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How Drax Leveraged DataCamp to Accelerate the Transition to Renewable Energy

Drax partnered with DataCamp for Business to foster a culture of continuous learning and skill development. Learn how Drax upskilled their core data team and adjacent departments in Python, SQL, data literacy, and Power BI while opening up data science career transitions for employees without prior technical background.

drax

INDUSTRY

Energy

FEATURES USED

Career tracks, Custom learning paths, SSO, Mobile app

Summary —

Drax, a UK renewable energy provider, recognized the importance of building a data-driven culture within the company to achieve its sustainability goals.

Drax partnered with DataCamp for Business to deliver hands-on interactive training on data science and analytics topics for their core data team and adjacent departments. After ensuring the program successfully supported continuous learning and development of core data teams and adjacent departments, Drax decided to open up data science career transitions for employees without prior technical background.

By enabling 110+ professionals with key Python, SQL, data literacy, and Power BI skills, Drax was able to accelerate innovation and data science business applications. With DataCamp, Drax fostered a culture of continuous learning and skill development while accelerating individual career journeys and helping Drax stay ahead of the innovation curve.

Challenge —

Drax, one of the leading renewable energy providers in the UK, recognized the importance of building a data-driven culture to achieve sustainability goals. The company understood the need to support professional development and build cutting-edge data and AI skills to unlock innovation across the organization.

Solution —

Drax partnered with DataCamp for Business to upskill their core data team and adjacent departments in Python, SQL, Power BI, and ChatGPT. They utilized DataCamp's SSO integration and worked closely with the DataCamp Customer Success Team to ensure a smooth platform rollout.

Results —

Currently, **116 learners have completed over 3,850 hours of learning on DataCamp.** By enabling their workforce with key data skills, Drax was able to **accelerate innovation and data science applications** while fostering a culture of continuous learning and skill development. They also utilized DataCamp career tracks to **open up data science career transitions** for employees without technical backgrounds.

Want more information on how you can get these results?

Speak to Sales

Inside Drax's Ambitions to Achieve Sustainability Goals with Data

Drax, one of the leading renewable energy providers in the UK, has always been committed to innovation and sustainability. Their goal of enabling a zero-carbon, lower-cost energy future has driven them to explore new technologies and methods to reduce their carbon footprint, specifically by using biomass as fuel for power plants.

Through its mission, Drax recognized the importance of building a data-driven culture within the company to achieve its sustainability goals.

> **Converting Drax Power Station to use sustainable biomass transformed our business into one of Europe's largest single-site decarbonization projects and was a critical step towards Drax realizing its 2030 target of being a carbon negative company. We feel this is incredible progress but it's a complex and niche topic so it's helpful to use data to explain the benefits of the transition..**
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> BJOERN REINKE, DIRECTOR OF DATA AND DATA SCIENCE AT DRAX GROUP

Previously, Drax had embedded data enthusiasts but didn't have a formalized team. Three years ago, Drax made a strategic decision to establish a central data team covering four disciplines: data governance, reporting, data engineering, and data science. As part of growing the data science function, it was a natural decision for Drax to consider investing in the team's professional development. Drax sought an accessible online solution with hands-on interactive learning that would allow them to build cutting-edge data and AI skills in data science and analytics.

Building Cutting-edge Data and AI Skills with DataCamp

Drax partnered with DataCamp for Business to first deliver hands-on interactive training on data science and analytics topics for their core data team and adjacent departments.

> **DataCamp's reputation has always centered on hands-on, practical, modular, and interactive learning, with real coding examples and easy sharing. Students can track their personal progress and benchmark themselves against others, which is unique to DataCamp.**
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> BJOERN REINKE, DIRECTOR OF DATA AND DATA SCIENCE AT DRAX GROUP

The most popular technologies data scientists and analysts at Drax upskilled in were Python, SQL, theory, Power BI, Spreadsheets, and Git. Learners especially enjoyed the bite-sized approach to learning and the fact they could complete bite-sized exercises on their mobile and achieve tangible learning outcomes by investing as little as five minutes a day.

> " DataCamp is an essential tool for my continuous professional development. Its unique offering of bite-sized, interactive learning easily fits into my busy work life. Even just five minutes of learning something new can broaden my knowledge. It's a fantastic habit to get into. With many courses available on mobile, I can complete quick quizzes, videos, and tasks anywhere.
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> JENNIFER KENNEDY, SENIOR BI & REPORTING ANALYST AT DRAX

> " I have been using DataCamp for about 18 months and have found it to be immensely beneficial in my professional development. After completing almost every Power BI-related course, I now have a strong understanding of the software and feel comfortable exploring some of its more complex functionalities. This is a testament to how easy-to-use and relevant the course materials are, especially since I had no prior experience with Power BI before joining the team. I continue to use DataCamp to expand my knowledge of Python, and the vast range of Python-related courses available on the platform makes it easy to find material that aligns with my current work.
>
> JIM CORBIN

After ensuring the program successfully supported continuous learning and development of core data teams and adjacent departments, Drax decided to open up data science career transitions for employees without prior technical background. DataCamp offers 66+ curated learning paths, including career tracks for data scientist and data analyst roles. This made getting started straightforward for aspiring data professionals, and most of them enrolled in the signature Data Scientist with Python career track, featuring 23 courses, six hands-on Workspace projects, and three skill assessments to benchmark the newly acquired skill level as learners progress.

> " I was interested in pursuing a career in Data Science, so I immediately began the Data Scientist with Python track. The course structure was incredibly useful. It consisted of short tutorial videos, followed by a practical exercise to try out the new material. Completing these courses gave me a good foundation in Pandas, visualization, and Machine Learning. This foundation enabled me to enroll in the MSc Digital and Technology Solutions apprenticeship, which required an intermediate knowledge of Python. I have continued using DataCamp to learn more about Machine Learning and PySpark. All of this has enabled me to start working in a Data Science role.

CHRIS ROTHERAM, SENIOR BUSINESS INFORMATION & REPORTING ANALYST AT DRAX GROUP

Innovation is at the core of Drax. The team was one of the first to provide employees with a ChatGPT Fundamentals learning path by creating a custom track on DataCamp. This track allowed learners to interact directly with the ChatGPT interface, gain hands-on experience with writing prompts, and learn about the limitations and ethical implications of this technology.

DataCamp's customer success team was instrumental in Drax's success with the platform. They worked closely with Drax to ensure that the platform was meeting the diverse needs of learners and that Drax employees were getting the most out of the training.

> " Every vendor has a customer success team, but DataCamp's is one of a kind. I've never worked with somebody as responsive, fast, and effective in my whole career. For me, this totally works.

BJOERN REINKE, DIRECTOR OF DATA AND DATA SCIENCE AT DRAX GROUP

Building Cutting-edge Data and AI Skills with DataCamp

One of Drax's key goals is to support employees' professional development, and they track engagement and adoption as important metrics. Currently, **116 learners have completed over 3,850 hours of learning on DataCamp.**

By enabling professionals with key **Python, SQL, data literacy, Power BI, and ChatGPT skills,** Drax was able to accelerate innovation and data science business applications.

> **DataCamp has transformed my professional life and ignited my passion for lifelong learning. I am currently working on the Data Scientist with Python career track, as my ambition is to become a Data Scientist within Drax. Throughout the courses I have taken, I have been able to implement the best practices taught in the Innovation department at Drax. Specifically, I am focused on enriching GIS data to reduce uncertainty around fiber supply for new plants in the US. My understanding of Python and its statistical analysis libraries has deepened, leading to more efficient decision-making processes. Thanks to DataCamp, I am now much more confident in liaising between the Data Science and Innovation teams, with a view to future collaboration. I cannot overstate how much access to this platform has directed my career and learning.**

JOEL WESTON, BIOMASS STRATEGY ANALYST AT DRAX GROUP

The next step for Dax is to promote organization-wide data literacy and fluency. In collaboration with DataCamp Curriculum Experts, Drax developed four custom tracks to build key competencies such as data-driven decision-making, data communication, and data storytelling.

> **When you look at our executive committee presentations, they're full of bar charts—but there are better ways of telling a story. Custom tracks will help us explain the relevance when delivering training for business leaders.**

BJOERN REINKE, DIRECTOR OF DATA AND DATA SCIENCE AT DRAX GROUP

The partnership with DataCamp helped Drax foster a culture of continuous learning and skill development while accelerating individual career journeys and empowering Drax to stay ahead of the innovation curve to achieve sustainability.

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