

# How Colgate-Palmolive Partnered with DataCamp for Business for its Data Literacy & Analytics Academy

Colgate-Palmolive teamed up with DataCamp for Business for their Data Literacy & Analytics Academy, a pivotal part of their 2025 Transformation Strategy. Read on to learn how they upskilled more than 14,860+ employees on data & AI, significantly enhancing decision-making and driving business outcomes.

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## INDUSTRY

Packaged goods

## FEATURES USED

Interactive exercises, Custom learning paths, LMS and SSO integration



## Summary —

In a rapidly evolving consumer-packaged goods industry, Colgate-Palmolive recognized the need to enhance their data capabilities to remain competitive. As a result, Colgate partnered with DataCamp for Business to help launch its Data Literacy & Analytics Academy. DataCamp for Business' custom learning paths and interactive learning experience helped Colgate serve data literacy upskilling to more than 14,860+ employees across different departments and personas, meeting the upskilling needs of Colgate's workforce.

By partnering with DataCamp for Business, the program boasts high engagement, with courses receiving an average rating of **4.56+ out of 5** and over **80% of learners** reporting successfully applying their skills in real-world scenarios, leading to faster decision-making and improved business outcomes.

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## Challenge —

Facing a rapidly changing consumer goods industry, Colgate-Palmolive identified the need to improve data literacy to remain competitive and outperform peers in this intense business environment. As part of their strategy, they decided to democratize data across the organization, making data literacy an essential skill for its entire workforce.

## Results —

Over **14,860+ learners have completed** their learning paths. The program boasts high engagement, with courses receiving an average **rating of 4.56+ out of 5** and over **80% of learners reporting successfully applying their skills** in real-world scenarios, leading to faster decision-making and improved business outcomes.

## Solution —

Colgate-Palmolive partnered with DataCamp for Business when launching its Data Literacy & Analytics Academy, addressing the data literacy gap through a comprehensive learning program. Employees across departments and roles were offered tailored learning paths comprising assessments, courses, and projects — covering key topics such as data-driven decision-making, data storytelling, machine learning, and more.

**Want more information on how you can get these results?**

[Speak to Sales](#)

## Inside Colgate-Palmolive's Data Literacy Ambitions

The consumer-packaged goods industry is rapidly evolving. With strong retailers, empowered shoppers, and data-driven insights, competition is more challenging than ever. To remain competitive, Colgate knew it had to get better at leveraging data. As Colgate's data ambitions grew, key challenges stood in the way. For starters, Colgate was collecting more data than ever.

Merely hiring data professionals would not be enough for Colgate to leverage the full power of data and sustain the company's growth and competitiveness. Moreover, there was a gap in data skills across the company. According to internal and external audits, Data Maturity across the organization was still "developing"—and bridging between data experts and the rest of the organization was crucial to driving outcomes with data.



**Upskilling the entire organization in data literacy is one of our major learning priorities.**

GIUSEPPINA DE BARTOLOMEO, EUROPE AND AFRICA EURASIA LEARNING COORDINATOR AT COLGATE

As a result, Colgate launched its Data Literacy & Analytics Academy. With the academy, they wanted to enhance their workforce's capabilities to make data-driven decisions and advance the company's digital transformation.



**Data touches all of us, and analytics is an imperative of Colgate's transformation.**

TAYLOR ANDERSON, GLOBAL DIRECTOR INSIGHTS CAPABILITIES AT COLGATE

## Colgate-Palmolive's Data Upskilling Program Requirements



**Tailored learning paths** to suit audiences from C-suite executives to general employees.



**Degreed LMS integration** to effectively assign learning paths and track progress.



**SSO integrations** to enable secure access for thousands of employees.

# How Colgate-Palmolive Partnered with DataCamp for Business for its Data Literacy & Analytics Academy

To address the challenges and bridge their data literacy gap, Colgate partnered with DataCamp for Business to help launch the **Data Literacy & Analytics Academy**.

As part of their data academy, Colgate created various learning paths depending on roles & departments — this included:

1. **Introductory AI-aspiring and AI-aware tracks** that introduced foundational topics like A/B testing, time series analysis, machine learning, and how data scientists extract knowledge and insights from real-world data. This track was tailored to accommodate various roles within the organization, including C-Suite & Thought Leaders, People managers, Expert practitioners, and general employees.
2. An **advanced AI-ready track** that included courses on Fundamentals of how Machine Learning is applied in the business world, Data-driven decision-making, and Core concepts for effective data visualisation.
3. **Industry-specific tracks** focusing specifically on Marketing, Customer Development, Finance, and Supply Chain departments needs and useful tools needed for their roles, such as spreadsheets and business intelligence tools

As part of their program, learners were regularly assessed using **DataCamp Skills Assessments**, which allowed Colgate to provide learners with personalized course recommendations based on their skill gaps.



**I just finished DataCamp's AI training. One of the great things about it is that it gives us a common understanding and a common language to use in the organization. Not to mention the modules are short, they are easy to integrate into the flow of work.**

AMANDA KLEMM, WORLD WIDE DIRECTOR, MANUAL TOOTHBRUSHES AT COLGATE

The training was designed for thousands of Colgate employees to complete. To facilitate upskilling at an enterprise scale, DataCamp for Business provided Colgate with essential **Single Sign On and Degreed LMS integrations**, enabling Colgate to effectively assign learning paths, track program success metrics and ensure security compliance.

## Key Results and the Future of the Program

The Data Literacy & Analytics Academy results at Colgate have been impressive. **Over 14,860+ employees completed the program**, demonstrating high program engagement and state-of-the-art completion rates. Participants have **rated the courses with scores of 4.56+ out of 5**.

Most importantly, over **80% of learners reported being able to apply their new skills in real-world settings**, leading to faster, better decision-making.



**The DataCamp platform is one of the best for time manageable courses and chapters to fit into our calendars**

SAM PRIOR, ASSOCIATE DIRECTOR E-COMMERCE AT COLGATE

The program's success has also made an impact on Colgate's relationship with retail partners. **Colgate's unbiased data insights supported the shift for the company from being a supplier to a strategic partner.**

Due to the program's success, Colgate plans to make learning at DataCamp for Business **part of the onboarding process for new hires** and introduce an organisation-wide and business-specific Capstone project.

Finally, given the rise of generative AI globally, DataCamp for Business and Colgate are now looking into providing **18,000 Colgate's learners with access to DataCamp's ChatGPT course and upcoming Generative AI content.**



Contact us

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