

# Inside the Data Academy at Direct Line Group

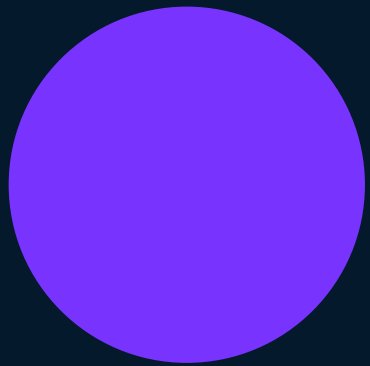
Ryan Garnett 05-03-2025



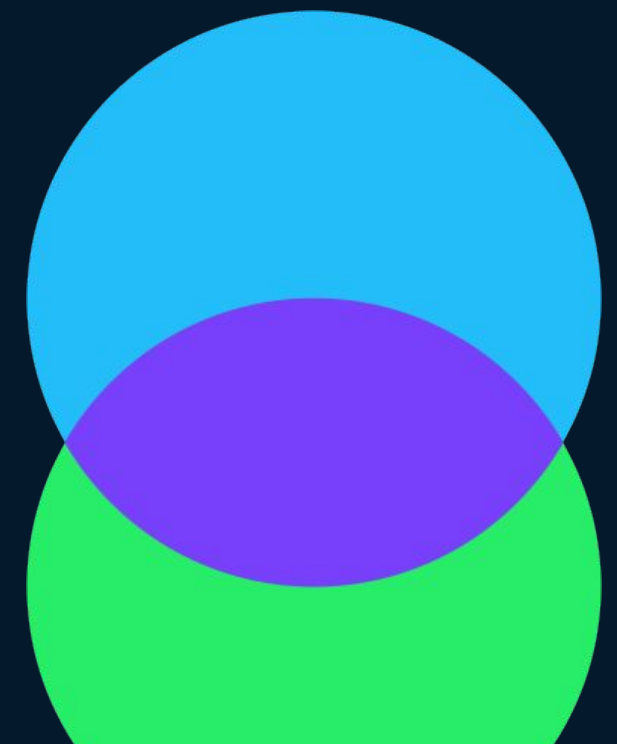
# Hello!

I'm Ryan,

Head of the Data Academy at Direct Line Group



LinkedIn



# Agenda



- 1 Direct Line Group (DLG)
- 2 History of the Data Academy
- 3 Data Academy Structure
- 4 Past and present activities
- 5 The Future





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# Direct Line Group



# Direct Line Group (DLG)

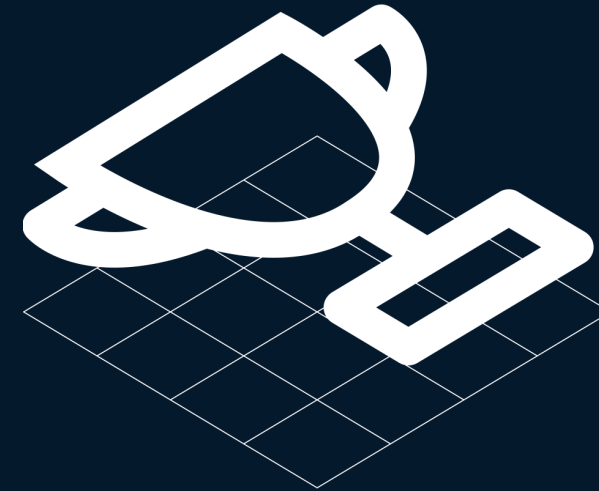
The context our Academy operates in:



We are a large insurer based in the UK, offering products such as Motor, Home and Travel insurance.



We have over 10,000 colleagues, who are based across multiple sites.



DLG's Data Academy targets all colleagues, no matter their skill level or expertise.





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# The History of the Data Academy



# Why was the Data Academy formed?

There was a gap in practical data training within DLG.

- We want to make data accessible for everyone.

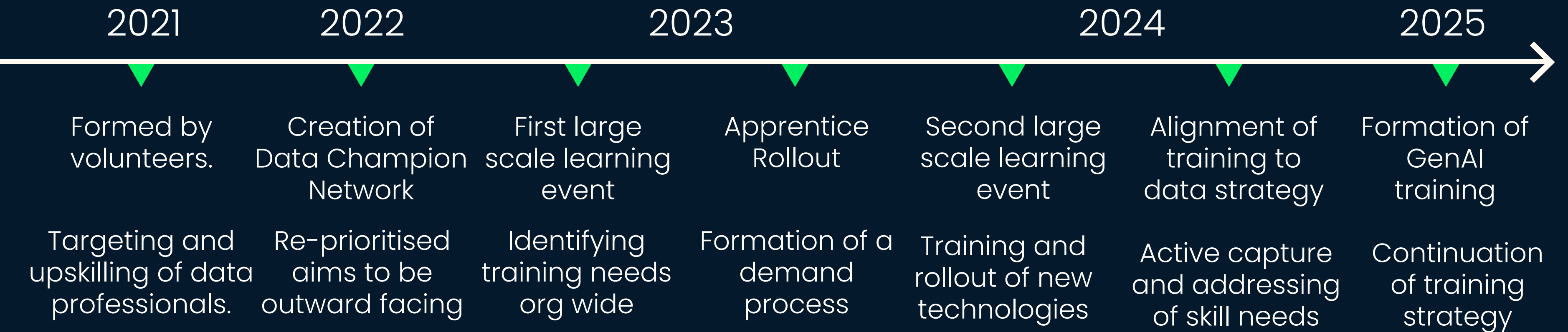
We needed a space for data professionals to grow and develop.

For support in delivering our data strategy for end users.

To make Direct Line Group a #DataDriven organisation!



# Timeline





# User Case:

## Product Owner – Former Rescue Advisor

"I joined DLG nearly five years ago as a Rescue Advisor at Green Flag, helping customers get assistance during breakdowns. Today, I'm a Data Product Owner —a journey made possible through the Data Academy and DataCamp.

Alongside my Data Apprenticeship, I used DataCamp's training resources to expand my skills. Completing the Power BI career track helped me build a weekly performance report for our Breakdown Patrol force and multiple insightful dashboards. I plan to take the Power BI certification exam soon and will use DataCamp to sharpen my SQL skills later this year.



# User Case:

## Analyst – Formerly Customer Consultant

"In 2023, I started my Level 3 Data Apprenticeship, but with a busy workload, I struggled to fully explore the tools I was using. Discovering DataCamp and attending Data Academy days made a huge difference—I filled knowledge gaps, built a solid foundation in SQL and Tableau, and gained confidence in Power BI and Adobe Analytics.

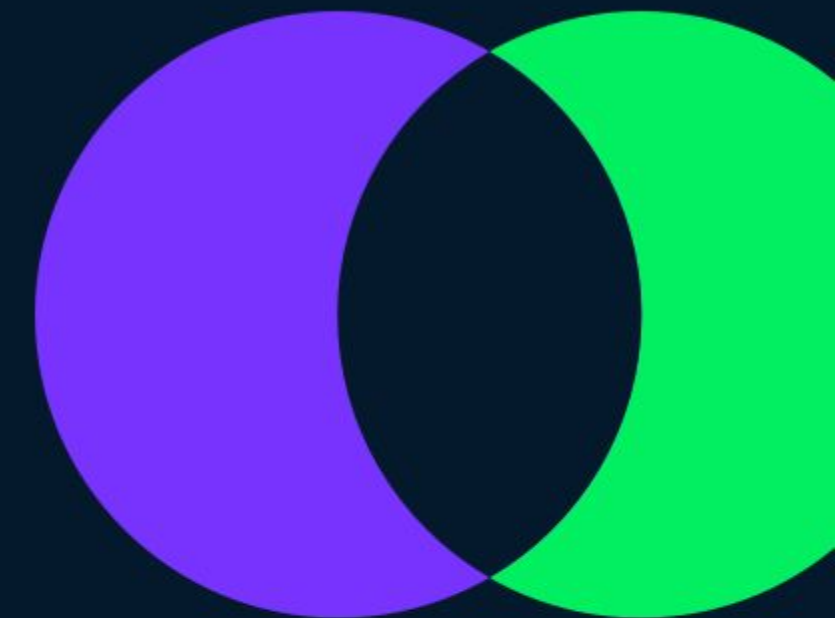
The Academy team's support has been invaluable, and knowing I can continue to rely on them for learning gives me real confidence in my development. I'm excited to say that I've now secured an Analyst role at DLG—something I couldn't have done without the Data Academy and DataCamp!"



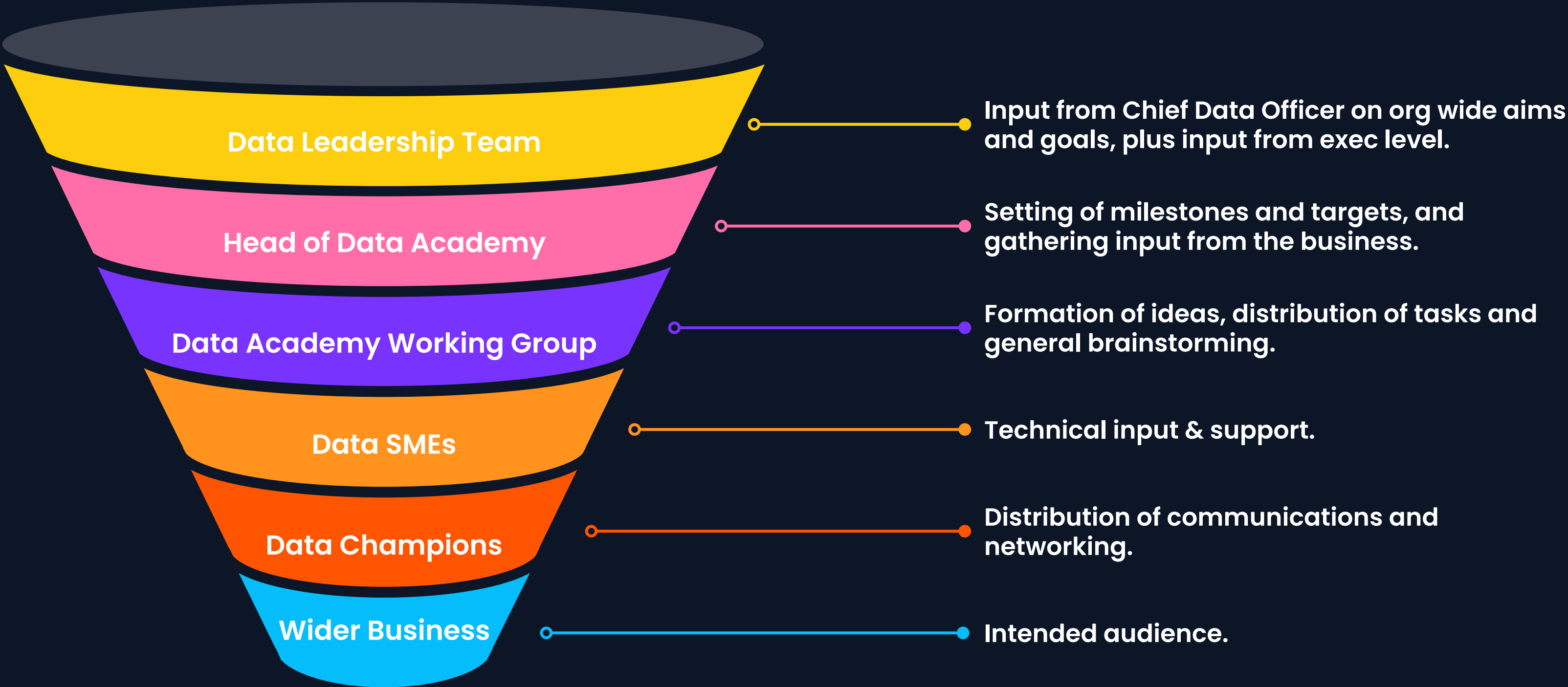


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# Data Academy Structure



# Data Academy Structure



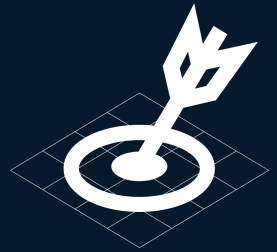


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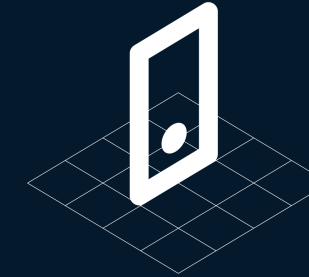
# Past and Present Activities



# Regular Activities:



Weekly and Monthly Communications to the wider business, across various channels and audiences.



Regular events covering both soft and technical skills.



Rolling out and introducing individuals and teams to new technologies, for example PowerBI.



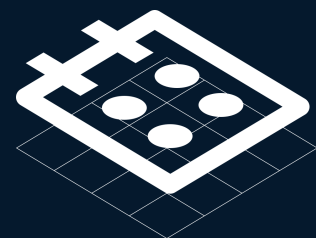
Providing interventionist training sessions, identifying needs ahead of time and addressing them.



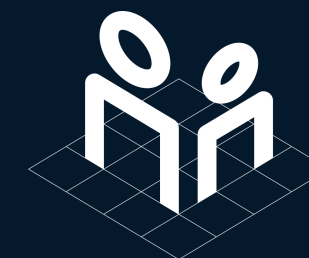
Clear, regularly updated signposting of data resources and contacts, to help business users engage with the data community.



Regular competitions and engagement drives towards DataCamp.



Continual monitoring and recording of learning statistics, and reporting this to stakeholders.



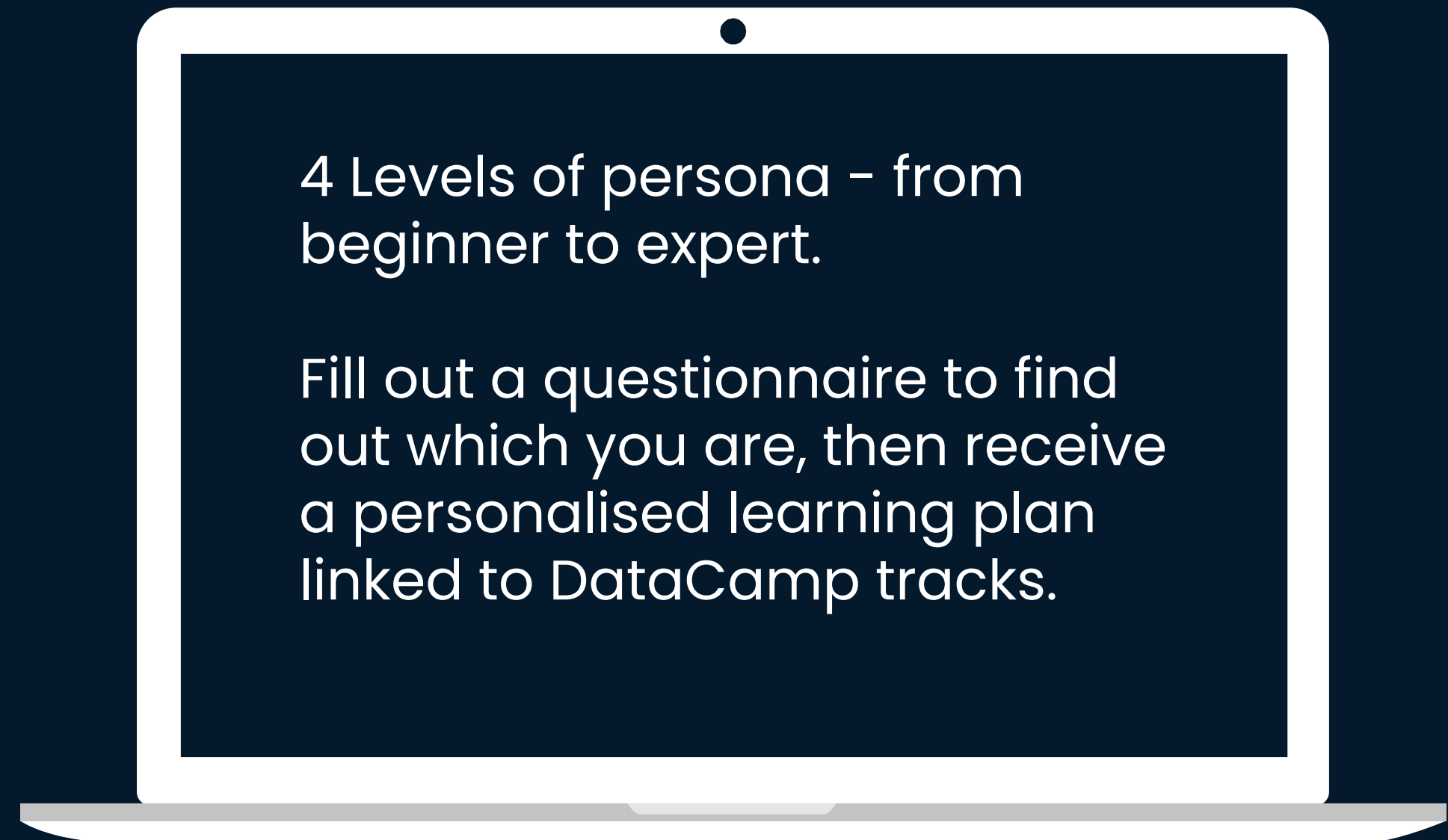
Continual support to potential and existing learners, including a request process for training.



# Data Literacy

Here we:

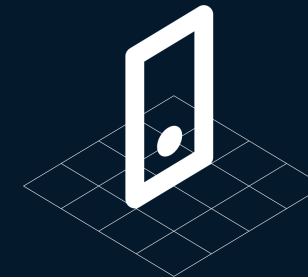
- Evaluated specific data needs and applications.
- Identified current skill levels and gaps within different roles
- Conducted a training needs analysis through a survey to understand the above
- Identify and recommend training based on personas on DataCamp.



# What users are learning and how to drive engagement:



Python is the most popular topic for learning – almost double the amount of XP earned compared to the 2nd most popular (SQL)

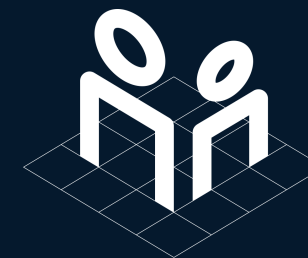


Currently looking at how learners can use DataLab, practising with relevant dummy data.



In our first competition of 2025, where top users can win a prize, we saw a:

- 71% increase in usage of the platform
- 2000 unit competitions
- 1000 hours of learning
- 537,320 XP earned from course completions



Tailored pathways for all key roles. Expansion of this into business areas outside of data.

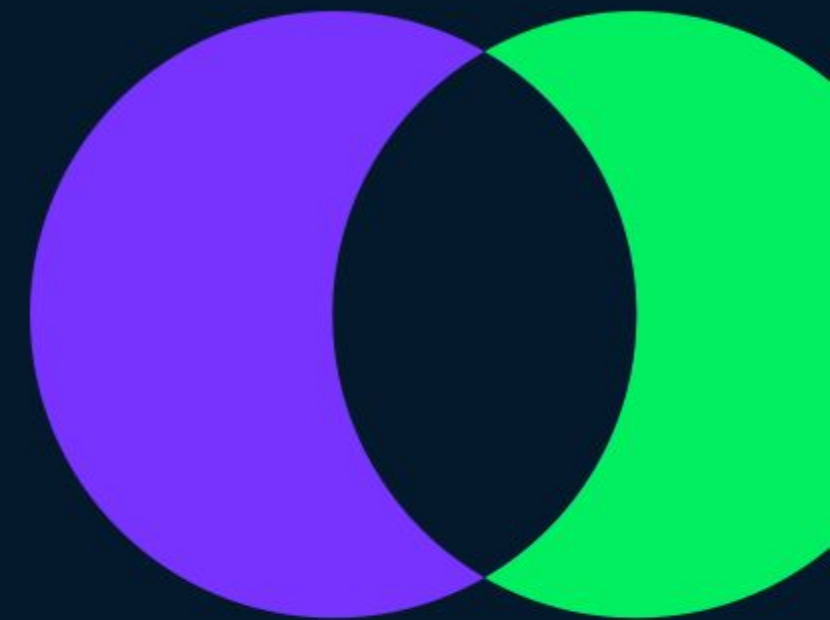






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# Key Achievements



# Key Achievements:



First ever data learning week with over 1200 attendees.



7,849 completions of our first business wide learning module.



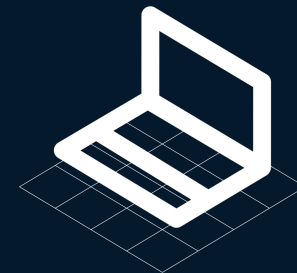
When benchmarked, we are in the top 2% of organisations using DataCamp.



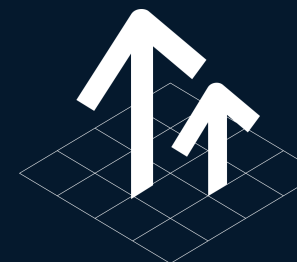
Creation and rollout of personalised data literacy pathways.



8,980 Colleagues trained through the Academy.



Over 15,000 hours spent learning on DataCamp.



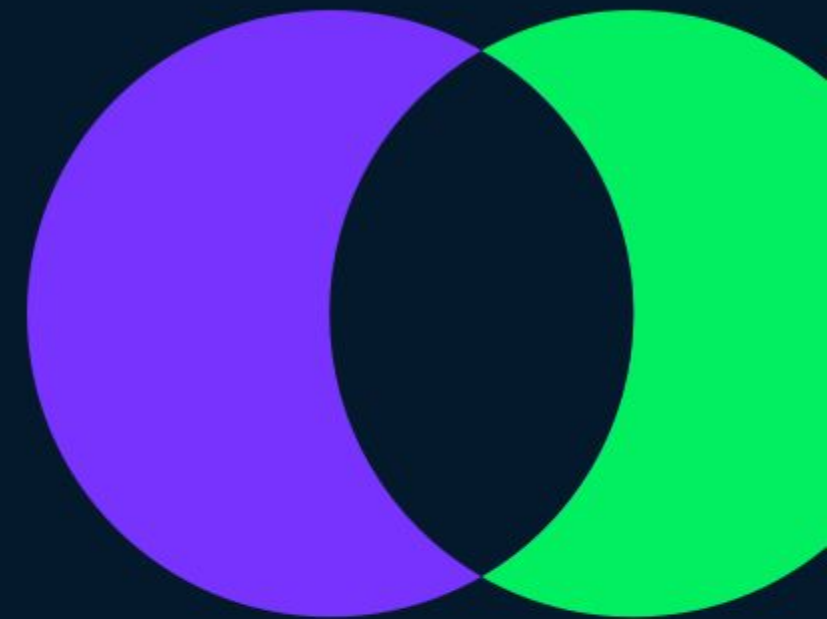
20-40% time savings per week identified when new processes implemented.





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# The Future



# Future Plans



A focus on Generative AI, and how it can be a companion tool in the workplace.



An additional focus on using Generative AI safely.



Continued focus on learning pathways and driving engagement.



**What questions can I answer for you?**

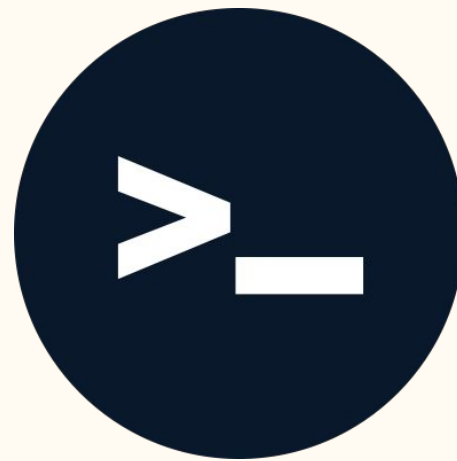
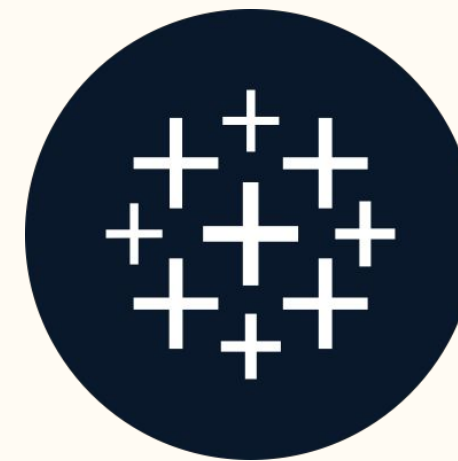
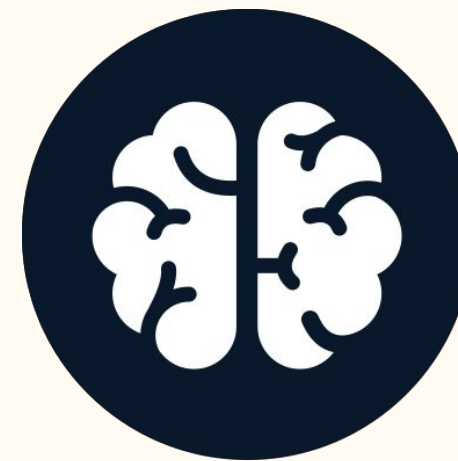
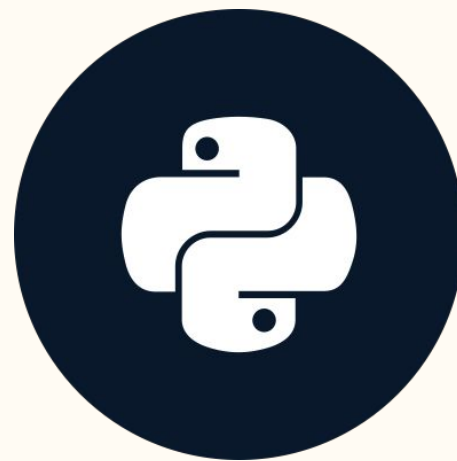


# Thank you

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## Tech icons



# Icons for use in slides in large size

TIP: Right click, choose “format” and set brightness to 100% to make any of these icons white





# Icons for use in slides in small size

TIP: Right click, choose “format” and set brightness to 100% to make any of these icons white

