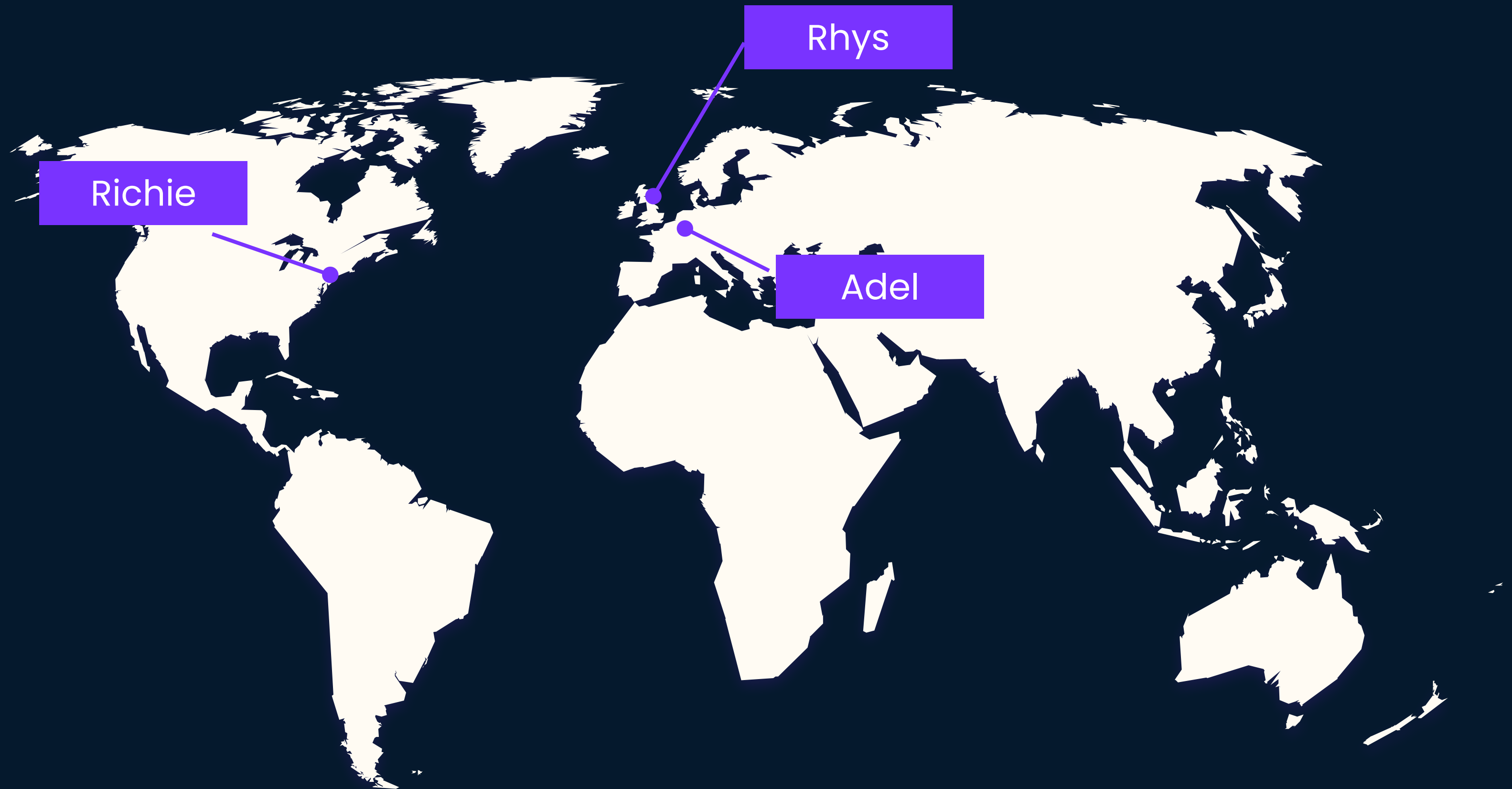


# DataCamp

## Q1 Roadmap 2025



# Hello!



Richie

Rhys

Adel



# A better webinar experience for you



## Ask questions

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



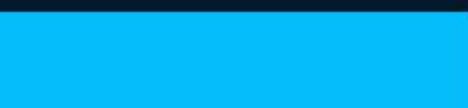
## Links

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



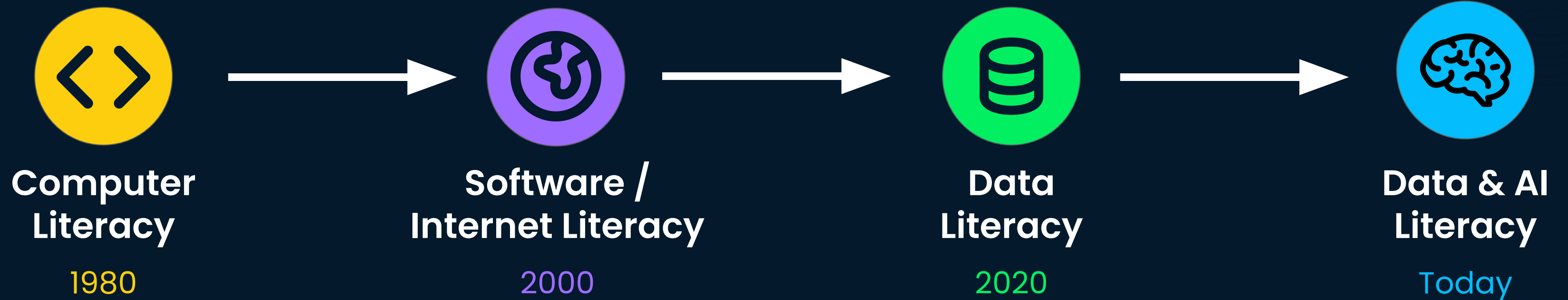
Data  
Literacy

2020





# The skills economy is shifting



# DATA CAMP'S MISSION



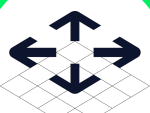
**Provide the best learning experience for data and AI skills**



**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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# 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

FINISHED

4	 Johnny Depp	12452 XP
5	 Rose Tate	9035 XP
6	 Emily Jane	8701 XP

**You ended 5th, Congratulations!** 🎉

Where will you end next time?

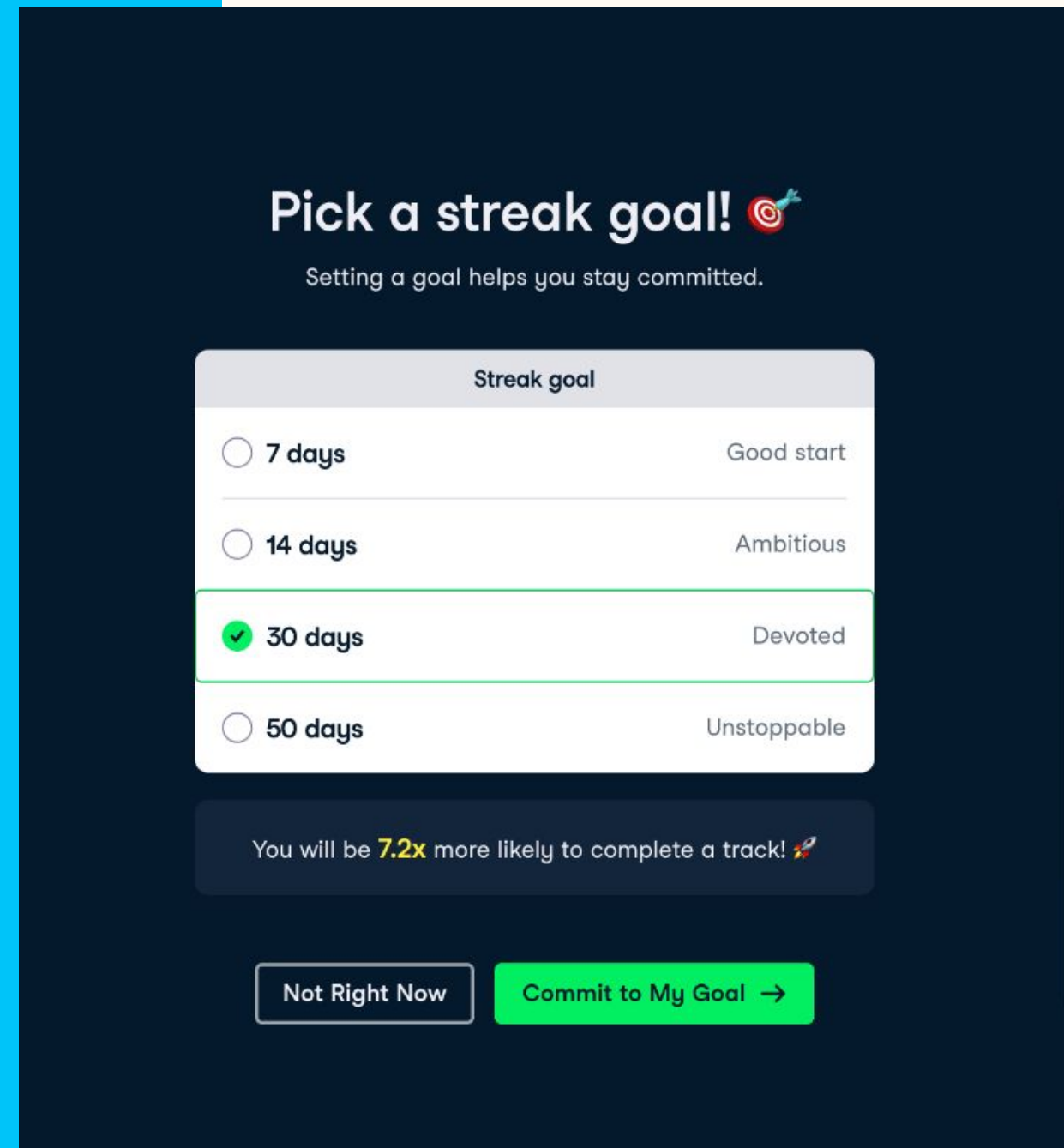
Continue



# 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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# Databricks & Snowflake

## New career track

- ✓ Databricks Data Analyst Associate

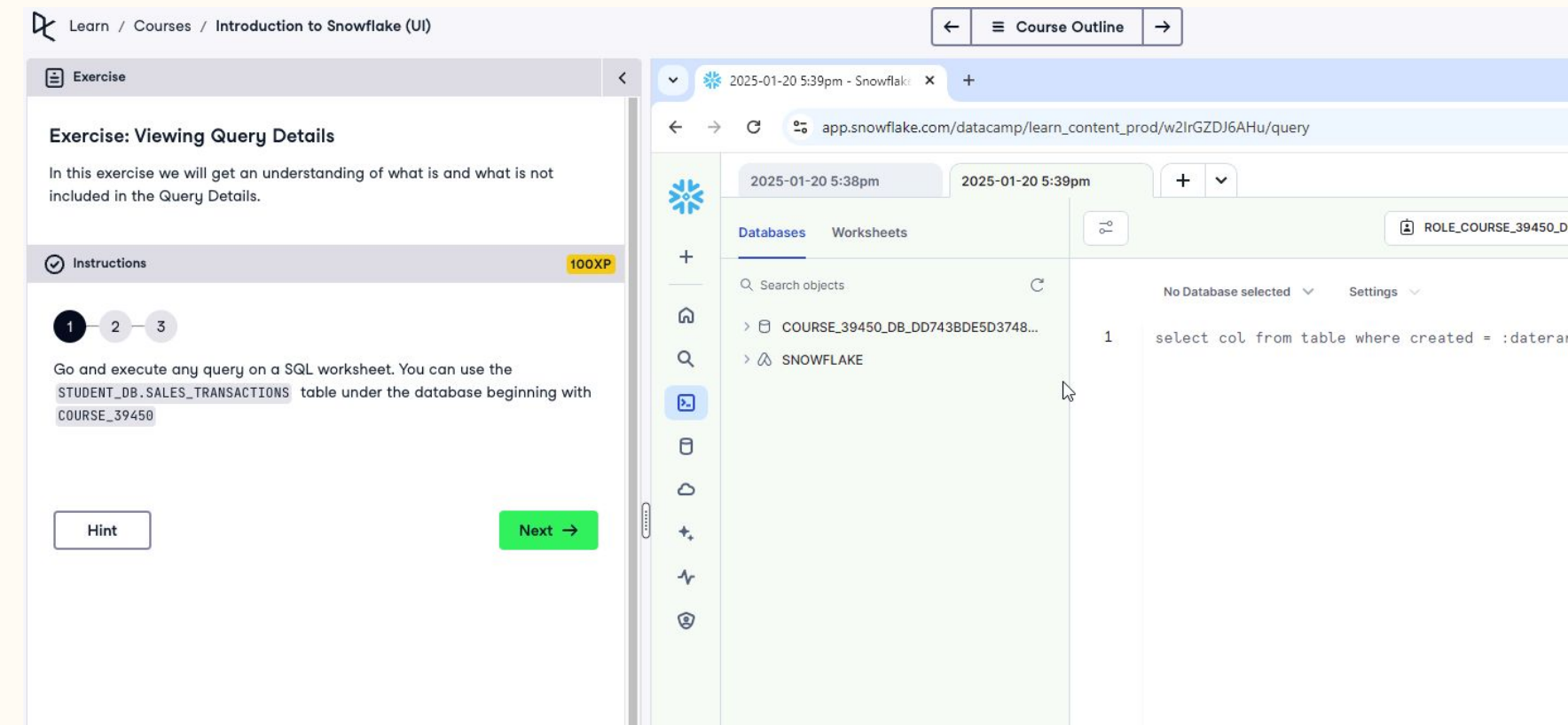
## New skill track

- ✓ Snowflake Fundamentals

## Additional highlights

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

FOR INDIVIDUALS AND BUSINESSES





# 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

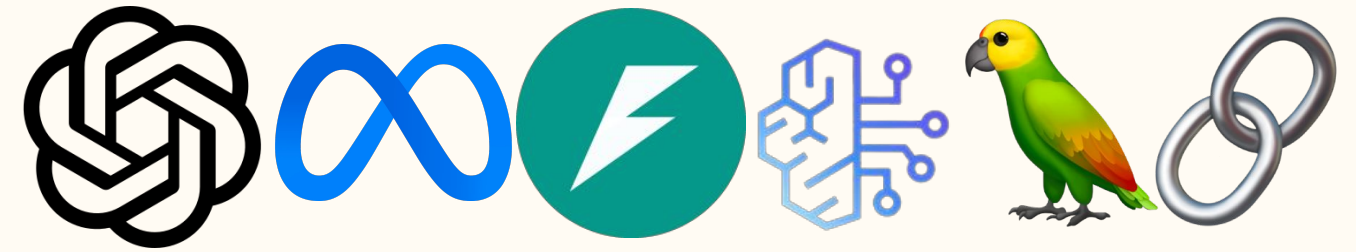
- ✓ Developing Applications with LangChain

## 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



```
script.py  solution.py  Light Mode
1  # Initilize the bedrock client
2  bedrock = boto3.client(
3      'bedrock-runtime',
4      region_name='us-east-1'
5  )
6
7  request_body = {"prompt": "Human: What is 2+2?\nAssistant:",
8                  "max_tokens_to_sample": 500 }
9
10 # Use Anthropic Claude as the model
11 response = bedrock.invoke_model(modelId='anthropic.claude-v2',
12                                body=json.dumps(request_body))
13
14 print(json.loads(response['body']).read()['completion'])
```

✎ Explain Powered by OpenAI ↺ Run Code Run Solution

```
IPython Shell
<script.py> output:
  2 + 2 = 4
In [1]:
```

# 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

**Specialist Certification Package** AVAILABLE FOR PURCHASE

Understanding data governance and the EU AI Act is now vital. Our Specialist Certifications empower your business in these critical areas, helping you remain competitive and compliant. [Request a Demo](#)

<b>Data Governance Fundamentals</b> Explore data privacy, protection measures, quality, and ethical obligations when processing data.	<b>EU AI Act Literacy</b> Understand AI risk categories and compliance requirements, including integrating AI safely and effectively.	<b>GDPR &amp; Data Privacy Fundamentals</b> Learn the fundamentals of GDPR and data privacy to ensure compliance and safeguard sensitive information.
--	--	--

**More to come**  
You will be the first to gain access to our newest additions for this package.  
[Request certification](#)



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# 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

FOR BUSINESSES

The screenshot displays the 'Reporting / Everyone' interface. The top navigation bar includes 'PROGRESS', 'ADOPTION', 'ENGAGEMENT', 'CONTENT', 'ASSESSMENTS', 'CERTIFICATIONS', 'TIME IN LEARN', 'CUSTOM REPORTS', 'EXPORT', and 'DATA CONNECTOR'. The 'Time in Learn' section provides a summary of learning time, including a total of 136,055.12 hours and a note that it is 3112.56 hours more in the last 30 days. It also highlights the 'Introduction to Python (Course)' as the most popular item and August 2022 as the busiest month. Below this is a bar chart titled 'Time spent per month in all content types' showing an upward trend from approximately 2,800 to 3,400 hours. The 'Export' section is partially visible, showing a grid of report types like Summary, Certification, Course, Track, Project, Time on Platform, Skill Assessment, and Team History. A 'Configure your export' dialog box is open, allowing users to select a time window for the CSV file. The dialog offers options for 'All time', 'Last 30 days', 'Last 90 days', 'Last year (365 days)', and 'Custom date range'. The 'Custom date range' option is selected, with the date range set from 2024 / 12 / 04 to 2024 / 12 / 12. The dialog also includes 'Cancel' and 'Download' buttons.



# DATA CAMP'S MISSION



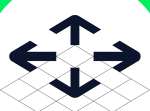
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# DataCamp now available in 5 languages

## 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

FOR INDIVIDUALS AND BUSINESSES

## Learn data and AI skills

Unlock the power of data and AI by learning Python, ChatGPT, SQL, Power BI, and earn industry-leading Certifications.

Start Learning For Free

DataCamp For Business





# DATA CAMP'S MISSION



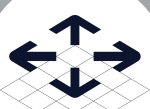
**Provide the best learning experience for data and AI skills**



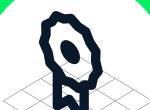
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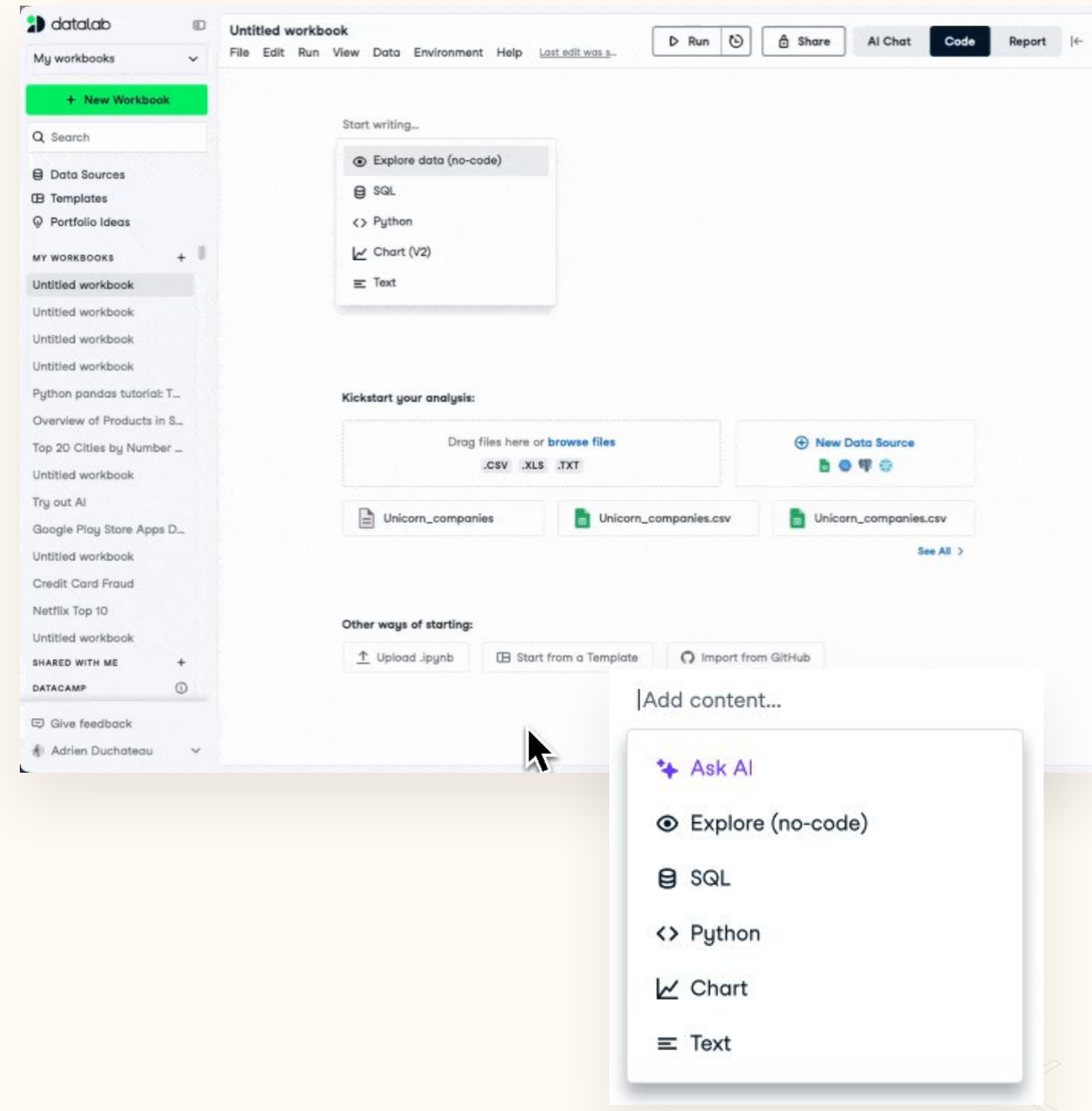
**Beyond learning – a hub for succeeding in data & AI**



# 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

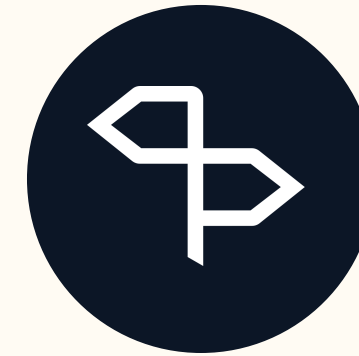


## DATA & AI SKILLS AT

# 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.

Source: [DataCamp](#)



### 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

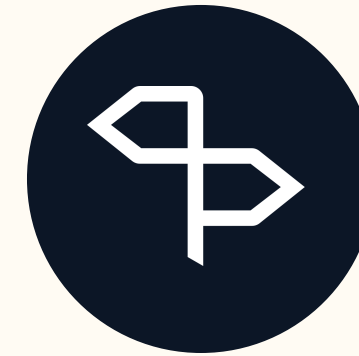


DATA & AI SKILLS AT

# Rolls-Royce

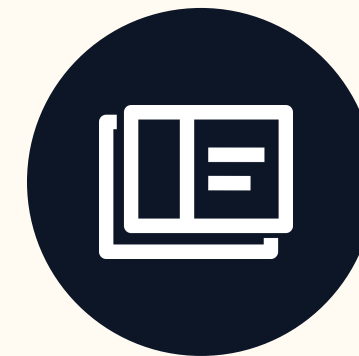
Rolls-Royce's engineering team was able to automate and speed up manual processes by a factor of 100—freeing them up to work on more valuable initiatives.

Source: [DataCamp](#)



## 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

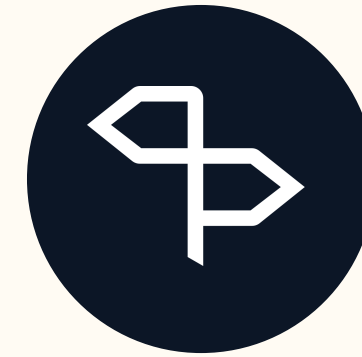




## DATA & AI SKILLS AT

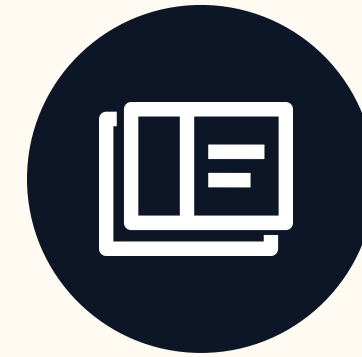
# Colgate-Palmolive

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.



## 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?

## DATA CAMP PREMIUM

Sign up for DataCamp Premium today

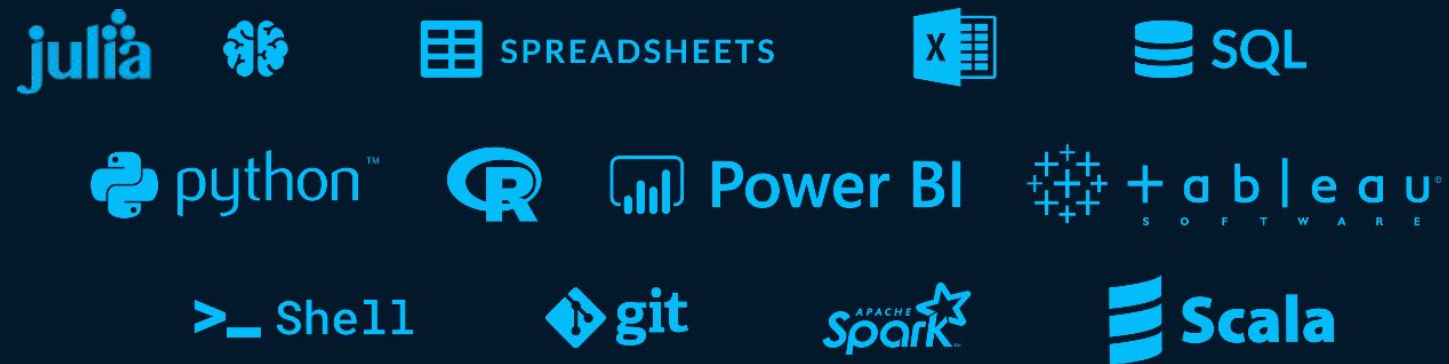
## TRY BEFORE YOU BUY

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 DATA CAMP PREMIUM ACCOUNT



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

4.5+ ★★★★★

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+** ★★★★★

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







FOR TEAMS  
SPEAK TO SALES

05  
Q&A



FOR INDIVIDUALS  
GET STARTED

