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Unlocking Learning Insights With Data Connector 2.0



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Agenda

- 1 Intro: ROI from learning
- 2 Reporting in DataCamp
- 3 Beyond Reporting:
The Data Connector 2.0
- 4 Under the hood with DC 2.0
- 5 Wrap up: Use cases / Q&A





WARM UP

Poll questions



1

Introduction: ROI from learning



AI and data skills are **evolving faster than ever.**

FUTURE OF WORK

Agents are optimising AI workflows, but humans remain key to ROI

Mauro Arruda, director of AI solutions and services and EMEA leader at Lenovo, shares insights on the shift toward agentic AI and what organisations need to make it work in practice



The AI landscape has undergone a fundamental shift. While organisations have struggled to extract maximum value from AI, many are becoming more proactive with their approaches and seeing the ROI potential in agents.

The **winners** will upskill for strategic advantage.

- ✓ Build a workforce fluent in AI and data
- ✓ Drive adoption of new tools
- ✓ Generate ROI from AI and tech investments

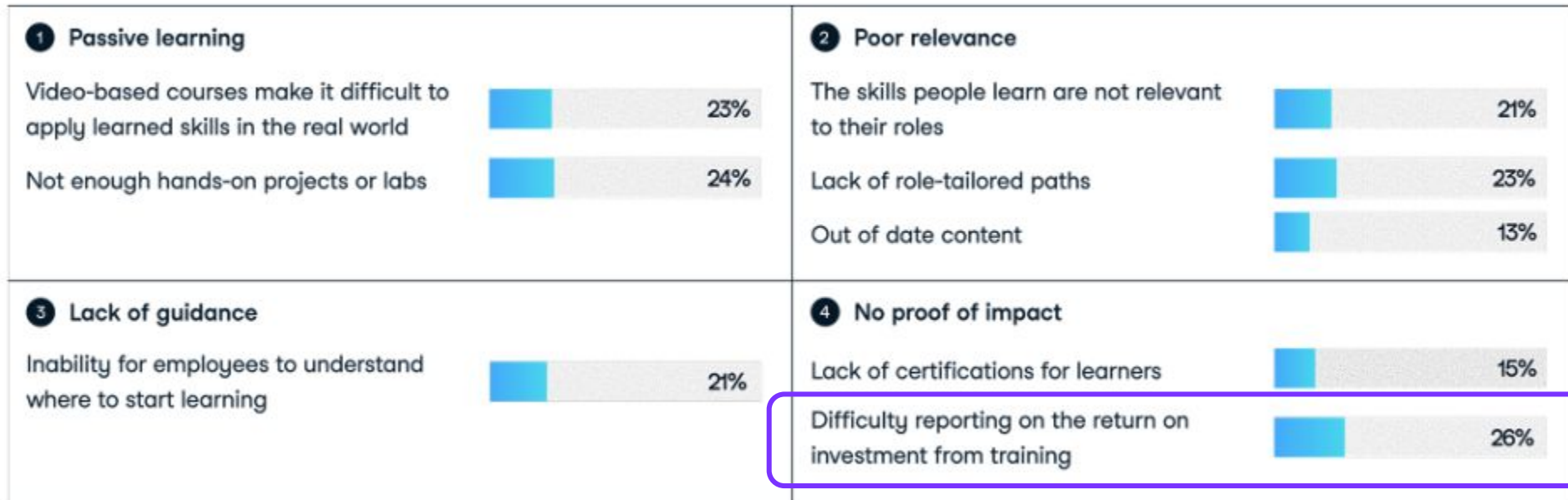
The **rest** will place a ceiling on growth.

- ✗ Underinvest or wait too long to tackle the skills gap
- ✗ Stay trapped in pilot purgatory
- ✗ Limited by inefficient workflows and slow innovation



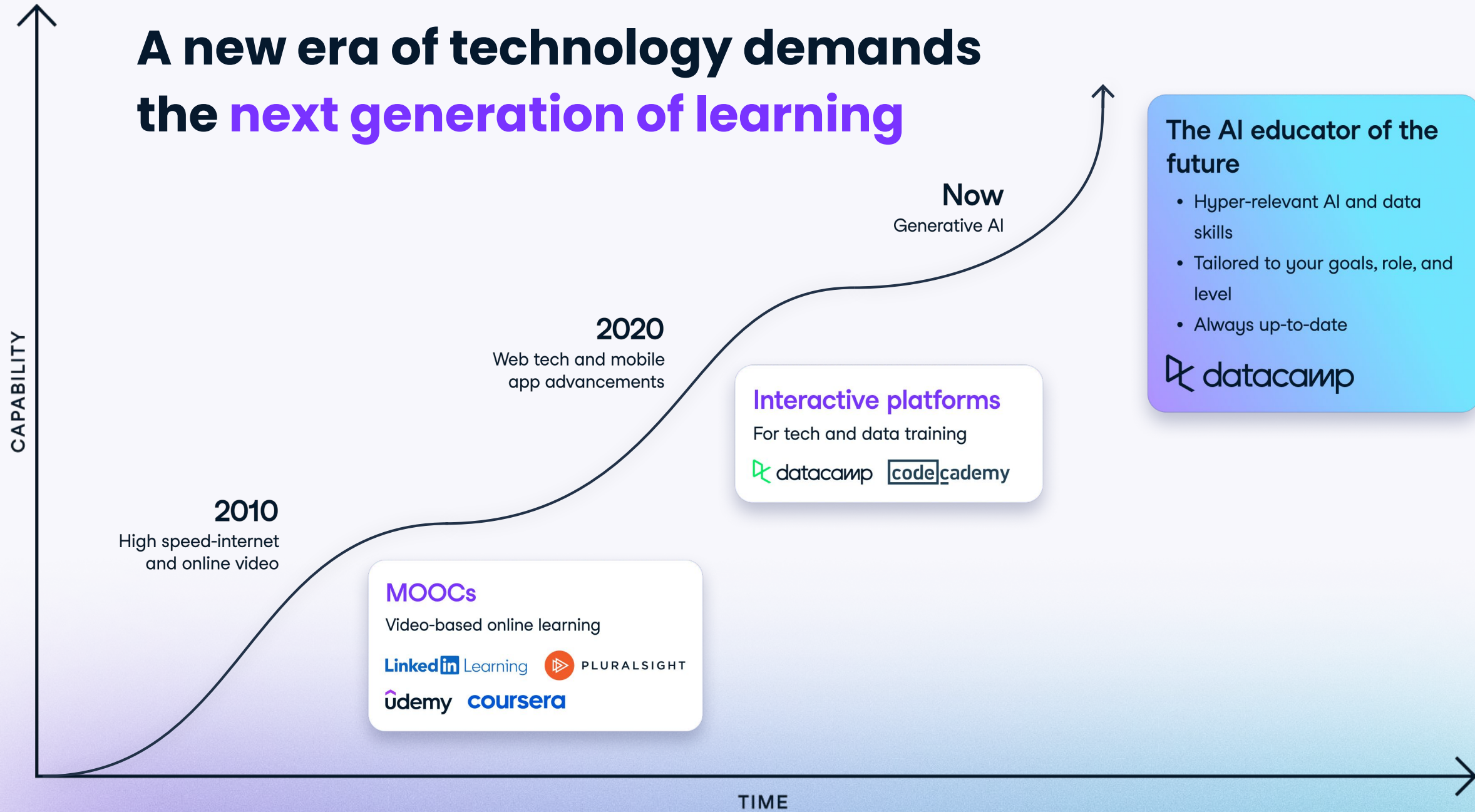
Upskilling must deliver **business impact**. But traditional enterprise learning is **broken**.

↳ What challenges do you face with existing data and AI training?





A new era of technology demands the next generation of learning





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)

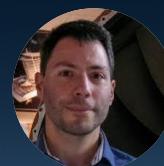
Anomaly detection

Export data to Amazon S3

View all exports to Amazon S3

Hands-on learning your teams will love

- Learn by doing, using real tools
- Apply skills in real-world scenarios
- Role-relevant tracks
- Experiment with new solutions
- Earn XP and top the leaderboard
- **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



2

Reporting in DataCamp



Demonstrate ROI with DataCamp

Get executive-grade insight on how learning delivers real business outcomes



Benchmark engagement and adoption

- Monitor progress and learner behavior, and compare against industry peers

Measure skill growth

- Track uplift by role, team, or technology with Skills Matrix and Skills Assessments

Certify your team

- Empower teams with industry-recognized Certifications and show regulatory compliance

Prove learner impact

- Compile stories of tangible impact on productivity, innovation, and growth
- Easily integrate with BI tools using Data Connector



91.2 hours

saved per year, per employee at Allianz

100x

data handling speed increase at Rolls-Royce

Unlocking Learning Insights With Data Connector 2.0

The screenshot displays the DataCamp Enterprise dashboard for user Lynn. The interface includes a top navigation bar with links for Home, Learn, AI Native, Certification, Sandbox, Groups, and DataLab. A left sidebar provides navigation for Enterprise management, Learning, Insights & Analytics, and Certification. The main content area features a welcome message, a call-to-action to book a call, and three data visualization cards: 'Current Members' Adoption' (a donut chart showing 371 licenses purchased), 'Cumulative Time on Platform' (a line chart showing 69,101 total hours), and 'Members Who Have Earned XP' (a bar chart showing 689 total members).

datacamp Home Learn AI Native Certification Sandbox **Groups** DataLab

EN

DataCamp Enterprise
Enterprise

Invite Members

Purchase Licenses

Dashboard
Members
Teams
Settings

LEARN
Custom Tracks
Assignments
Leaderboard

INSIGHTS & ANALYTICS
Reporting
Skill Matrix

CERTIFICATION
Overview
CPE Credits

PRO SERVICES **NEW**
Live Trainings
Custom Solutions

Hi, Lynn, welcome to DataCamp Enterprise

All time data | Last updated at Mar 31, 10:18 GMT+2

Want to achieve better results? Talk with our Specialist for insights and questions. **Book a Call Now!**

CURRENT MEMBERS' ADOPTION

205

371
Licenses purchased

4

162

- Members started
- Members not started
- Invites pending
- Open seats

Manage Members

CUMULATIVE TIME ON PLATFORM

69,101
TOTAL HOURS

↑517 IN THE LAST 30 DAYS

Nov Dec Jan Feb Mar

Create Custom Track

MEMBERS WHO HAVE EARNED XP

689
TOTAL MEMBERS

↑5 IN THE LAST 30 DAYS

Nov Dec Jan Feb Mar

View Leaderboard

Reporting / **Everyone** ▾

PROGRESS ADOPTION ENGAGEMENT CONTENT **ASSESSMENTS** CERTIFICATIONS TIME IN LEARN DATALAB EXPORT DATA CONNECTOR

PROGRESS: How are people progressing individually with learning

ADOPTION: How well is my organization adopting DataCamp (from accepting an invitation > starting first learning step)

ENGAGING: How well is my organization engaging with learning (beyond first learning step)?

CONTENT: Which content is most popular?

ASSESSMENTS: Engagement surrounding skill assessments specifically.

CERTIFICATIONS: Engagement surrounding certifications specifically.

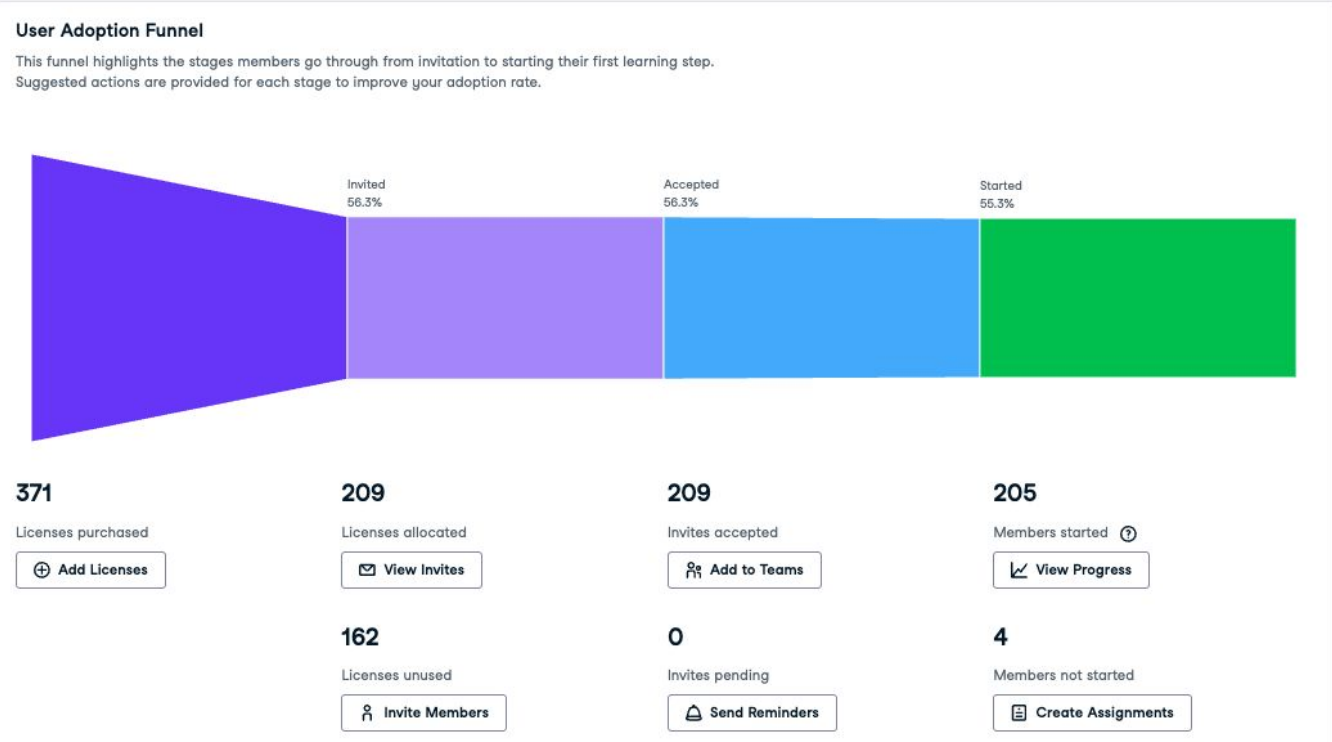
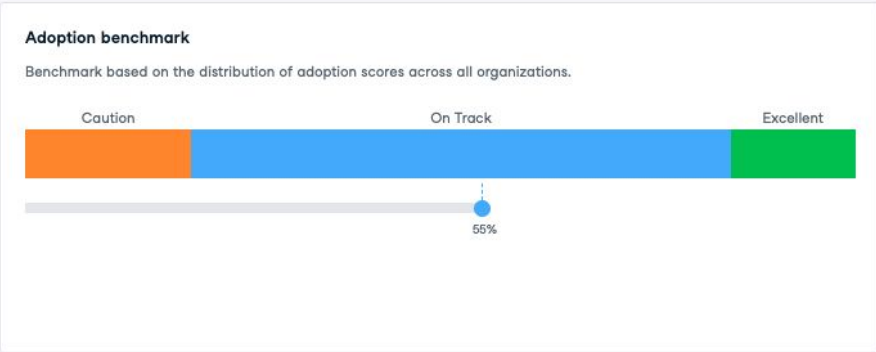
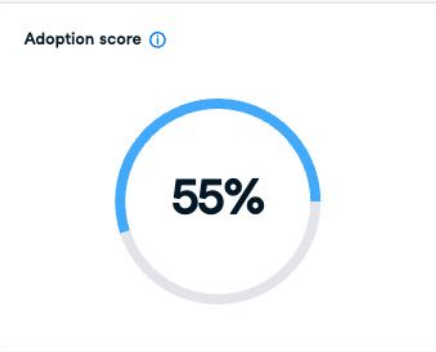
TIME IN LEARN: Time learners have spent in courses, assessments, projects, and practices.

DATALAB: How learners engaging with DataLab

EXPORT: Exporting :)

DATA CONNECTOR: Stay tuned!

Unlocking Learning Insights With Data Connector 2.0



Last 30 Days at a Glance

Summary metrics for your organization over the last 30 days.



Custom Tracks

Courses in a track have up to 10x the completion rates of non-track courses. Use Custom Tracks to supercharge engagement.

[+ Create Custom Track](#)

Course Assignments

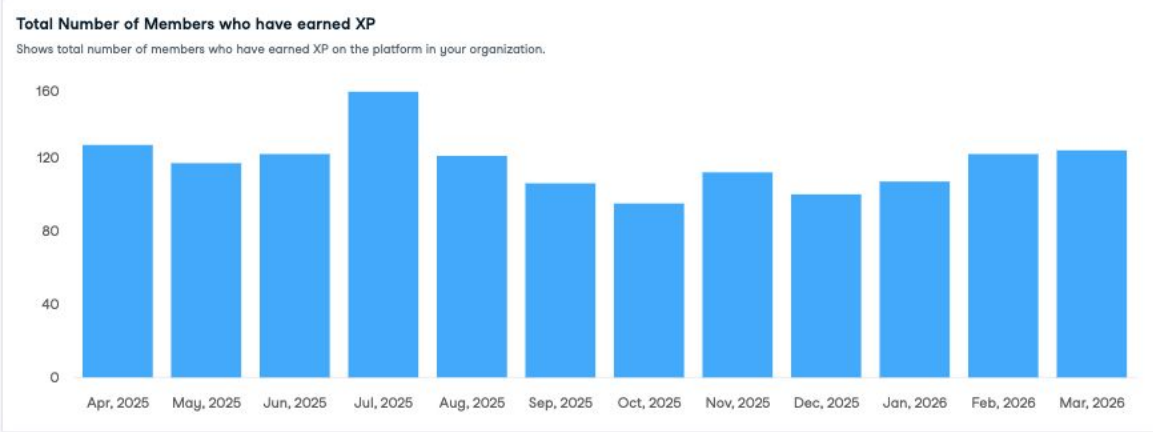
Courses that are specifically assigned have 2x the completion rates of unassigned courses.

[Create Course Assignment](#)

How to boost Engagement

Twelve simple proven best practices you can implement to drive your company's DataCamp adoption.

[Learn More](#)



Unlocking Learning Insights With Data Connector 2.0

Assessments score distribution

This histogram shows the distribution of skill assessment

Python Programming



📄 2107 ↑ 30 IN LAST 30 DAYS

Assessments Completed

👤 333 ↑ 2 IN LAST 30 DAYS

Unique Members

🔄 28th ↓ 2 IN LAST 30 DAYS

Percentile (based on median score)

☆ Python Programming

Most popular (394 completions)

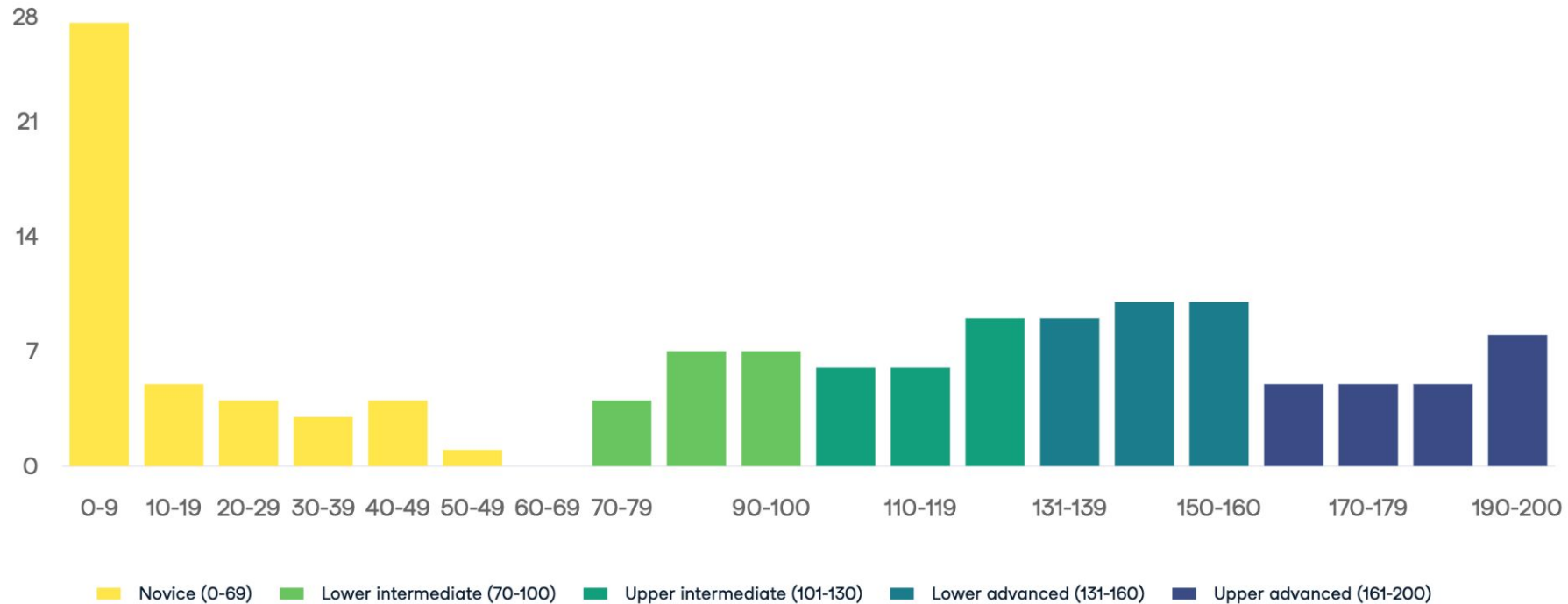
↗️ Ethics, Bias and Laws for AI Engineers

Highest median score 172/200

↘️ Programming for AI with Python

Lowest median score 0/200

Python Programming Score Distribution



Unlocking Learning Insights With Data Connector 2.0

Home
Learn
AI Native
Certification
Sandbox
Groups
DataLab

EN
🔔
👤

DataCamp Enterprise
Enterprise

Invite Members

Purchase Licenses

Dashboard

Members

Teams

Settings

LEARN

Custom Tracks

Assignments

Leaderboard

INSIGHTS & ANALYTICS

Reporting

Skill Matrix

CERTIFICATION

Overview

CPE Credits

PRO SERVICES NEW

Live Trainings

Skill Matrix / Everyone

Gain an at-a-glance view of your organization's data skills, with the option to dive deeper at the team and individual level.

🔍 Search members...

Theory

View Raw Scores

+ Assign Assessment

Data last updated at: Mar 19, 07:24 GMT+1

Matrix Key

Name	Teams		Data Visualization Theory	Analytic Fundamentals	Statistical Experimentation Theory	Exploratory Analysis Theory	Data Management Theory	AI Fundamentals	Data Storytelling	Data Governance Fundamentals	Azure Fundamentals	AWS Cloud Pr...
Aragorn Elessar aragorn@lothlorien.io	CUSTOMER SUC... +2		139	109	⊕	⊕	91	200	100	↻	⊕	86
Eowyn Rohan eowyn@lothlorien.io	ACCOUNT EXECS		99	126	⊕	112	⊕	200 ↗	154 ↗	92	⊕	⊕
Samwise Gamgee sam@lothlorien.io	DIRECT +3		73	161 ↗	⊕	0	0	200 ↗	74	↻	0	0
Denethor Steward denethor@lothlorien.io	ACCOUNT EXECS		⊕	⊕	⊕	⊕	⊕	200 ↗	⊕	⊕	⊕	⊕
Rosamund Cotton rosie@lothlorien.io	No teams		143	200	⊕	⊕	⊕	200	165	↻	⊕	⊕



3

Beyond Reporting: The Data Connector 2.0



Elevate Reporting with Data Connector 2.0

Reporting / Everyone ▾

PROGRESS ADOPTION ENGAGEMENT CONTENT ASSESSMENTS CERTIFICATIONS TIME IN LEARN DATALAB EXPORT DATA CONNECTOR

Export CSV **RECOMMENDED** XLSX

[Learn more about Exports in our help desk.](#)

Summary	Time In Learn NEW	Certification
Course	Track	Project
Skill Assessment	Members	Team History
License History	Content Catalog NEW	

Analysis hits a ceiling

Groups Reporting is a strong foundation, but advanced analysis is constrained by fixed time frames, limited filtering options, and no access to the underlying detail.

Raw data means manual exports and time investment

Previously, digging deeper required downloading static CSV files — no automation, no live data feeds, and no way to combine DataCamp data with your other sources.

The connector bridge

Data Connector 2.0 removes the friction. Automated daily data feeds delivered directly to your BI tools. Detailed, event-level learning data — refreshed daily and ready for your dashboards.

Data Connector 2.0 **NEW**

Your Data Connector settings have been saved. Invite your engineering team to review your connection.

Enable Data Connector [View Details](#)



How Organizations Use Data Connector 2.0?

Two ways organizations are turning learning data into business intelligence

Centralized Learning Dashboard

The Strategy: Break down data silos by blending DataCamp learning metrics with your company's HR data, LMS data, and other learning vendors into a single, unified enterprise dashboard.

The Value: Gain a holistic view of your entire organization's upskilling footprint and workforce readiness at a glance, directly linking skills acquired to overall business performance.

Program Optimization

The Strategy: Deep-dive into assignment completion, custom programs, and assessment scores. Monitor content adoption by team, department, or role.

The Value: Use these insights to optimize learning paths, prove the ROI of bespoke training initiatives, and make sure the right people are building the right skills.



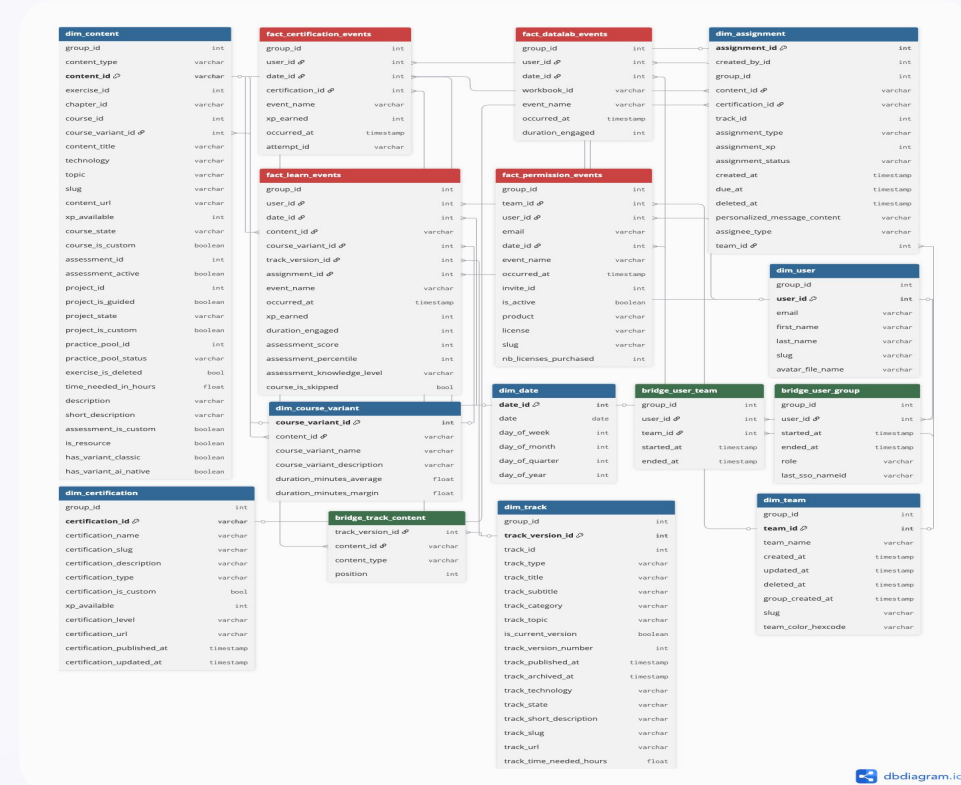
4

Under the hood with Data Connector 2.0



What is the Data Connector 2.0?

Data Connector 2.0 gives you direct access to your organization's DataCamp learning data in your own analytics environment. Same data as the Groups Reporting, refreshed daily.



Data Consistency

Same data as Group Hub

AI-NATIVE

Full support for AI-native course engagement

13
Tables in the data model

~75%
of reporting needs covered out of the box

Daily
Data refresh



1. Enable

Admin activates Data Connector in the Groups Reporting. Credentials are visible immediately.

2. Export

Data exports daily to a dedicated AWS S3 bucket. First export takes up to 24 hours.

3. Connect

Use your preferred BI tool, or pull data into your data warehouse.

4. Analyze

Build dashboards in Power BI, Tableau, Looker, or DataLab. Customize to your needs.

Available to Enterprise plan customers. Enabled by group admins in Groups Hub.

How it works



Data Connector 2.0 exports your learning data into a secure, segregated cloud space in AWS S3. From there, connect via Athena or ingest directly into your data warehouse.



What data is available?



Event-level learning data across your entire organization. Every interaction tracked, every metric accessible — directly in your BI tools or Data Warehouse.

Every Learning Event, Captured

Course completions, certifications, assessments, DataLab sessions, and even license changes. Each event includes who did what, when, and how long it took.

Rich Context on Every Metric

Slice any metric by technology, topic, team, track, or individual learner. See the full picture — not just totals, but the story behind them.

Ready-Made Engagement Reports

Pre-built views for the most common questions: engagement per user, per track, per group. No SQL skills needed — plug into Power BI and go.

10+ Content Types

Courses, tracks, projects, assessments, certifications, practices, competitions, DataLab, and resources like webinars and cheatsheets. Nothing falls through the cracks.

Key Metrics

XP earned · Time spent · Completion rates · Activity over time. The building blocks for every ROI conversation.

🚀 AI-NATIVE

Now tracks engagement across both classic and AI-native course formats. See adoption of the new learning experience alongside traditional courses!

Power BI Template

Pre-built dashboard designed for HR
and L&D leaders.

Plug in your credentials, get
executive insights in minutes.





5

Wrap up & Q&A



Key Takeaways

From built-in reporting to advanced analytics — Data Connector 2.0 closes the gap between learning activity and measurable business impact.

Your Data, Your Environment

Automated, daily access to detailed learning data — delivered directly to the BI tools your organization already uses. No manual exports, no stale spreadsheets.

Works With What You Have

Connects natively to Power BI, Tableau, Looker, and more. A ready-to-use dashboard template gets you from zero to executive insights in minutes.

One View, Full Picture

Blend DataCamp metrics with HR, LMS, and performance data. Stop reporting on learning in isolation — show it in the context of your business.

From Usage to ROI

Move the conversation from "people are using the platform" to "here's the impact on our workforce."

● Unlocking Learning Insights With Data Connector 2.0

Visit enterprise-docs.datacamp.com to supercharge your integration with our comprehensive resources.

Streamlined Setup Guides: Follow step-by-step instructions for establishing your AWS credentials, S3 bucket connections, and wiring up BI tools.

Plug-and-Play Dashboard Templates: Download the ready-to-use Power BI Dashboard Template to accelerate your time-to-insight.

The screenshot shows a documentation page titled "Enterprise Reporting" with a search bar in the top right. The left sidebar contains a navigation menu with items like "Introduction", "Understanding reports with clarity (Definitions)", "Optimizing key performance indicators (via the Groups tab)", "Integrating our data into your tools (via Data Connector 2.0)", "Explore the data model", "Common use cases", "Sample queries", "Queries to recreate key reports in the Groups tab", "Domain Gotchas", "Getting started with Data Connector 2.0", "Using Data Connector 2.0", "Troubleshooting Data Connector 2.0", "Changelog", and "Migrating from Data Connector 1.0". The main content area features the heading "Integrating our data into your tools (via Data Connector 2.0)" with a "Copy" button. Below this is the sub-heading "Integrate learning insights with your data." followed by a paragraph: "DataCamp's Data Connector 2.0 provides easy access to your organization's learning data. You can use your existing BI infrastructure to report on users' learning activity." This is followed by another paragraph: "We aim to expose all possible data related to our learning platform through Data Connector." and a bulleted list of links: "See Explore the data Model for a complete list of the available data.", "See Getting Started with Data Connector for information on how to set up Data Connector.", and "See Using Data Connector for guides on setting up the connection with your BI tools." At the bottom of the main content area, there are navigation buttons for "Previous Data Freshness & Reporting Update Schedule" and "Next Explore the data model", along with the text "Last updated 2 months ago". A footer indicates "Powered by GitBook".

Dashboard Templates

Get easy access to your group's learning data.

The banner features a dark blue background with a yellow bar chart icon on the left. To the right of the icon, the text reads "Power BI" in white, followed by a yellow "NEW" badge. Below this, it says "Learn more about Power BI configuration and dashboard template setup." in white. At the bottom right, there is a white button with the text "Download" and a downward arrow icon.

Q: Is Data Connector available on all plans?

A: Data Connector 2.0 is available for Enterprise customers. Talk to your CSM or Support Team about your plan.

Q: Who can enable it?

A: Group admins can enable it directly from Groups Hub → Reporting → Data Connector. If the tab isn't visible, reach out your CSM or the Support Team.

Q: How often is the data refreshed?

A: Daily, typically early morning, UTC time. There's about a 1-day delay between activity and it appearing in Data Connector.

Q: Can we use it with tools other than Power BI?

A: Absolutely — Tableau, Looker, DataLab, or any tool that connects to Amazon Athena or that can connect to AWS.

Q: What about data security?

A: Each group gets a dedicated, segregated AWS S3 bucket. Credentials are only visible to admins. Data is encrypted and only accessible to through the credentials.

Q: Do we need a data team to use it?

A: The Power BI template works out of the box — no SQL needed. For custom analysis, having a BI or data team helps but isn't required.

Q: What about the new AI-native courses?

A: Fully supported as of March 25, 2026. A new dimension table and variant ID let you track classic vs. AI-native engagement separately.

Q: How much historical data is available?

A: Data Connector contains all your historical data in Data Camp.



Thank You

CTA