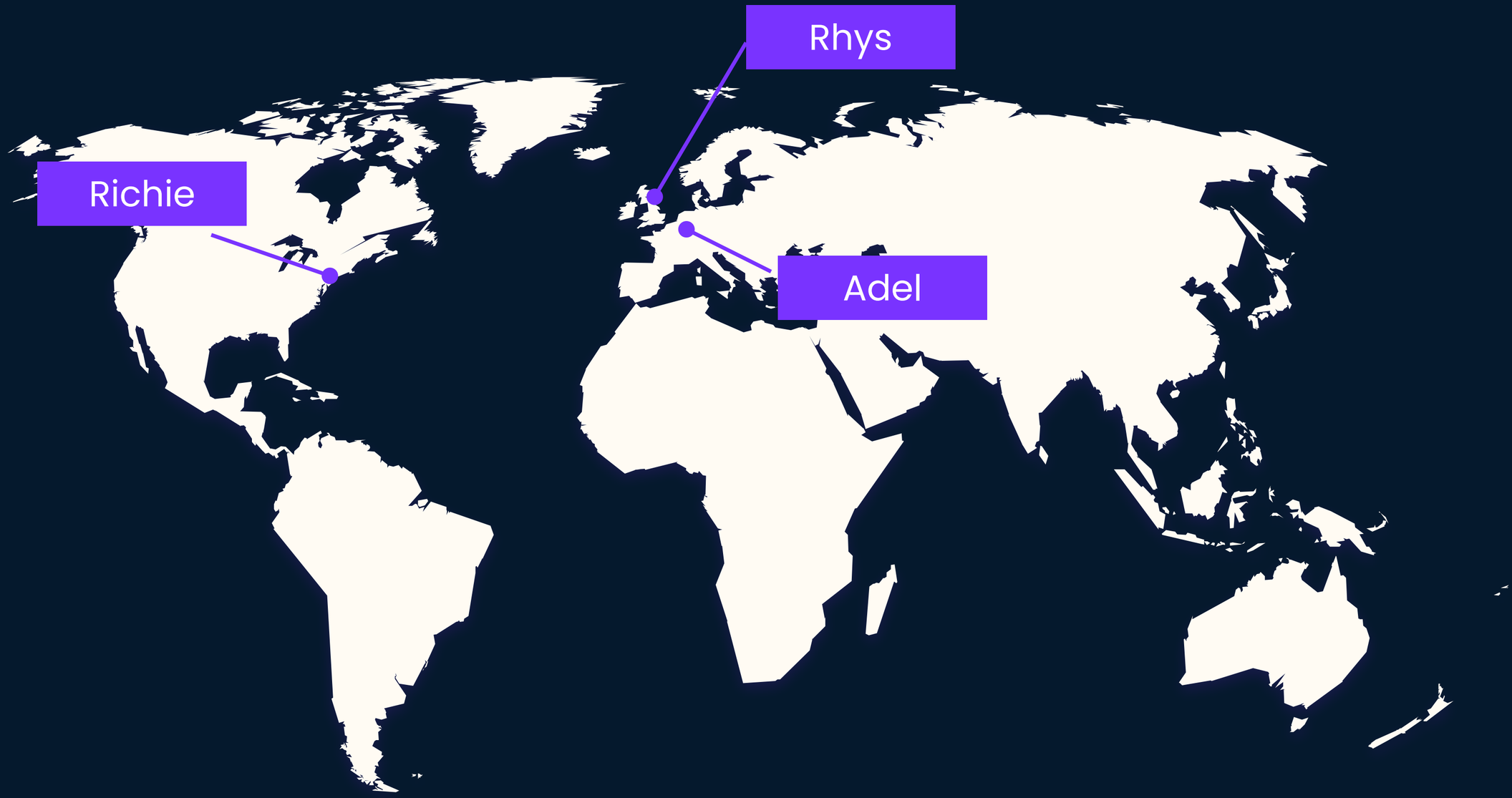
DataCamp
Q1 Roadmap 2025

datacamp

Hello!



A better webinar experience for you

Ask questions

Send us your questions as you think of them; we'll answer them at the end!

Links

We have tons of goodies in the chat — make sure to check them out!

Share it!

A recording of the webinar will be sent you — make sure to share it with your colleagues!

Agenda

1. Let’s make this interactive
2. The data & AI transformation imperative
3. What’s new for DataCamp in Q1 2025
4. How to get started today
5. Q&A

01

Let’s make this interactive

How do you use/are interested in using DataCamp?

Career growth

I use/interested in DataCamp to learn data skills, apply them via projects and DataLab, and apply to jobs

Upskill my team

I use/am interested in DataCamp to upskill my team, and provide them with high quality learning resources

Get myself or my team certified

I am interested in DataCamp Certifications to grow my/my team's career prospects

02

The data & AI transformation imperative

The skills economy is shifting

Computer Literacy

1980

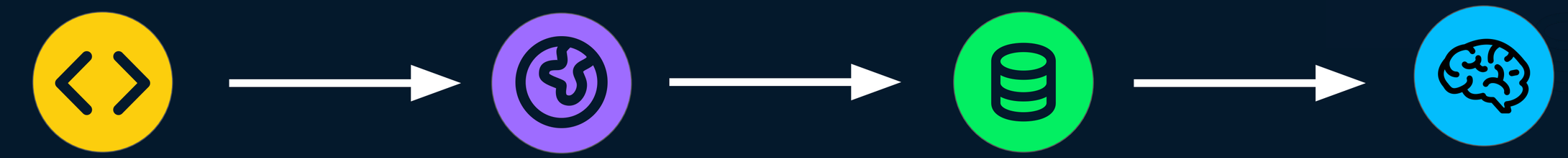
Software / Internet Literacy

2000

Data Literacy

2020

The skills economy is shifting



DATACAMP'S MISSION

Provide the best learning experience for data and AI skills

A trusted curriculum both wide & deep

Built for individuals & organizations of all skill levels

Regardless of where they are in the world

Beyond learning — a hub for succeeding in data & AI

03

What’s new in Q1 2025?

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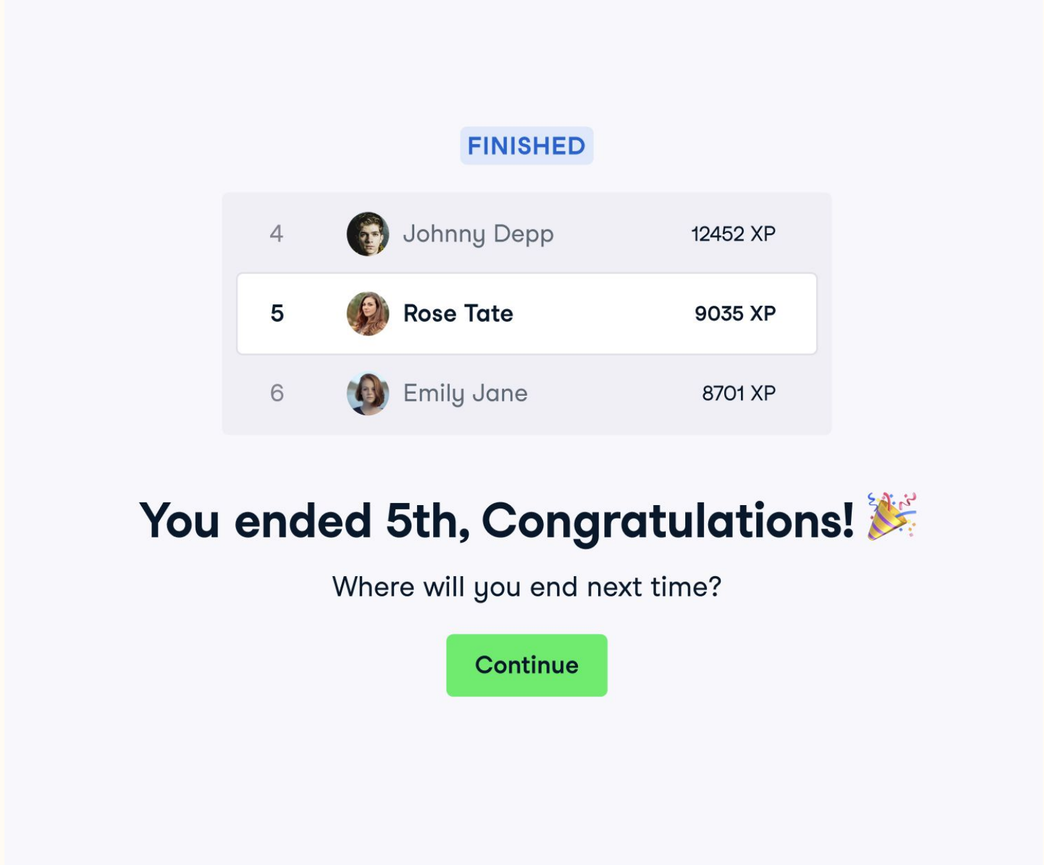
FOR INDIVIDUALS

Individual leaderboards

- ✓ Compete with fellow learners to earn the most XP each week to win your group.
- ✓ Added motivation to help you learn and reach your goals faster.
- ✓ Now available for individual learners.

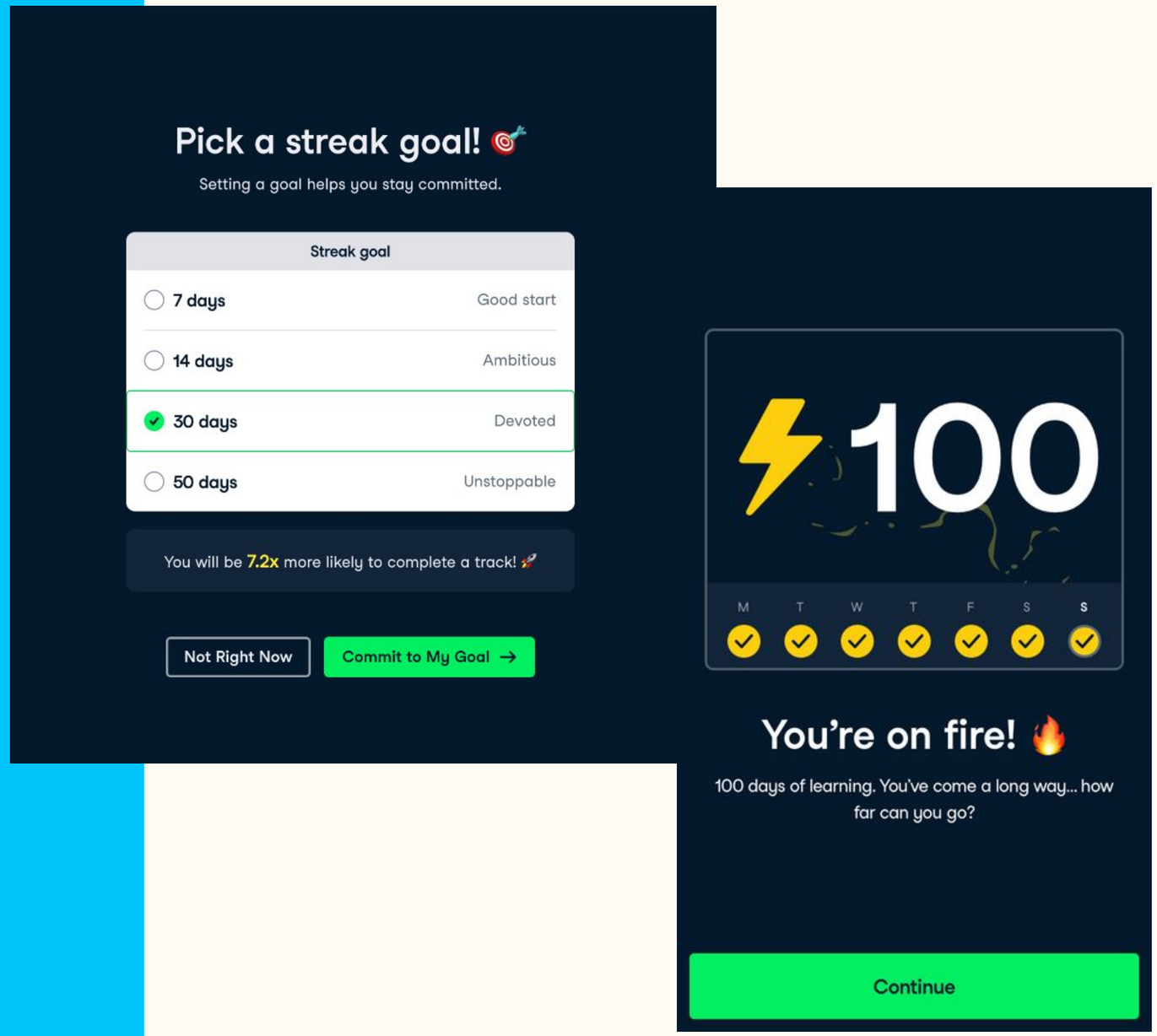


FOR INDIVIDUALS AND BUSINESSES

More engaging mobile experience

Small improvements to help you stay motivated

- ✓ Set a streak goal to help you stay committed.
- ✓ Browser notifications to help remind you to learn.
- ✓ Celebrate key milestones together.



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NEW LEARNING CONTENT IN Q1 2025

Databricks & Snowflake

FOR INDIVIDUALS AND BUSINESSES

New career track

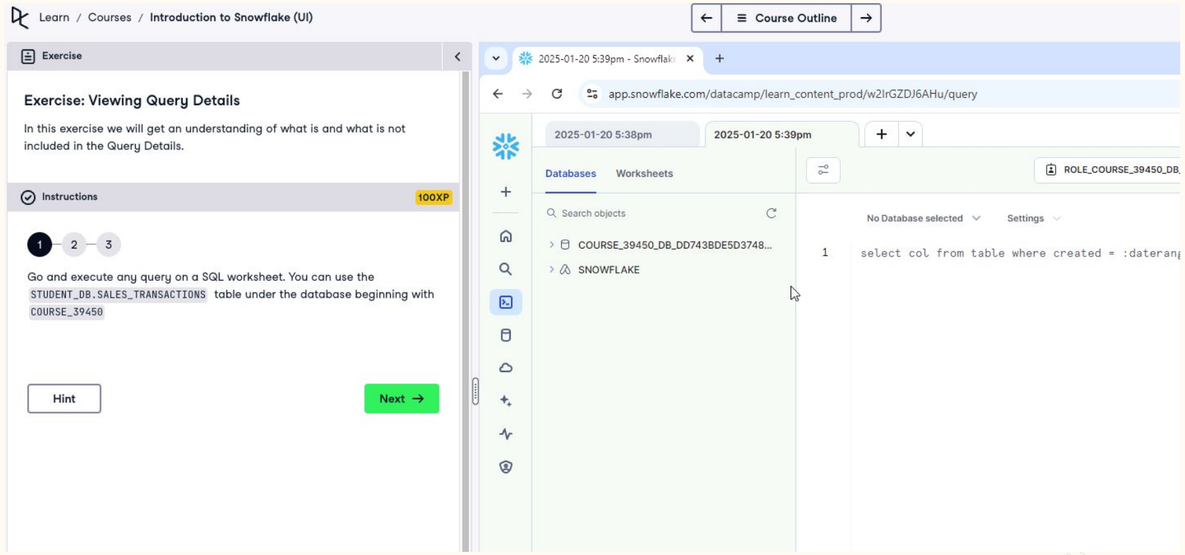
✓ Databricks Data Analyst Associate

New skill track

✓ Snowflake Fundamentals

Additional highlights

✓ Launch first Snowflake UI-based course: Introduction to Snowflake UI



NEW CURRICULUM IN Q1 2025

Artificial intelligence curriculum

A deeper and wider AI curriculum

Two new AI career tracks

- ✓ AI Engineer for Data Scientists
- ✓ AI Engineer for Developers

One new AI skill track

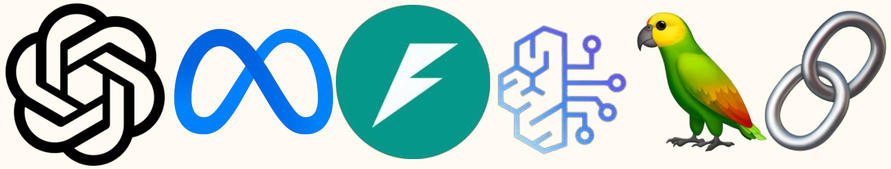
- ✓ Developing Applications with LangChain

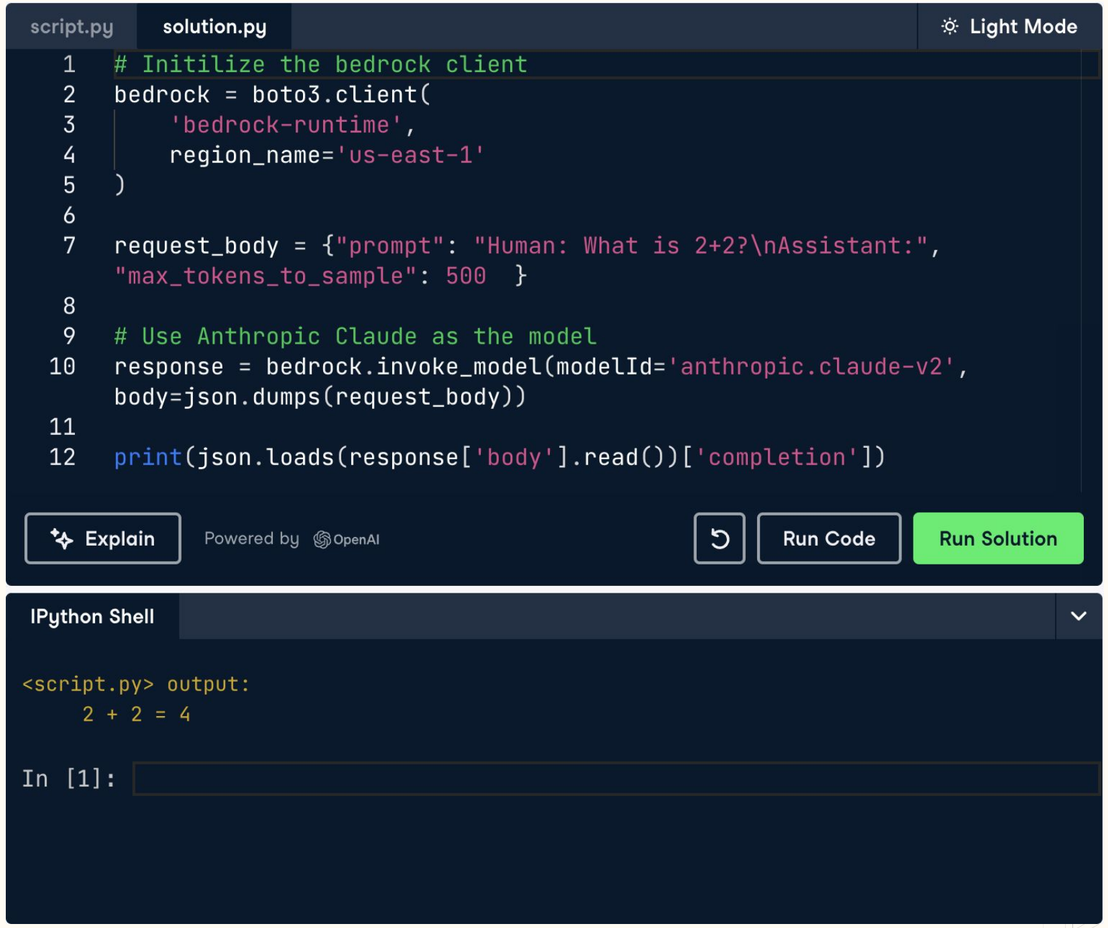
Several high priority AI courses/projects*

- ✓ Deploying AI into Production with FastAPI
- ✓ Introduction to Amazon Bedrock
- ✓ Project: Building an Agentic System with LangGraph
- ✓ Project: Optimize LLMs with Llama 3 Fine-tuning

**Additional AI courses/projects will launch*

FOR INDIVIDUALS AND BUSINESSES





New certification offering

Career certifications coming this quarter

- ✓ AI Engineer for Data Scientists Associate
- ✓ AI Engineer for Developer Associate

Partner certifications coming this quarter

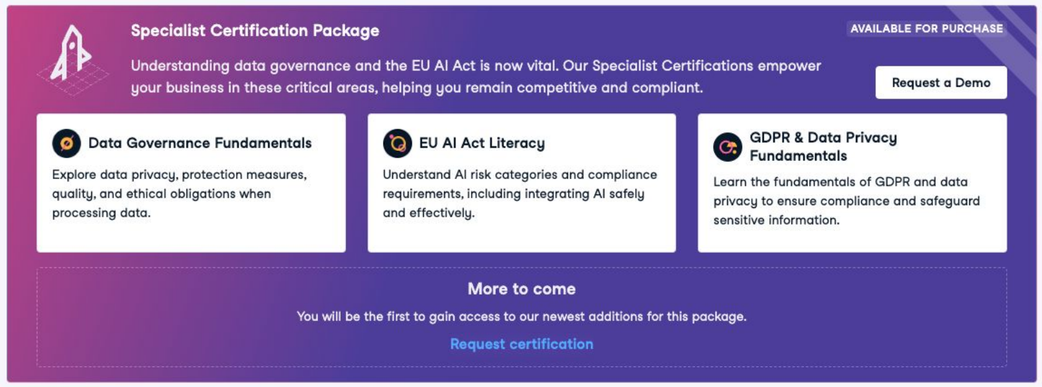
- ✓ Microsoft Fabric skill track and partner certification

Specialist certifications coming this quarter

- ✓ GDPR & Data Privacy Fundamentals

FOR INDIVIDUALS AND BUSINESSES

FOR BUSINESSES



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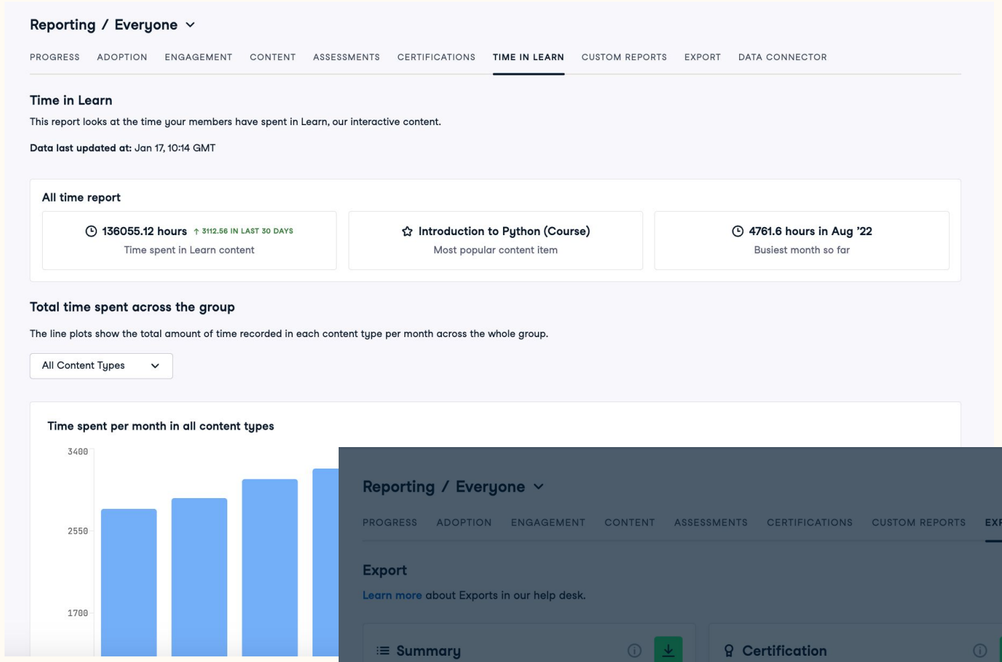
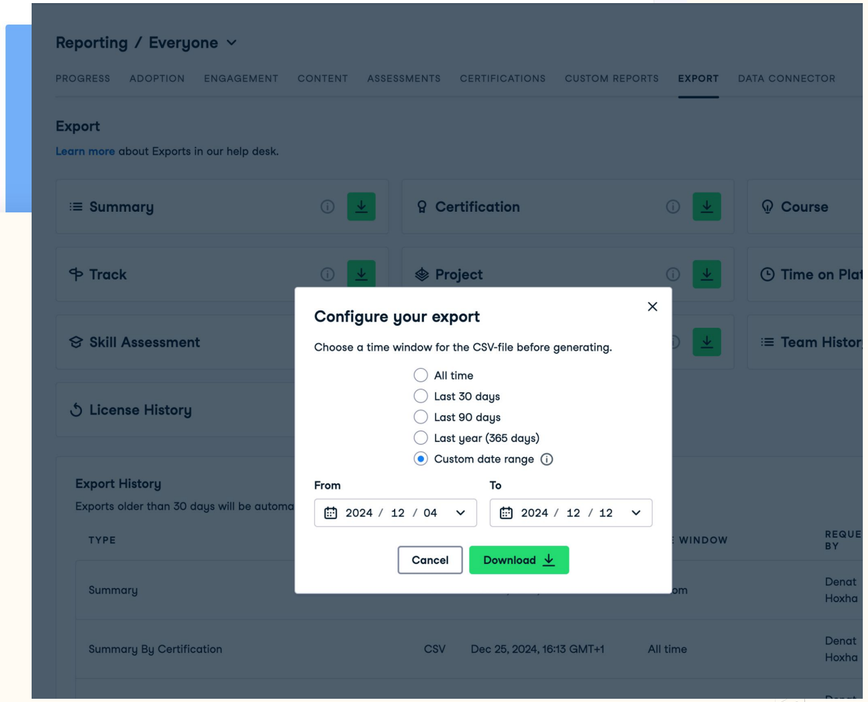
FOR BUSINESSES

Better admin reporting experience

- ✓ Better integrated visual experience
- ✓ More exportable data
  - Team History
  - Time spent in learning per content type
- ✓ Filter selected exports by date
- ✓ More LMS/LXP integrations with additional providers





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FOR INDIVIDUALS AND BUSINESSES

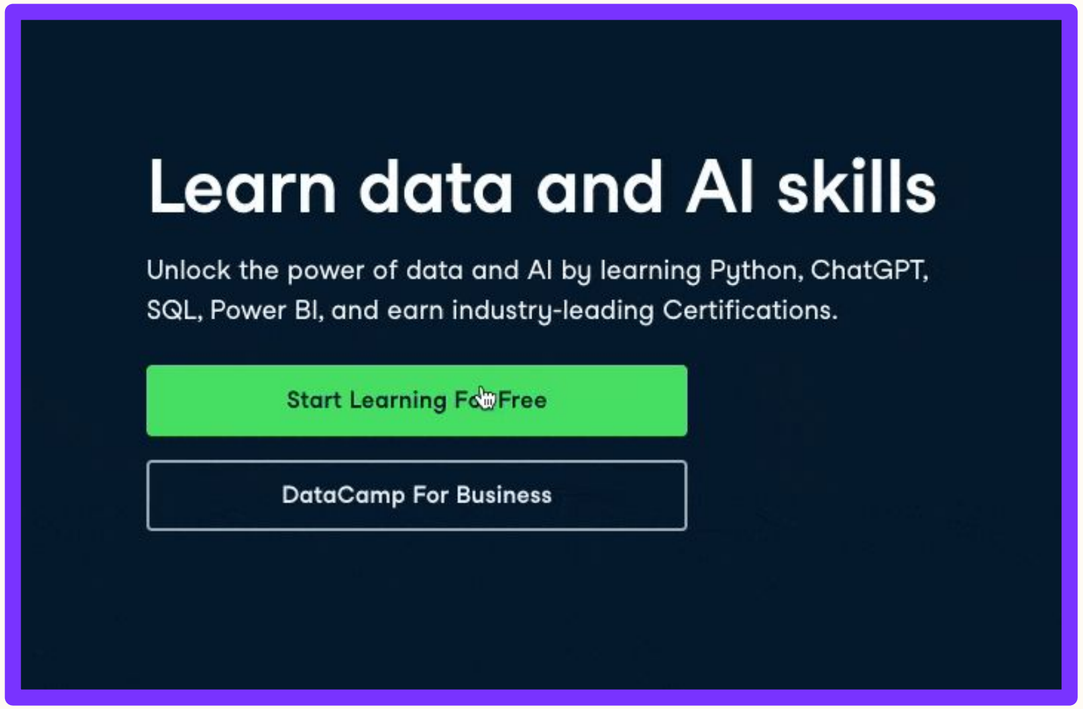
DataCamp now available in 5 languages

Completed in 2024

- ✓ Introduced translations - DataCamp is now available in English, Spanish, Portuguese, German and French
- ✓ >100 courses available in each language
- ✓ Introduced translated audio (available for the top 30 courses in Spanish)

Coming in Q1

- ✓ Translated slides and audio for the most popular courses in all available languages
- ✓ Project instructions available in all languages



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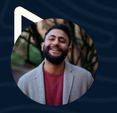


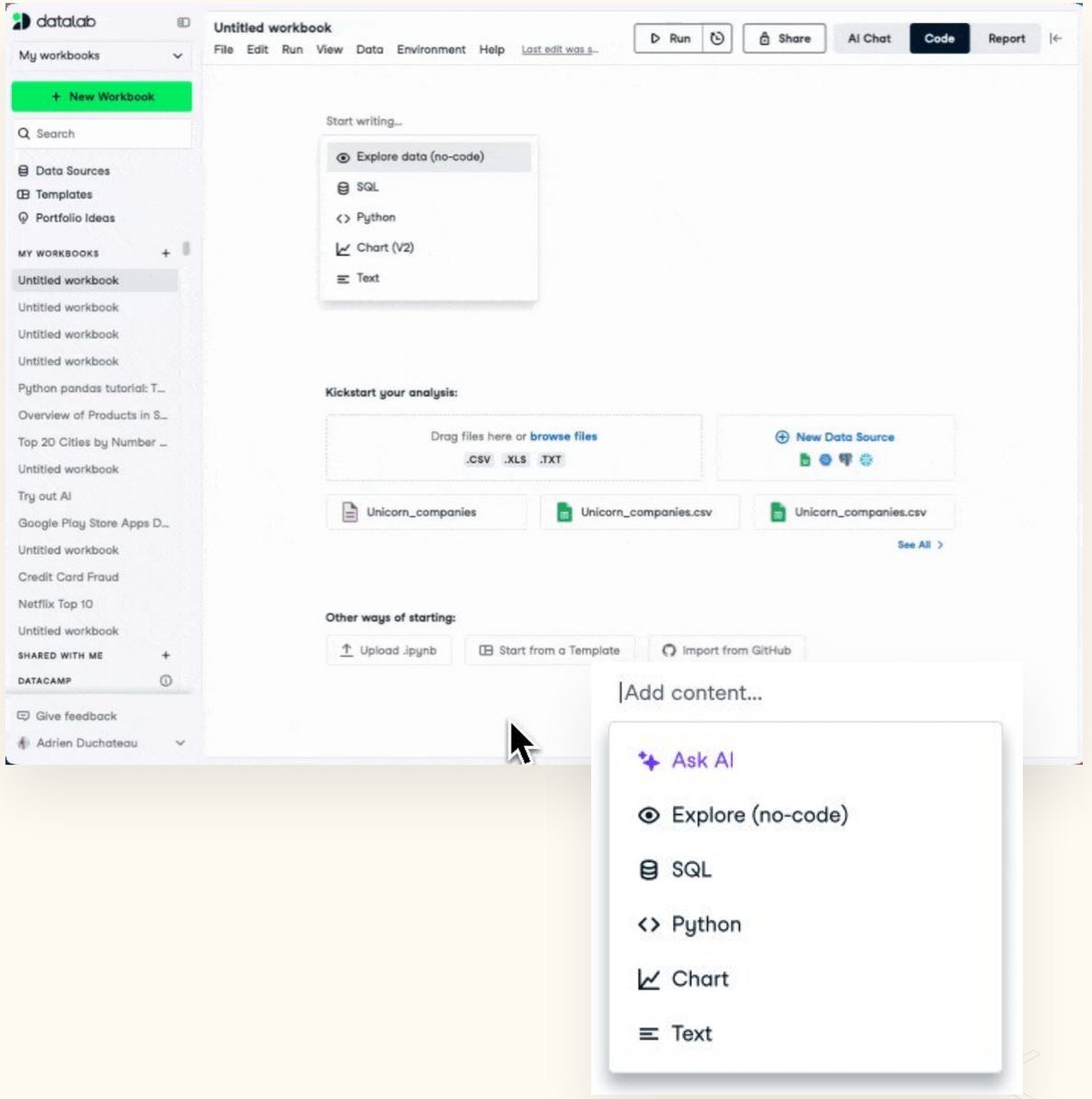
NEW DATA EXPLORATION EXPERIENCES IN Q1 2025

FOR INDIVIDUALS AND BUSINESSES

Explore More with DataLab

Apply your new skills for real-world experience, build out your data portfolio, or democratize data insights in your organization.

- ✓ New **Explore Data** feature allows for no-code browsing of tables and instant charts!
- ✓ New **Ask AI feature** blends conversation- based data exploration with SQL, Python and R analyses
- ✓ **Upgraded Table Outputs & Charts**, including Pivot Tables
- ✓ **Improved Auto-Complete**
- ✓ **Stronger Access Controls & Permissions** for organizations
- ✓ **Redesigned Dashboard** for improved navigation



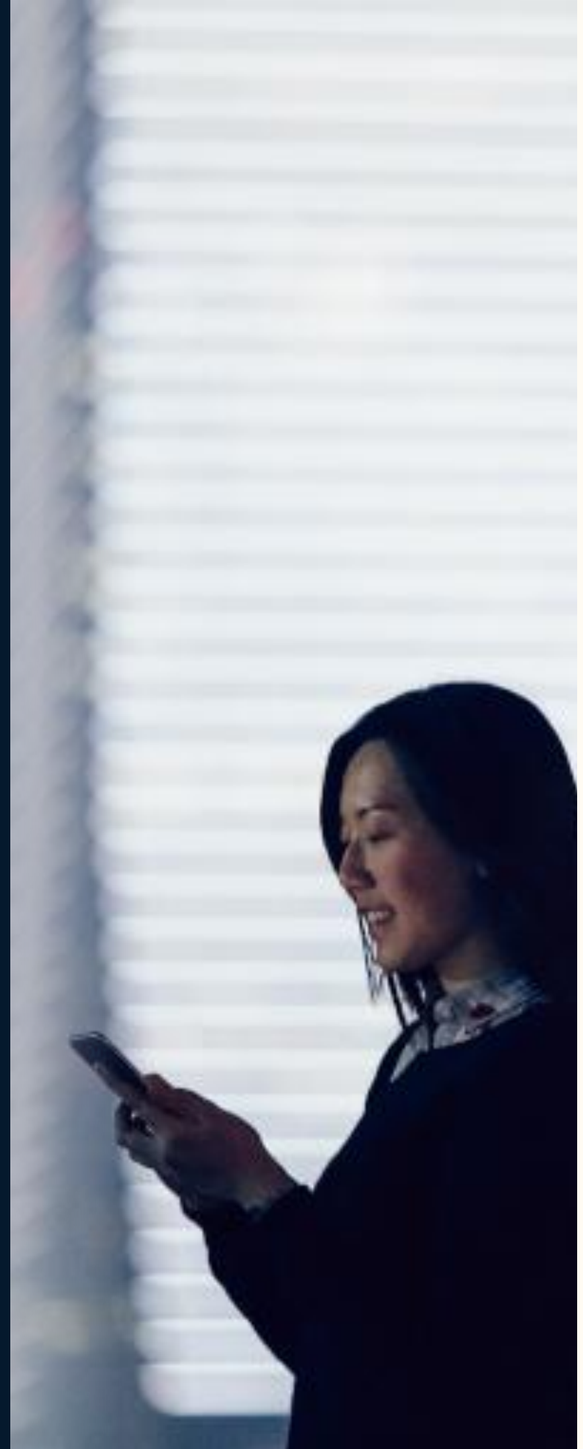
04

Get started on DataCamp

DATA & AI SKILLS AT

Allianz

Allianz upskilled 6,000+ employees worldwide using personalized learning paths and projects so their workforce could go from learning data skills to applying them to insurance business use cases—faster.



CHALLENGE

- Needed a solution that was cost-effective and scalable
- Had to be able to apply learned skills to insurance use cases

SOLUTION

- Created 22 learning paths for technology and functional skills
- Built 3 private capstone projects for marketing and claim use cases

RESULTS

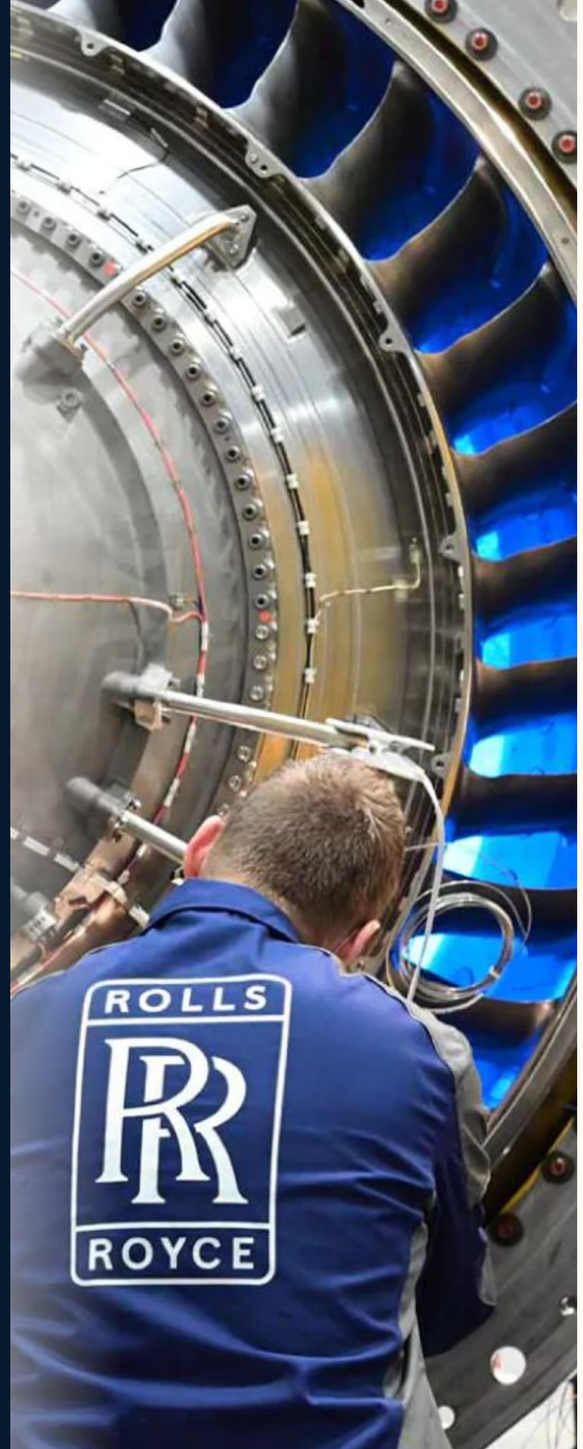
- 19,000 hands-on learning hours across Python, Data literacy, SQL, Power BI, and Spreadsheets
- Grew from a 100-person pilot to +6,000 during the pandemic

Source: DataCamp

DATA & AI SKILLS AT

Rolls-Royce

Rolls-Royce's engineering team was able to automate and speed up manual processes by a factor of 100—freeing them up to work on more valuable initiatives.



CHALLENGE

- Manual data handling processes were time too slow
- No centralized training program

SOLUTION

- Created custom learning paths for all skill levels and roles, including Python for engineers and a data literacy path

RESULTS

- 1,500+ hours spent learning
- 100x'ed the speed of their data handling processes
- Launched a data program for technical & non-technical roles

Source: DataCamp

DATA & AI SKILLS AT

Colgate-Palmolive

Colgate partnered with DataCamp to upskill 14,000+ employees on data & AI. Program resulted in enhanced data driven decision making, time savings and new technology adoption.

Brandon Hall Group
HCM Excellence Award
LEARNING AND DEVELOPMENT
GOLD
2022

CHALLENGE

- Staying competitive in the rapidly evolving market
- Upskilling the entire organization in data literacy to enable data-driven decisions

SOLUTION

- Tailored learning paths to suit audiences from C-suite executives to general employees
- Degreed LMS and SSO integration to enable access at scale

RESULTS

- 80% of learners reported being able to apply their new skills in real-world settings
- Colgate's unbiased data insights supported the shift from being a supplier to a strategic partner

How do I get started with DataCamp?

DATACAMP PREMIUM

Sign up for DataCamp Premium today

TRY BEFORE YOU BUY

Register with a free account and try every first chapter for free

COMPREHENSIVE CAREER GROWTH

Build your data skill set with SQL, Power BI, R, Python courses and more. Get hired as a data professional with our specialized job portal for data roles.

WHAT YOU GET WITH A DATACAMP PREMIUM ACCOUNT

julia · SPREADSHEETS · SQL · python · Power BI · tableau · Shell · git · Spark · Scala

.... + Access to DataCamp Workspace, Certifications, Jobs, and more

4.5+ ★★★★½

Average course rating from our community of over 10M learners

12M+

Learners have upskilled using DataCamp

How do we get started with DataCamp?

FOR SMALL TEAMS
Less than 50 people
Sign up for DataCamp Teams today — Get started with your colleagues today

FOR LARGE TEAMS
50 people or more
Speak to sales for a bespoke enterprise solutions fit for your organization

FOR EVERYONE
All your organization
Looking to provide unlimited access to **everyone** in your organization? Speak to sales about our unlimited plan

HOW OUR CUSTOMERS USE DATACAMP FOR BUSINESS

Google Microsoft Deloitte. HSBC

PayPal Uber ebay Credit Suisse

4.5+ ★★★★½
Average course rating from our community of over 10M learners

8/10
Top consulting companies use DataCamp to upskill their team

190
Government agencies and nations upskill and innovate using DataCamp

SCAN ME

FOR TEAMS
SPEAK TO SALES

05

Q&A

SCAN ME

FOR INDIVIDUALS
GET STARTED