



# Blossom Academy Leverages DataCamp to Place 92% of Its Students in Top-Tier Jobs

Enabling access to data education across Africa to empower a new generation of data scientists.



**In addition to training students to develop advanced data skills, Blossom Academy equally emphasizes soft skills and leadership development training.**

[Blossom Academy](#) was founded in 2018 to build analytics talent within Africa and connect job seekers with global companies looking to scale operations. Employers work with Blossom Analytics to hire data scientists at a fraction of the cost of hiring new employees from more established economies. Aspiring data scientists work with Blossom Academy to gain the skills they need to thrive in the global economy. Blossom Academy has successfully leveraged DataCamp to do this, resulting in a 92% job placement rate.



**Blossom Academy holds interactive workshops to build a strong community of African data scientists.**

## **The challenge: Building a data science training program at scale**

Blossom Academy's training program combines weekly in-person sessions with real-time virtual classrooms. Instructors from global companies like BuzzFeed help students develop data science and analytics skills through hands-on group projects. Blossom Academy also offers tracks in machine learning and data engineering leveraging data generated from African businesses.

To scale their training program, Blossom Academy looked to partner with an online platform with a solid curriculum in data science and analytics. Strong endorsements led them to DataCamp, which has the world-class curriculum they were looking for along with a flexible, learn-by-doing approach. In service of our shared mission to spread data fluency, DataCamp donated subscriptions to Blossom Academy for their instructors and students.

Blossom Academy instructors use DataCamp in conjunction with their personalized programs, assigning DataCamp courses for specific learning initiatives for each project. For instance, for a project that requires time series knowledge, they may assign courses from DataCamp's Time Series with Python skill track.

# A data-driven approach to learning

Students use DataCamp during and upon completion of their training programs. Blossom Academy builds data-driven profiles for each student to personalize their learning experiences based on their unique learning style, working preferences, and engagement with course content. Machine learning models enriched with historical datasets from past client ratings are used mid-way into the program to forecast which projects students would be most successful in. When students encounter challenges, they're encouraged to go to DataCamp to find courses, skill tracks, or projects that address their specific skill gaps.

Tracking students' DataCamp performance has allowed Blossom Academy to predict whether students are on pace to graduate from their training program. Even after they graduate, many students continue to use DataCamp to advance their data skills.

**Project-based learning is a critical pillar of the Blossom Academy program.**



# Measuring the DataCamp impact

To gauge the success of implementing DataCamp, Blossom Academy evaluates outcomes for employers and for graduates.

Blossom Academy consults with employers, typically small-to-medium-sized businesses, on their data-related challenges to create a hyper-personalized data-driven curriculum for their students. By hiring Blossom Academy graduates, employers are realizing an average of 20% cost savings from recruiting and training. They're able to extract actionable insights at scale that inform business decisions, allocation of resources, and ultimately, boost revenue.

Within 30 days of completing their training program, 92% of graduates are able to find a full-time job, and they often see a 4-6X increase in earning potential. Those who don't choose full-time employment after the program have landed higher education opportunities, like a data science fellowship from Intel and a sponsorship from Prudential Insurance in Ghana to pursue a master's in Big Data and Finance.



**Mentor-based learning is another pillar of the Blossom Academy program.**

## From Blossom Academy students

**“DataCamp has been the best platform for learning data science. The platform offers a hands-on approach to learning, and for me, that has been the best part. The opportunity to practice is what keeps me coming back to the platform.**

**The courses are short and sweet. I will gladly recommend it to anyone who wants to learn data science.”**

SEBASTIAN DAKEY

**“Learning from DataCamp provided me the best hands-on practice to kick start my data science career. Thanks to DataCamp, I was able to transition to a tutor at Blossom Academy.”**

SALAMI SULEIMAN