitement and relevance

- Tailored examples and content for your goals
- Interactive live sessions to drive engagement
- Lower barriers to learning & adopting new tech



Engage learners at every level with **live training**



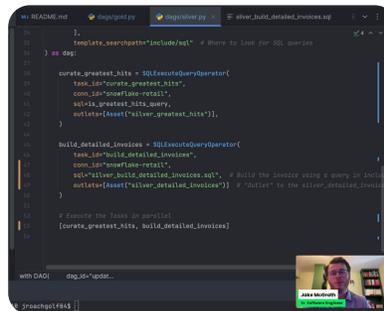
Live Training

Expert-led data and AI education, bending theory with hands-on experiences.



Exec Masterclass

Available in half- or full-day formats for up to 50 participants, virtually or on-site.



Live Code Alongs

An expert guides teams through a live data analysis, uniquely relevant to your organization.



Hackathons

An open-ended custom data challenge. Teams compete to create innovative solutions.



Bootcamp

Multi-day or single day programs, including live classes, hackathons, and certifications, delivered virtually, on-site, or self-paced.



Taught by **industry expert** facilitators



Richard Cotton

- Senior Data Evangelist at DataCamp, O'Reilly Author, Master in Mathematics and Research
- 15y+ teaching experience in technical and non-technical data and AI subjects.



Aimée Gott

- Learning Solutions Architect at DataCamp, former Education Practice Lead at Mango Solutions, Sams Author, PhD Statistics
- 10y+ teaching experience in technical and non-technical data and AI subjects



Chester Ismay

- Independent Data Scientist & Educator, Former DataCamp Curriculum Lead, PhD in Statistics
- 15y+ teaching experience in data topics for technical and non-technical audiences



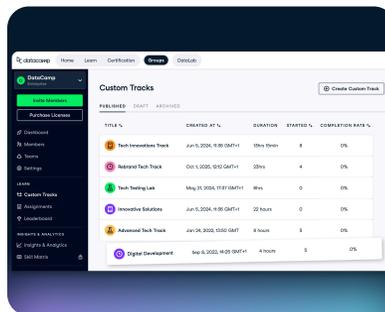
Hugo Bowne-Anderson

- Independent data and AI scientist, Postdoc Yale, PhD Mathematics
- 10y+ teaching experience in technical and non-technical data and AI subjects

DataCamp has a network of internal and external instructors. Our instructors are always chosen in agreement with clients.

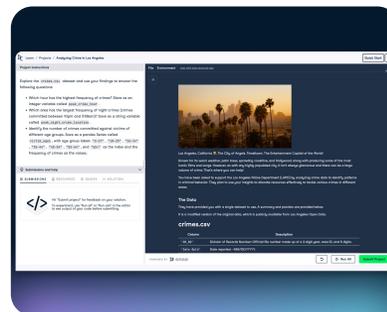


Create a **custom-fit curriculum**



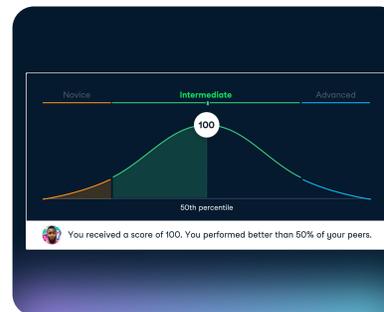
Custom courses

From conceptual courses on topics like data literacy and AI ethics, or coding and BI courses using Python, R, or tools like PowerBI.



Custom projects

Tailor learning with industry-specific scenarios and datasets, connecting theory to real-world roles.



Custom assessments

Measure data and AI skills, focusing on competencies most relevant to your business.



Custom certifications

Validate your team's data and AI skills in a way that aligns with your organization's specific needs.

Real-world example





How Allianz tailored learning for **impact**

Data literacy is **never a one-size-fits-all problem**. We worked with Allianz's internal experts to understand their needs and design a custom learning solution.

Goals

- Build awareness and understanding of data analytics for all employees
- Upskill analytics experts and reskill employees transitioning into data analytics role
- Provide a one-stop-shop for data analytics learning content

"We set different learning objectives for data analytics skills, depending on the different target groups, and DataCamp helped us with this."

Elizabeth Reinhart

AI and Data Analytics Capability Building
Senior Manager, Allianz





“DataCamp has been tremendous to help craft and shape custom tracks, [and] worked with our leading data science experts to develop as close-to-possible **real data analytics projects** for our learning population.”

Elizabeth Reinhart



22 custom learning paths for specific technologies and functions

(including Python, data literacy, SQL, Power BI, and more)

3 private capstone projects applying DataCamp learning to real Allianz use cases

Access to the **full DataCamp library** for all learners



“Custom projects made our story so much more credible. It was important to us to allow learners to apply their learnings to real insurance projects.”

Elizabeth Reinhart

“I didn’t learn coding to write code but to be able to **solve a business problem and make a decision**. You can learn a lot about the insurance business and see connections through data science.”

Allianz Learner

Key results

- ↘ 91.2 hours saved per year, per employee, using new skills
- ↘ 30,000 hands-on learning hours
- ↘ 4.2/5 average learner rating
- ↘ 5,900% program growth, from an 100-person pilot to over 6,000 learner



Building your program





From one-off sessions to full transformation

One-off sessions

High-impact Executive Masterclass to secure alignment and inspire a shared vision for data and AI adoption.

Skills Intensive

A focused two-day deep dive with pre-learning in DataCamp, followed by hands-on practice and a hackathon.

Yearlong learning plan

Long-term program to steadily upskill teams, reinforce knowledge, and support continuous capability building.

Organizational transformation

A comprehensive, multi-stage initiative that upskills the entire workforce, aligns leadership, supports AI adoption, and shifts culture.



Example: Two day intensive + hackathon

2 day training

Goal: build advanced prompting & AI workflow skills across all employees.

Ends with custom certification

Preparation

Goal: Teams complete a tailored learning path in DataCamp to create a skills baseline.

Hackathon

Goal: Teams build and deploy a functional AI workflow, and measure business impact.

Agenda:

1. Connect Teams: Technical & Non-Technical
2. Define Business Problems to solve via an AI Workflow
3. Build AI Workflow within the predefined teams
4. Check-in of teams with Agentic AI Experts
5. Submit one implemented AI workflow with quantified business impact



Example: full organizational transformation

Executive Masterclass (Quarterly)

4-hour session covering AI fundamentals, responsible AI, and more, with custom examples.

Platform learning (ongoing)

Continue learning on relevant topics (including AI literacy), plus oversight of team learning.

Leaders



Teams

Skills assessment (pre and post)

Adaptive "Signal" pre-assessment (15 questions, 10–15 min). Anonymous and role-based.

Platform learning (ongoing)

Teams complete role-based tracks.

Two-hour live training (quarterly)

Engaging and exciting learners through instructor-led sessions.

Executive Masterclasses





Secrets to a successful Executive Masterclass

Relevant, no filler

Hands-on

Test, share and discuss AI solutions

Solve real business problems

Make attending easy

Consolidate learning in the DataCamp platform



Example Masterclass topics

AI Fundamentals

Prompting Basics

Advanced Prompting

EU AI act

Intermediate AI Agents

Data Storytelling with AI

Data Analysis with AI

Or design a custom session with the help of our expert team



Data & AI literacy for leaders

Build a thorough understanding of fundamental Data and AI concepts as well as best practices.

Half day/full day formats available

Benefits

- Equip executives with the knowledge to navigate the data and AI landscape confidently
- Get introduced to fundamental concepts and jargon in the rapidly evolving field of Data and AI
- Examine the alignment of business, data, and AI strategies to create a strong strategic framework



Data & AI literacy for leaders

Session outline

1. Foundations of data

- Develop skills & knowledge to feel confident around data
- Become familiar with the data lifecycle framework
- Different data roles within an organization
- Data ethics, data privacy, and data governance concepts

2. Forming analytical questions

- Identifying the difference between business and analytical questions
- How to formulate analytical questions
- Examples of analytical questions within your domain and departments

3. AI fundamentals

- How AI-driven approaches can benefit organizations
- Essential AI terms, tools and techniques and see how they apply to business problems
- How and when to effectively leverage AI within your organization to drive value

4. Data storytelling

- How to convey insights effectively with data, narrative, and visuals
- Understand the different types of data visualizations
- Improve data stories and effectively present data insights

Thank you

Want to learn more?

Visit datacamp.com/business

Speak to our Expert Team





Why AI agents matter for business

A deeper, hands-on look at how agentic AI works, how it's applied in practice, and how to adopt it responsibly with a strong human-in-the-loop foundation.

2 hour/half day/full day formats available

Benefits

- Non-technical, high-impact: Perfect for decision-makers, team leads, and functional experts across industries and domains.
- Insightful and practical: Grounded in real-world examples, group discussion, and scenario-based exploration.
- Future-focused and strategic: Helps teams prepare for a world where AI acts, not just responds.



EU AI Act

Exclusively aimed at business leaders that need to get rapidly up to speed on the EU AI Act.

Half day/full day formats available

Benefits

- Learn risk-based approaches, provider/deployer obligations, and AI use cases
- Understand AI risk categories and compliance. Gain knowledge on how to navigate and integrate AI safely and effectively.
- Build the necessary AI literacy skills to meet your organization's requirements of Article 4.

EU AI Act

Session outline

1. AI fundamentals

- Covering machine learning, deep learning, and natural language processing, learners gain a hands-on approach without the need for technical coding skills.
- Employees will dive in the generative AI ecosystem, discovering the pivotal roles played by universities, governments, and industry leaders.
- They'll learn how to leverage AI for business transformation through workflow augmentation, co-creation, and strategic decision-making.

2. Ethical AI practices

- Emphasizing the importance of developing fair and equitable AI systems while minimizing biases.
- Through practical insights into responsible AI, including risk management, privacy concerns, and security, learners will be ready to implement ethical AI solutions within your organization.
- Real-world case studies help illustrate the global regulatory landscape, providing the knowledge to align AI initiatives with international standards and establish trust in AI systems.

3. EU AI Act

- Finally, learners will explore crucial aspects of the EU AI Act, focusing on risk-based approaches and compliance strategies for AI applications across various industries.
- Dan Necita, the lead technical negotiator for the EU AI Act, will guide this exploration, providing insights into how this regulatory framework impacts your organization's technological and business practices.

